

**A SEMIOTIC ANALYSIS IN WARDAH COSMETIC  
ADVERTISEMENT STRATEGY**

**SKRIPSI**

**Submitted By:**

**Alvira Riska**

**1042020018**

**Degree (S1)**

**Study Program: English Education Department,**

**Faculty of Teacher Training and Education,**

**IAIN Langsa**



**MINISTRY OF RELIGIOUS AFFAIRS  
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# STATEMENT OF APPROVAL

## A SEMIOTIC ANALYSIS IN WARDAH COSMETIC ADVERTISEMENT

### STRATEGY

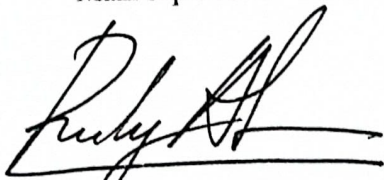
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By

**Alvira Riska**  
**1042020018**

Approved by:

Main supervisor



**Rully Adha, MS**

NIP. 19840830 200901 1 006

Co-Supervisor



**Dedy Suheri, Ph.D**

NIP. 1979092 4202321 1 010

## STATEMENT OF CERTIFICATION

### A Semiotic Analysis In Wardah Cosmetic Advertisement Strategy

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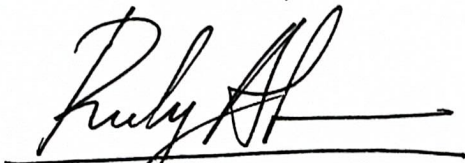
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on:

Monday, 29 July 2024 M  
23 Muharram 1446 H

#### Board of Examiners :

Chairman,



Ruly Adha, MS  
NIP. 19840830 200901 1 006

Secretary,



Dedy Suheri, Ph. D  
NIP. 1979092 4202321 1 010

Examiners I,



Dessy Kurniasy, M.Hum  
NIP. 19821212202321 2 037

Examiners II,



Shafrida Wati, MA  
NIP. 19840904 202321 2 028

Certified by :

The Dean of Tarbiyah and Teachers Training faculty

State Institute for Islamic Studies Langsa,



Dr. Amiruddin, MA  
NIP. 197509092008011013

## SURAT PERNYATAAN KARYA SENDIRI

Saya yang bertanda tangan dibawah ini:

Nama : Alvira Riska  
Tempat/tgl.Lahir : Tualang cut, 24 Oktober 2001  
Nim : 1042020018  
Fakultas/Prodi : FTIK/Tadris Bahasa Inggris  
Alamat : Dusun Keude Meuku Desa Ie Bintang, Kec. Manyak Payed, Kab.  
Aceh Tamiang

Menyatakan dengan sebenarnya bahwa skripsi yang ditulis dengan judul “A Semiotic Analysis In Wardah Cosmetic Advertisement Strategy” merupakan hasil karya saya sendiri. Apabila di kemudian hari terbukti bahwa skripsi ini adalah hasil jiplakan, maka saya bersedia menerima segala sanksi yang diberikan atas perbuatan saya tersebut.  
Demikian surat pernyataan ini saya buat dengan sebenar-benarnya.

Tualang Cut, 23 April 2024

Yang Membuat Pernyataan

  
Alvira Riska

NIM. 1042020018

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I trust that this thesis will offer valuable insights to its readers, and I welcome any constructive feedback from them. May we always be blessed by the grace of God.

Tualang Cut, 23 April 2024

Alvira Riska

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## ABSTRACT

**Alvira Riska.** 2024. A Semiotic Analysis In Wardah Cosmetic Advertisement Strategy

**Supervisor** (1.) Ruly Adha, MS (2.) Dedy Suheri, Ph.D

This research aims to reveal the hidden meaning behind the color choices in 5 Wardah cosmetic advertisements, using qualitative analysis research methods. These colors have symbolic meanings related to the image of modern Muslim women, active and urban women. For example, blue and white symbolize calm and purity, while red and green symbolize energy and nature. Wardah's advertisements also prioritize positive values such as courage, self-confidence, contribution, and self-acceptance. Semiotic analysis has important implications for Wardah. From a marketing perspective, this analysis helps Wardah understand the needs of various consumer segments. This allows Wardah to design more effective marketing strategies and reach a wider target market. This research shows Wardah's efforts to build a modern, inclusive, aspirational, and trustworthy brand image from a branding perspective. This can be seen from the ideal model, luxurious packaging, and attractive tagline. In conclusion, Wardah's advertising semiotics are effective marketing and branding strategies to reach consumers and build a positive brand image. Wardah sells beauty products and has positive values and ideals for women.

