

CHAPTER I

INTRODUCTION

This chapter consist of background of research, statements of problem, research objectives, research significances, and the last is definition of key terms.

1.1. Background of Study

Technology continues to evolve, including the use of the Internet. The growing potential of Internet users has caused the advertising industry to turn to the Internet to market its products and services. Marketing activities are now turning to online channels and reducing the use of print, television, and radio media. marketing their products can also easily adapt to consumer needs. By using online channels such as websites, youtube, social media, blogs, etc. One of them is Youtube, Youtube is a website that displays all types of videos that we want. (Tito & Gabriella, 2019, p. 99) . Technological developments on Youtube social media have opened many companies to advertise and promote their various products on Youtube, which in turn increases or raises consumer awareness of exposure to advertising. Perception is the process by which a person selects, organizes, and interprets input information to create a picture of life (Febrida & Oktavianti, 2020, p. 180). Because Youtube provides special features for marketing to advertise their products there and also with many Youtube users who are very popular among the public, of course this will make Youtube one of the relevant media used by companies in marketing activities through Youtube Ads.

Advertising does not only have the function of promoting goods or services in the mass media but advertising has a broader function, namely conveying information and messages in a meaningful form through language and visuals displayed on YouTube. In advertising production, advertisers make every detail of an advertisement so that it looks real and true in the eyes of the audience (Vera, 2014). Advertising is defined as an organization that communicates impersonally with the help of sponsors about the products offered to its audience (targeted advertising) (Safura, 2020, p. 2). From this quote it can be concluded that advertisements are made with the aim of attracting attention. In addition, advertising is also used to persuade and encourage advertising buyers. To have or be able to fulfill requests from

advertisers. Basically, advertising is a means used to communicate. They use advertising to convey information about goods or services. Advertising is something that is addressed to the public, especially to customers.

Advertisements are often found on the internet or online platforms because they benefit from how the internet is liked by many people (Janoschka, 2004). The efficiency and simplicity that the internet offers means that websites and online applications are constantly evolving for a better experience for customers as well as a more effective way of advertising. This is reinforced by the fact that most people currently access the internet in their daily lives which increasingly encourages online advertising practices. The concept of online advertising still follows the way of traditional advertising which aims to increase sales of advertised products (Janoschka, 2004). From the quote above, media advertising is traditionally seen as one-way communication, which is conveyed from marketers using advertisements through several media to recipients, namely the target audience. Regarding the development of advertising with technology by saying that internet advertising is one of the developments of interactive online marketing communication media which is supported by the rapid development of Social Networking Sites. Meanwhile, according to Sudiana's definition in Vera (2014), advertising is defined as information and ideas about a product, and is a form of communication that simultaneously targets audiences to receive feedback, as advertising informs, persuades, and persuades audiences.

According to some of the definitions above, advertising can be interpreted as non-personal communication through mass media that is paid, persuades, and requires sponsors. Because advertising has a purpose or function to promote a particular product, then advertisements must use persuasive sentences, phrases or jargon, which aim to persuade people to buy, consume or use the advertised product. Advertising not only sells products, but also brings its own culture. One of the things that is often carried by advertisements is the cultural ideology about beauty (Muzakkir, 2019, p. 24). With regard to the media in society, its job is to disseminate information, but not only based on facts, but also based on historical cultural constructions. The construction of this single beauty indirectly represents the social condition of society which is only based on historical cultural structures and is not comparable to the truth.

When viewed from the number of advertisements that appear in the mass media, one of them is advertising for beauty products. Because women are identical with the beauty inherent

in the image of women, the advertisements shown also use women as the stars of the product advertisements, and the advertisement models displayed often have beautiful faces. Talking about the beauty found in humans is usually only about women. This is because women have beauty and the ability to display it and get more attention than men. Because men tend to look for beauty, while women tend to show it to themselves. For the community, women's body parts have social meanings that are used as objects of beauty, some of which are faces, unique, soft and tend to be public parts of the human body (Oktaviani, 2016, p. 2) . Because beauty is also a form of mass media construction. The mass media also has a very large role as a source of information for women who disseminate sociocultural values regarding things that are considered attractive, especially women who are believed to be one of the biggest consumers of mass media.

Beauty is one of the most important things for a woman, and it is impossible for a woman not to expect inner and outer beauty. Beauty is a priority for women, especially beauty that makes them more confident with the appearance they show. Appearance can change the way a person does things in everyday life. Women's beauty is influenced by the use of cosmetics. (Ilona Oisina Situmeang, 2015, p. 114). Because cosmetics are a component of clothing that plays an important role in people's lives, especially for women where some people, especially women, are very dependent on cosmetic preparations at every opportunity. In general, both theory and practice, the purpose of cosmetics is to maintain and care for the beauty of the skin on a regular basis.

