

ABSTRACT

Putri Khairatul Uzma. 1175030293. *The Triadic Semiotic Model of Icon and Symbol on Face Powder Advertisement*. An Undergraduate Thesis, English Literature, Faculty Adab and Humanities, Universitas Islam Negeri Sunan Gunung Djati Bandung. Supervisors: 1. Dr. Pepi Siti Paturohmah, S.S., M.Pd 2. Ice Sariyati, S.S., M.Pd

Semiotics is the field of study that focuses on the relations of signs and the process of meaning interpretations. Signs are easy to find, especially icons and symbols that are commonly used in advertisements. Icons and symbols in advertisements have the purpose to attract the possible costumers towards the products or services that are being offered. Semiotics can be implemented in various aspects. Thus, the research in this field is necessary. This study aims to analyze the semiosis process and the interpretation of icons and symbols from a total of 32 selected face powder web-advertisements from Sephora's website. This study applied descriptive qualitative method with the main theory from Charles Sander Peirce regarding the relation of signs. The results of this study showed the semiosis process that were analyzed through the various face powder advertisements. The semiosis process proposed the impression of simple yet flawless beauty. This interpretations were analyzed through the designs of each products presented by the advertisements. The other result showed the symbols in the form of written texts presented the brands from each product advertised. The fonts used in the advertisements gave the impression of simple and elegant branding. Moreover, the icons of the advertisements were analyzed through the images of the products and the beauty models included in it. The icons proposed the impression of simple yet easy-to-use products and the effects of flawless beauty. From the findings it is concluded that the use of semiotics in the selected advertisements achieves certain meanings and impressions aimed towards the costumers. The interpretation of meanings through the analysis of semiosis process shows the impression of simple, elegant, and flawless beauty from the products that are advertised through Sephora's website.

Keyword: semiotics, semiosis process, icons, symbols