**Keywords:** Wardah, semiotics, cosmetic advertisement, marketing strategy, branding tactics, color meaning, cultural interpretation.

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Wardah, as one of the prominent brands in the cosmetics industry, has gained an important position with a wide market share in Indonesia. Founded in 1985 under the management of Paragon Technology and Innovation Inc., Wardah Cosmetics has transformed into one of the leading cosmetic brands in Indonesia, led by Salman Subakat as the company's CEO.<sup>1</sup> Wardah's presence as one of the most popular cosmetic brands in Indonesia is closely related to its emphasis on Islamic values. In building its identity, Wardah succeeded in designing a series of advertisements that not only promoted its products but also conveyed a complex network of meanings and symbols that went beyond visual and textual elements.<sup>2</sup> Wardah Cosmetics reflects the long-standing, local cosmetics company committed to environmentally friendly products and aligned with Islamic values. Its history marks the creation of a strong and respected brand image, demonstrating dedication to safe and halal products in marketing its products.

Wardah, as a cosmetics brand with a strong presence in specific regions, may use color in its advertisements to resonate with cultural and societal norms and to create a visual identity that appeals to its target audience, thereby

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<sup>1</sup> Rachmadina Maghfira, R. Myrna Nur Sakinah, and Dadan Rusmana, "The Representation of Independent Women in Wardah Advertisement: A Study of Semiotic By Pierce," *Basastra: Jurnal Bahasa, Sastra, dan Pengajarannya* 10, no. 1 (2022): 240.

<sup>2</sup> Asni Djamereng, "Analisi Semiotika Pada Iklan Di Televisi (Iklan Wardah Dan Iklan Total Almeera)," *Jurnal Al-Khitabah* 4, no. 1 (2018): 1–17, <http://journal.uin-alauddin.ac.id/index.php/Al-Khitabah/article/view/4713>.

influencing consumer perceptions of the brand and products. As stated by Harper, advertising plays a central role in facilitating effective communication, strengthening understanding of values, and empowering the spread of culture in society.<sup>3</sup> Meanwhile, if we refer to it from a linguistic perspective, advertising is not just a means of conveying messages, but also functions as a vehicle for complex visual and verbal narratives, using various semiotic elements to reach audiences impressively. The use of color is not just a visual element, in the context of cosmetic advertising, color can depict brand identity, reflect beauty values, and even respond to social and cultural trends.<sup>4</sup> In Wardah advertisements, the choice of colors attracts not only visual attention but also reflects Islamic and cultural values.

In this case, color is one of the key elements in visual communication which plays an important role in conveying meaning, whether cultural, emotional, or symbolic meanings.<sup>5</sup> The importance of color as an element of visual communication lies in its ability to carry deeper and more varied messages. Not just a combination of pigments that create visuals, colors can evoke multidimensional meanings and interpretations. Knowledge of the meaning of colors in the cultural context or emotional state of society can produce stronger communication, enrich the values conveyed, and enable deeper understanding in

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<sup>3</sup> Shamim Ali, Zafar Ullah, and M Phil English, "Semiotic Insight into Cosmetic Advertisements in Pakistani Print Media," no. February (2015), <http://www.ijhcs.com/index.php/ijhcs/index>.

<sup>4</sup> Maryam Najafian and Saeed Ketabi, "The Words behind Images: A Critical Social Semiotic Approach toward Analyzing Advertising," *International Journal of Linguistics* 3, no. 1 (2011): 1–21.

<sup>5</sup> Hui-Chih Yu, "A Cross-Cultural Analysis of Symbolic Meanings of Color," *Chang Gung Journal of Humanities and Social Sciences* 7, no. 1 (2014): 49–74, <http://www.china.org.cn/e-groups/shaoshu/shao-2-naxi.htm>.

social interactions. Understanding how color is employed in Wardah's advertisements and how it influences the semiotic interpretation of these advertisements is a research gap worth exploring.