The media has spread so many images of beauty in women from various products. They are competing to penetrate the subconscious of women by sharing persuasive techniques such as body whitening creams, face whitening and cosmetic advertisements (Meidiati, 2016, p. 2). As a result, advertising agencies are currently competing to create concepts that match the identity and goals of individuals or groups. The beauty industry often produces "beautiful" models. Beauty here is also a concept constructed by the media to make viewers interested in buying the products contained in the advertisement. The more competitors a product has, the more creative a company will be in promoting quality products. One of them is advertising, because only through an advertisement the target audience is easier to recognize the product. product benefits. Such as advertisements for Wardah cosmetics, Make Over, Mac Cosmetics, and Rare Beauty products.

The advertisements displayed by Wardah, Make Over, Mac Cosmetics, and Rare Beauty can provide the most important information for consumers to choose products, so that through this advertising media consumers can find out which products are best to use and whether the products used will be feasible or not. Wardah cosmetic offers various offers for women, namely cosmetics with halal labels. Therefore, Muslim women do not have to worry about choosing cosmetics.

Wardah Beauty Moves You Global Movement With Zainab Al-Eqabi has a great influence on consumers. Wardah is a product of a large company, PT Paragon Technology and Innovation (PTI). "Beauty Moves You" is a campaign from Wardah to introduce women to new aspects of beauty, promoting the values of progressive, modern, modesty, courageous and useful. In the ad, Wardah is played by Zainab Al-Eqabi, an Iraqi pharmacist, aspiring athlete and TV presenter of the United Arab Emirates. She is a woman who had her leg amputated, she is a defender of the rights of people with disabilities, especially those living in the Middle East.

Furthermore, beauty products from the Make Over brand collaborated with two talented young Indonesian artists, namely Rachel Ajeng and Shane Tortilla. Through this collaboration, the beauty brand under the auspices of PT. Paragon Technology and Innovation believes that beauty can be expressed in various ways, one of which is through art. The tagline Make Over Beauty Beyond Rules also conveys the notion that beauty is unlimited and does not have certain rules, so that every woman is free to have her own understanding of beauty. They are also free to express themselves in any way to show their identity and beauty. The collaboration between beauty and art that is carried out by Make Over this time cannot be separated from the similar philosophy between beauty and art which emphasizes freedom of expression according to the character one has.

Then beauty products from the MAC Cosmetics, is a cosmetic manufacturer founded and headquartered in Toronto, Canada. MAC has launched a new campaign that celebrates individuality and its 'all ages, all races, all genders' ethos. The #WhatsYourThing campaign features models ranging from MAC employees to models. It aims to promote self-expression through foundation, embracing the 'no make-up' look to sculpted or full-coverage skin, through four edits: full skin, matte skin, dewy skin or fresh skin. Terry Barber, Director of Makeup Artist, UK and Ireland, said: "This campaign is an honest look at how real women use their foundation and what they want the final result to be about them."

And beauty products from the Rare Beauty brand by Selena Gomez, a singer and actress who has just launched her first product for her make-up brand, Rare Beauty. Rare Beauty Comes with the tagline "*Rare Beauty breaks unrealistic standards of perfection*", Rare Beauty adds a line of makeup that has quite a special message. Selena wants everyone to feel worthy and beautiful, because everyone is special. He wished we could stop comparing ourselves to others. According to him, being "*rare*" is everyone's privilege. So, this brand exists not only as a beauty product, but also as a campaign for mental health, body positivity and inclusivity. Not wanting to perpetuate *stereotypes* and beauty standards, Rare Beauty comes with a mission to increase women's confidence to be themselves.

The reason the researcher is interested in analyzing the Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty is because the advertisement has words, sentences and expressions that show many signs of women's beauty and the author analyzes it based on theory semiotics. For example from the Wardah Global Beauty Moves You With Zainab Al-Eqabi ad taken from the WardahBeauty Youtube account <https://www.youtube.com/watch?v=Qp8iC5d6G8k> :



In the advertisement Wardah Global Beauty scene Moves You With Zainab Al-Eqabi above it says "And experiencing a purpose for living" which means that the things you do in life are valuable. When you have goals, you feel you have made a choice that you determine to act on your values and goals. It can also work the other way around. You can lead to further goal setting. Either way, your goals give you a sense of being in charge of your own life.

In this scene, non-verbally, you can see how the model uses a product from Wardah, namely Sunscreen. seen from the use of female models namely Zainab Al-eqabi, as well as product representation in advertisements. Female model looks with clean and fresh skin. Non-verbal

messages can also be seen with the use of make-up or facial makeup that is used to express a person's condition. In the Wardah Beauty Moves You Global Movement advertisement with Zainab Al-eqabi, the use of cosmetics on the face looks natural by highlighting the eye line to create the impression of a more communicative attitude and adjusting the use of lipstick color on the lips which gives a warmer and more natural impression but looks bold. Then the product displayed is identified as an object represented by a representative, namely Sunscreen Wardah. The interpretation of representamen and object refers to a clean face covered in make-up as seen on female models. The relationship between the representation and the object is the representation in the form of sunscreen products from Wardah showing the impression that the model uses products from Wardah in carrying out its life activities.