Semiotic analysis is an approach that explores the hidden meanings in the symbols used in a text or image.<sup>6</sup> In cosmetic advertising, semiotics helps dissect the meaning of the symbols used, including color choices, to reveal hidden messages that may not be immediately visible to the eye. In exploring a deeper understanding of the use of color in Wardah advertisements, semiotic analysis becomes a vital tool. As an important element in visual communication, color has the ability to convey more complex messages, both culturally and emotionally, making it a key element in the expression of meaning in the context of cosmetic advertising. Through semiotic analysis, we can understand how the colors chosen in the Wardah advertisement are not just visual representations but also have deep symbolic meanings.

Through semiotic analysis that focuses on the use of color in Wardah advertisements, this research aims to identify the hidden meaning of each color chosen. The main aim is to explore how these colors are interpreted in cultural, social, and emotional contexts, as well as how color choices influence consumer perceptions of the Wardah brand. In this study, the writer chose Wardah cosmetics advertisements as the focus of the research object because Wardah is known as a cosmetics brand that applies Islamic principles in the production and formulation of its products. Focus on natural ingredients that are

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<sup>6</sup> Martin Solik, "Semiotic Approach to Analysis of Advertising," *European Journal of Science and Theology* 10, no. October (2014): 207–217.

halal and compliant with sharia, meeting the needs of consumers who care about the halal aspects of products. Apart from that, Wardah has a strong tagline related to the *halal* of its products, for example, "*Halal*, Blessing, and *Rahmat*." This tagline reflects Wardah's commitment to providing products that comply with halal principles, creating trust among Muslim consumers. This follows the environmental background of the writer studying at the Langsa State Islamic Institute (IAIN), which emphasizes and is synonymous with an Islamic-based campus environment. Based on these reasons, the writer is interested in conducting a research entitled "**A Semiotic Analysis in Wardah Cosmetic Advertisement Strategy**"

## **B. Research Questions**

Based on the background above, the writer formulated the following research questions, namely:

1. How does Wardah use visual signs and symbols in its cosmetic advertisements to convey specific messages about beauty and self-image?
2. What are the implications of the semiotic analysis of Wardah cosmetic advertisements for understanding their overall marketing and branding strategy?

## **C. Purpose of Study**

The purposes of the study are as follows:

1. To analyze the visual signs and symbols that Wardah uses in its cosmetics advertising to convey certain messages about the concept of beauty and self-image.
2. To know the implications of semiotic analysis of Wardah cosmetic advertising in understanding overall marketing and branding strategies.

#### **D. Significance of Study**

The results of this study can help both in academic and practical contexts.

Some of the benefits of this research are:

1. Theoretical Contribution: This research will significantly contribute to theory, particularly in the fields of language and semiotics. This will help enrich the academic literature in the field of semiotics and language with concrete examples from the world of cosmetics advertising, which may have previously been less explored.
2. Practical Contribution: This research has a direct impact on marketing and advertising practices. This can help them optimize their advertising strategies, craft more effective messages, and create more leveraged campaigns.

## CHAPTER II

### LITERATURE REVIEW

#### A. Theoretical Framework

##### 1. Semiotic Theory

Semiotic theory studies signs, symbols, and meaning in language and communication.<sup>7</sup> It involves analyzing how signs (whether in words, images, symbols, or actions) are used to convey messages, as well as how humans understand, interpret, and assign meaning to those signs.

There are several basic elements in semiotics:

- a. Signs: In semiotics, "sign" is a basic unit of communication that refers to anything that can attract attention, stimulate thought, or convey a message. Each sign consists of two main components:
  1. Signifier: This is a physical or material component of a sign, such as a word, image, sound, or gesture used to represent a concept or object. For example, the word "apple" or the image of an apple are markers that refer to the physical object of an apple.
  2. Signified: This is the meaning or concept represented by the signifier. In the previous example, the concept of an apple as an edible fruit is implied by the word "apple" or the image of an apple.
- b. Symbol: A symbol is a sign in the form of an image or writing that describes something and carries a certain meaning. Symbols are also

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<sup>7</sup> Claire Harrison, "Visual Social Semiotics: Understanding How Still Images Make Meaning," *Technical Communication* 50, no. 1 (2003): 46–60.

related to cultural, situational, and conditional signs. In simple terms, a symbol is a sign that has a dynamic, special, subjective, and figurative meaning.

- c. Cue: Signs refer to language used for manual communication without using sound. Gestures are used with body language and lip movements. In semiotics, signs are considered important because signs enable understanding of the meaning contained in them. When the use of a gesture is discontinued, it can turn into a sign or symbolism.<sup>8</sup>

Roland Gérard Barthes was a French philosopher, literary critic, and cultural theorist. He is known for his contributions to the field of semiotics. One of his best-known works is "Mythologies," in which he analyzes how popular culture creates myths through everyday symbols. Barthes is also known for the idea of the "Death of the Author", which highlights that the meaning of a work should not be limited to the author's intentions or context alone. His work has influenced many fields, including literature, media, and pop culture.<sup>9</sup>

According to Roland Barthes, semiotics is a scientific discipline that studies how humans create and understand meaning in all forms of communication and representation, both verbal and nonverbal. While communication conveys messages, semiotics digs deeper, analyzing how signs are constructed and how they contribute to the creation of cultural and ideological meaning.<sup>10</sup>

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<sup>8</sup> David Chandler, *Semiotics the Basics, Second Edition* - 69249454-Chandler-Semiotics.Pdf, 2007, <http://analepsis.files.wordpress.com/2011/08/69249454-chandler-semiotics.pdf>.

<sup>9</sup> D J Huppatz, *Roland Barthes, Mythologies* (Design and Culture, 2015): 85-100

<sup>10</sup> Al Fiatur Rohmaniah, "Kajian Semiotika Roland Barthes," *Al-Ittishol: Jurnal Komunikasi dan Penyiaran Islam* 2, no. 2 (2021): 124–134.

Barthes' semiotic theory progresses through two primary phases, denotation and connotation. These two significations hold significant importance within semiotics. The initial phase in Roland Barthes' concept of meaning is denotation. The denotative meaning evolves into connotative significance, and the subsequent stage that extends from the elaboration of connotation is known as myth.

There are several main semiotic concepts from Roland Barthes:

1. Denotation: Refers to the literal or visible meaning of a sign. This is the most basic and general meaning of a sign. For example, in a picture of a rose, the denotation is the physical image of the rose itself.
2. Connotation: Refers to the hidden meaning or deeper emotional associations of a sign. This involves more complex meanings attached to the sign based on the individual's experiences, values, or culture. In the example of a rose, connotations could include associations with love, beauty, or freshness.
3. Myth in the context of Barthes' semiotics refers to the process by which the meaning of a sign is constructed or interpreted by culture or society. So, when someone sees something and automatically takes it with a certain concept, for example, in the Wardah cosmetics advertisement, if there is a use of skin color that tends to be brighter, most people may be

indirectly programmed to perceive brighter skin as beauty or success. This is just a developing social construction and not an absolute truth.<sup>11</sup>

There are several important aspects of semiotics:

- a. Relations Between Signs: Semiotics also studies how signs relate to and influence each other. A sign can have different meanings depending on its relationship to other signs around it.
- b. Cultural Meaning: The meaning of signs is not static, but is shaped by cultural and social context. This causes the interpretation of signs to vary between different individuals or groups.
- c. Coding and Decoding
  1. Coding is the process in which signs are coded by the creator of the message. Messages are structured by selecting certain signs that are considered to have meaning in a communication context.
  2. Decoding is the process in which the recipient of a message decodes or understands the signs sent by the message creator. Sometimes, the meaning intended by the message creator may be different from the meaning understood or interpreted by the recipient of the message due to differences in background, experience, or cultural context.<sup>12</sup>

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<sup>11</sup> Ayu Famila Putri, Arin Inayah, and Wageyono, "A Semiotic Analysis of Aladdin Movie By Using Roland Barthes Theory," *Lunar* 6, no. 2 (2023): 376–386.

<sup>12</sup> Sathvika Rudrakumar and Rajasekaran Venkatraman, "A Semiotic Analysis of Saussure and Barthes's Theories under the Purview of Print Advertisements JOURNAL OF LANGUAGE AND LINGUISTIC STUDIES A Semiotic Analysis of Saussure and Barthes's Theories under the Purview of Print Advertisements," *Journal of Language and Linguistic Studies* 18, no. 1 (2022): 386–396, [www.jlls.org](http://www.jlls.org).