Representament	
Qualisign	-
Sinsign	The female model in the wardah advertisement scene uses wardah products. Based on the notion of representation, namely the analysis of the signs in the picture, it is included in the sinsign type, namely the actual incident where he is using wardah products, namely sunscreen in living his life
Legisign	-

Object	
Icon	1) An image of a woman in a commercial scene. 2) sunscreen products from Wardah Based on the meaning of the object, the analysis of the sign in the image is included in the type of icon, because the woman in the scene shows wardah products.

Index	-
Symbol	-

Interpretant	
Rheme	<p>1) In this scene a woman is using a sunscreen product from the Wardah brand,</p> <p>2) In Wardah Beauty Moves You Global Movement advertisement with Zainab Al-eqabi, the use of cosmetics on the face looks natural by highlighting the eye line to create the impression of a more communicative attitude.</p> <p>Based on the meaning of interpretant, namely the analysis of signs in this scene includes type, Rheme, which means that the woman in the advertisement has a beautiful face, clean, healthy skin and covered with make-up. Indirectly claiming that using these products can inspire consumers to use Wardah sunscreen..</p>
Decisign	-
Argument	-

Based on the description above, this study aims to find out what linguistics and nonverbal signs are and the relationship between representation and objects contained in the advertisements, namely Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty based on semiotic theory Charles Sanders Peirce.

1.2. Statement of Problem

From the explanation above, it is clear that the problem that must be overcome in the Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art

Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty is the many symbols and signs of the concept of beauty that are not understandable by several people. In this study, researchers will focus on knowing what linguistics and verbal signs are, as well as the relationship between representations and objects contained in the three advertisements. Based on the background of the research above, the questions were formulated to get more specific goals. The research questions are:

1. What are the linguistic and non verbal signs representament of the advertisement, Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty?
2. What is the relationship between representation and object in the advertisement, Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty?

1.3. Research Objectives

Based on the background and formulation of the problem above, this research has two objectives that the authors obtain as follows:

1. To find linguistics and non verbal signs representament in the advertisements, namely Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign, and Rare Beauty and Rare Beauty.
2. To find out the relationship between representation and object in the advertisements, namely Wardah Global Beauty Moves You With Zainab Al-Eqabi, Make Over Beauty Beyond Rules; Art Collaboration, Mac Cosmetics #WhatsYourThing Brand Campaign and Rare Beauty.

1.4. Research Significance

Hopefully this research can be useful both theoretically and practically. Theoretically, for researchers, this research is expected to make a positive contribution and can be an additional reference that can be used for research on linguistics, especially in analyzing signs and meanings in advertisements using Charles Sanders Peirce's semiotic theory.

And practically, the results of this study are expected to be useful for English Literature students who have an interest in analyzing an advertisement or an interest in semiotic analysis to increase knowledge and become a reference in a study.

1.5. Definition of Key Terms

Semiotics; is a scientific discipline that studies the symbols contained in an object with the aim of knowing the meaning contained in the object. semiotics comes from the Greek Semeion which means “sign”. The sign itself is interpreted as something based on pre-established social conventions - it can be thought of as a representation of something else. Signs were originally marked as things that indicated the existence of other things (Askinita, 2021, p. 22). Alex Sobur defines semiotics as a scientific or analytical method to study signs. Signs are the tools we use to find our way in this world. Between humans, with humans (Sobur, 2006).

Representamen is 'the physical form of a sign'. Three Kinds of Representamen: Index (relationship), Icon (similarity), symbol (agreement). Based on the principles above, we will see advertising as a unified representation consisting of verbal elements (language) and nonverbal elements. Verbal elements are usually linear, while non-verbal are non-linear. Verbal elements take time and do not follow a strict understanding sequence.

Advertisement; Advertisement is any form of communication designed to motivate potential buyers and promote sellers of a product or service, influence public thinking, or win public support for thinking or acting in accordance with the advertiser's wishes. Advertising becomes a news order (encouraging, persuasion) to the public about the goods or services offered. Then advertising can also be interpreted as notification to the public about goods or services that are sold and published in mass media such as newspapers , magazines , and electronic media such as radio, television, and the internet.

"Beauty" is the Latin word for *bellus*, beauty means face, face and physique. Individuals who pay attention to the beauty of their physical form and face are none other than women. As inseparable, women and beauty are 2 things that are often associated because they are groups of primary needs. Beauty is a gift that every woman has and is an important thing that usually gets the spotlight. Beauty includes physical (body) and mental or personality (inner beauty) measurements with standard sizes, so that overall it produces true beauty.