Understanding the relationship between signs, cultural meaning, and the coding and decoding process plays an important role in investigating how the use of color as a sign is understood, interpreted, and provides meaning in cosmetic advertisements, especially Wardah cosmetic advertisements. These concepts help in analyzing how the literal meaning (denotation) of the colors used in the advertisement, both in the form of words and images, is used to convey a deeper message (connotation). So that it can be identified how the use of color in Wardah cosmetics advertising creatively influences consumer perceptions, both through its literal meaning and connotative meaning.

## **2. Advertising Theory**

Advertising Theory is a collection of concepts and principles used to understand how advertising works, how messages are conveyed to audiences, and how advertising influences consumer behavior and attitudes.<sup>13</sup> This theory involves various approaches to understanding the psychology, communication, and culture that play a role in creating effective advertising. It involves many concepts, principles, and approaches used by advertising professionals and writer to design, analyze, and understand advertising effectiveness.

There are several main aspects of Advertising Theory:

- a. **Communication and Influence:** Advertising theory focuses on communicating advertising messages to audiences and how these messages influence their behavior, attitudes, and perceptions toward the

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<sup>13</sup> Robert Aitken, Brendan Gray, and Robert Lawson, "Advertising Effectiveness from a Consumer Perspective," *International Journal of Advertising* 27, no. 2 (2008): 279–297.

advertised brand or product. It involves studying how messages are processed, received, and interpreted by audiences.

- b. **Consumer Psychology:** This theory involves an understanding of consumer psychology and the psychological factors that influence purchasing decisions. This includes consumer motivations, perceptions, attitudes, and behaviors that are studied to understand how advertising can influence purchasing decisions.
- c. **Market Segmentation and Targeting:** Advertising theory also considers market segmentation to identify the right audience for the advertised product or service. This involves understanding the demographic, geographic, psychographic, and behavioral characteristics of consumers to determine the optimal target audience.
- d. **Media Selection:** An important aspect of Advertising Theory is selecting the right media to convey the advertising message to the target audience. This involves understanding the media habits and preferences of the target audience.
- e. **Creativity and Message:** How advertising messages are designed and delivered is also the focus of Advertising Theory. This includes creative strategies, choosing words, images, style, and visual messages that will be effective in attracting attention and influencing the audience.
- f. **Evaluation and Measurement:** Advertising Theory also includes evaluation and measurement methods to judge the effectiveness of advertising. This

may involve using metrics such as response rate, brand awareness, or conversion rate to assess ad performance.<sup>14</sup>

In the context of advertising, semiotics plays an important role in advertising analysis because it helps in understanding how symbols, images, words, and other visual messages are used to convey messages to the audience. The relationship between Advertising Theory and semiotics lies in the way semiotics helps in analyzing and understanding advertising messages. In Advertising Theory, understanding how messages are structured, how they influence the audience, and how symbols are used to achieve communicative goals is very important. Semiotics helps in breaking down these messages into smaller components (such as symbols, icons, indices, etc.) to understand how they work together to create meaning. For example, in advertising, a brand may use certain colors to create associations with certain emotions or values. Semiotics helps analyze how these colors are interpreted by the audience, how it can influence their perception of the brand, and how it can influence purchasing decisions. By using a semiotic approach, advertising experts can analyze elements in advertising such as images, colors, words, and other symbols to understand how they contribute to the message the advertisement wants to convey to its audience. So, while Advertising Theory investigates how advertising works in general, semiotics helps in analyzing specific elements in advertising to understand how the message is delivered and received by the audience.

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<sup>14</sup> Xiaoli Nan and Ronald J. Faber, "Advertising Theory: Reconceptualizing the Building Blocks," *Marketing Theory* 4, no. 1–2 (2004): 7–30.

### 3. Semiotics in advertising

Semiotics in advertising refers to the use of semiotic theories and concepts in the study of signs, symbols, and meaning in the analysis and understanding of advertising.<sup>15</sup> This involves using semiotic principles to break down advertising elements into smaller components to understand how they communicate a message to an audience.

There are several important aspects of semiotics in advertising:

- a. Signs and Symbols: Semiotics teaches that messages in advertising consist not only of words but also of signs and symbols that have meaning. These can be images, colors, icons, specific words, or even music used in the advertisement.

The colors representation in semiotic meaning refers to the physiological color theory<sup>16</sup>, which can be seen in the appendixes

- b. Hidden Meaning: Semiotics understand that there is a hidden meaning behind the symbols used in advertising. It analyzes how these symbols influence the viewer and represent the concept, emotion, or value that the advertisement is trying to convey.
- c. Connotative Analysis: Semiotics explores the connotative meaning in advertising, namely the implied or hidden meaning behind the symbols used. For example, the use of certain colors in advertising can create deep

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<sup>15</sup> Solík, "Semiotic Approach to Analysis of Advertising." *European Journal of Science and Theology*, no. Oktober (2014): 207-217.

<sup>16</sup> Toqa Maghraby et al., "The Psychology of Color and Its Effect on Branding," *Journal of Textiles, Coloration and Polymer Science* 21, no. 2 (2024): 355–363.

emotional associations that influence the audience's perception of the brand or product.

- d. Denotation and Connotation: Semiotics distinguishes between denotation (literal meaning) and connotation (deeper, emotional, or conceptual meaning) of symbols in advertising. It analyzes how these denotations and connotations interact to create a broader understanding of the advertising message.
- e. Cultural Criticism and Ideological Analysis: Semiotics in advertising can also be used to criticize cultural representations in advertising. It highlights how advertising may reflect or reinforce certain ideologies, stereotypes, or norms in society.
- f. Code and Decode: Semiotic theory also explores how messages are “coded” by advertisers and “decoded” by audiences. This understanding implies that the meaning of advertising is not always interpreted by the audience according to the advertiser's intentions.<sup>17</sup>

The application of semiotics in advertising helps advertising professionals and writer understand how advertising works from a symbolic perspective, how these messages are understood by audiences, and how they influence consumer perception and behavior. By analyzing symbols and hidden meanings, semiotics allow a deeper interpretation of how advertising functions as a communication tool in a broader cultural and social context.

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<sup>17</sup> Feyrouz Bouzida, “The Semiology Analysis in Media Studies,” *International Conference on Social Sciences and Humanities*, no. 3 September (2014): 1001–1007.

#### 4. Cosmetic Advertisements Strategy

Cosmetic advertisements are a form of marketing communication that employs various strategies to promote products to the target market. Cosmetic advertisements involve the use of complex linguistic and visual signs to convey messages related to beauty, appearance, and the benefits of cosmetic products.<sup>18</sup>

Some common strategies used by leading brands in the cosmetics industry and how they utilize semiotics include:

- a. Use of Celebrities and Influencers: Cosmetics brands often use celebrities or influencers as part of their advertising strategy. This creates an association between the product and the image and lifestyle identified with the celebrity. Semiotic analysis helps in understanding how audiences associate brands with the characteristics and values held by celebrities or influencers.
- b. Emphasis on Natural Beauty: Many cosmetic brands highlight natural beauty in their advertising campaigns. They use elements such as images of women with clean and fresh skin, depict natural softness, and focus on natural ingredients in their products. Semiotic analysis helps in understanding how symbols such as colors, images, or words are used to convey messages of natural beauty.
- c. Concept of Transformation and Self-Improvement: This strategy highlights the ability of cosmetic products to improve consumers' appearance and self-confidence. Advertisements often show dramatic transformations

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<sup>18</sup> Kevin Lane Keller, "Building Strong Brands in a Modern Marketing Communications Environment," *Journal of Marketing Communications* 15, no. 2–3 (2009): 139–155.

before and after the use of the product, creating the expectation that the use of the product will result in a significant change in appearance. Semiotics help in analyzing how visual and narrative symbolism is used to depict this transformation.

- d. Color, Style, and Design Selection: Cosmetics brands often use a consistent color palette, packaging design, and visual style in their advertising to build a strong brand identity. Semiotic analysis helps in understanding how these color, style, and design choices create associations with the brand and influence consumer perceptions of the quality and characteristics of the product.
- e. Experience and Story Strategy: Some cosmetic brands use advertising strategies that focus on experiences and narratives. They create stories around their products, tying the products to emotional moments or positive changes in consumers' lives. Semiotics help in analyzing how narratives and symbols are used to build powerful experiences and connect brands with audiences.<sup>19</sup>

Semiotic analysis in cosmetic advertisements explores how visual and linguistic messages are constructed and how meaning and values are built through the signs used. Through semiotic analysis, cosmetic brands identify symbols that can influence consumer perceptions, values, and preferences, and ensure that the messages conveyed visually and narratively match their brand identity and the advertising objectives they wish to achieve.

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<sup>19</sup> Kuldip Kaur, Nalini Arumugam, and Norimah Mohamad Yunus, "Beauty Product Advertisements: A Critical Discourse Analysis," *Asian Social Science* 9, no. 3 (2013): 61–71.

## B. Previous Studies

There were some previous studies related to the title of this research. The first study was conducted by Ramy Zahra Syahdini (2019) entitled "Semiotic Analysis of L'Oreal Paris Advertisement". This study examined connotations embedded within L'Oréal Paris advertisements, encompassing three videos spanning 2013, 2014, and 2018. The researcher classified the signs identified in the videos into imagery, verbal expressions, and non-verbal cues. Through a descriptive qualitative research approach, the collected signs were meticulously depicted. The findings of the analysis revealed that the connotations in these advertisements are intricately influenced by the prevailing concept of beauty in France. The research highlighted that societal factors played a pivotal role in shaping perceptions of beauty, delineating specific aspects associated with French women. Moreover, insights into the makeup preferences of French women emerged, indicating a tendency to invest in fewer high-quality, expensive products, favoring a natural appearance. Despite the emphasis on natural looks, the videos showcase a spectrum of makeup styles, ranging from colorful and luxurious to bold and piercing. This suggests that while L'Oréal Paris represented elements of French culture, it also reflected the diverse beauty preferences found across different countries.<sup>20</sup>

There are differences between Ramy Zahra Syahdini's research on the L'Oréal Paris advertisement and the writer's research on A semiotic analysis in the Wardah cosmetic advertisement. Ramy Zahra Syahdini's research regarding the L'Oréal

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<sup>20</sup> Ramy Zahra Syahdini, *Semiotics Analysis of L'OREAL PARIS Advertisement*, September (2019): 58

Paris advertisement focused more on the influence of French society on the concept of beauty, while in Wardah's research, the writer focused on exploring certain messages about the concept of beauty and self-image in the Indonesian context, using Barthes' semiotic theory. Meanwhile, what Ramy Zahra Syahdini's research has in common with the writer's research is that they both analyze signs in cosmetic advertisements.

The second study was conducted by Edafejirhaye I Vincent, Prof. Ajilore Kolade (2019) entitled “The Semiotic Analysis of Coca-Cola's 'Share a Coke' Advertising Campaign”. This study undertook a semiotic analysis of Coca-Cola's "Share a Coke" advertising campaign, employing a descriptive-analytical approach. Grounded in the Individual Differences theory and De Saussure's semiotic model. The study explored the campaign's remarkable success in Nigeria. The personalized touch of the product's advertisement, featuring consumers' names on drink bottles, coupled with an aggressive use of social media, contributed significantly to the campaign's triumph. Additionally, Coca-Cola logos and diverse "Share a Coke" adverts adorned point-of-sale locations, enhancing the overall impact.<sup>21</sup>

The main difference between Edafejirhaye's research and the writer's research lies in the object and concept of analysis. In Edafejirhaye's research, the focus of research on Coca-Cola beverage products is more inclined to the use of signs to achieve successful marketing campaigns, while the writer's research focuses more on certain messages about beauty and self-image conveyed

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<sup>21</sup> Edafejirhaye I Vincent and Prof Ajilore Kolade, “Persuasive Communication: Semiotic Analysis of ‘Share-a-Coke’ Advertising Campaign,” *World Journal of Innovative Research*, no. 2 (2019): 1–6, [www.wjir.org](http://www.wjir.org).

through signs in cosmetic advertising. Apart from that, EDAFEJIRHAYE's research refers to the Theory of Individual Differences and De Saussure's semiotic model, while the writer's research uses Barthes' semiotic theory. On the contrary, what EDAFEJIRHAYE's research has in common with the writer's research is that they are both related to understanding marketing and branding strategies through semiotic analysis of an advertisement.

The last study was conducted by Muhammad Amas Dzulyana, Enjang Pera Irawan, and Nurhayani Saragih (2019) entitled "Semiotic Analysis of the Message of Meaning on Pesona Indonesia Advertisement of Pesona Indonesia 2017 Destination Version". This study aimed to uncover the conveyed message within the Pesona Indonesia 2017 Destination. The theoretical framework employed was Ferdinand De Saussure's Semiotics theory, which elucidates that signs consist of interconnected elements, namely the signifier and the signified. The signifier represents a meaningful sound or image, while the signified conveyed the picture or concept associated with the marker. The interrelation between these elements is termed significance. This research adopted a descriptive qualitative method utilizing a semiology communication analysis approach. Being a descriptive study, it delineated the situation or discourse without seeking relationships, testing hypotheses, or making predictions. In summary, the findings indicated that the meanings conveyed in the Pesona Indonesia 2017 Destinations advertisement underscore the message of the Tourism Ministry, emphasizing the abundance and beauty of domestic tourist destinations. Indonesia offers a plethora of choices,

encompassing natural, artistic, cultural, historical, and modern tourism experiences.<sup>22</sup>

There are differences between Pesona Indonesia's research and the writer's research. Pesona Indonesia's research aims to uncover the messages contained in tourism advertisements. Where the focus of the analysis is more directed towards highlighting messages from the Indonesian Ministry of Tourism and the wealth of domestic tourism destinations by adopting De Saussure's semiotic theory. Meanwhile, this writer's research aims to analyze messages about the concept of beauty and self-image in cosmetic advertisements, the focus of the analysis is more inclined and directed towards symbols and visual messages related to cosmetics and beauty using Barthes' semiotic theory. Meanwhile, the similarity between Pesona Indonesia's research and the writer's research is that they both involve semiotic analysis of advertisements or marketing messages by adopting a semiotic analysis approach and qualitative methods to explore the meaning contained in the signs in advertisements.

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<sup>22</sup> Muhammad Amas Dzulyana, Enjang Pera Irawan, and Nurhayani Saragih, "Semiotic Analysis of the Message of Meaning on Pesona Indoneisa Advertisement of Pesona Indonesia 2017 Destination Version," *International Journal of Innovative Science and Research Technology* 4, no. 10 (2019): 476–484, [www.ijisrt.com](http://www.ijisrt.com)476.

## CHAPTER IV

### FINDING AND DISCUSSION

#### A. Finding

##### 1. Visual signs and symbols used in Wardah Cosmetic advertisements

There are 5 advertisements taken for analysis as follows.

##### a. Wardah Beauty Moves You: Ayana Moon for Impactful Beauty for the Greater Good in Qatar 2023



(0.04)

##### 1. Color:

- Blue: Symbolizes calm, trust, and professionalism.
- White: Symbolizes purity, and simplicity.
- Chocolate: Represents nature, earth, and simplicity.
- The green Wardah logo: Symbolizes freshness and naturalness.

##### 2. Clothing

- Brown dress: A symbol of modesty, obedience, and Muslim identity.
- White hijab: Symbol of adherence to religion and traditional values.

3. Light and natural makeup: A symbol of simplicity, innocence, and confidence in natural beauty.

#### 4. Expressions and Poses

- Calm and smiling facial expression: Symbolizes friendliness, calmness, and happiness.
- Simple and graceful pose: Gives a feminine, elegant, and classy impression.

5. Wardah Logo: Quality, trust, expertise, freshness and naturalness.



(0.12)

#### 1. Color

- White: Symbolizes purity, and simplicity.
- Chocolate: Represents nature, earth, and simplicity.
- Red: symbolizes Energy, passion, Prosperity, luck, and creativity

## 2. Interaction

- Greeting: A sign of friendliness, politeness, and respect.
- Smile: An expression of happiness, friendliness, and warmth.
- Small Children: A symbol of innocence, joy, and the future.
- Holding a slice of watermelon: A symbol of generosity, sharing, and friendliness.

3. Traditional Market: Symbol of culture, dynamics of community life, tradition, and community.



(0.14)

1. Hijab: A symbol of identity, Modesty, obedience, identity, and pride for Muslim women.

2. Lipstick: A symbol of femininity, beauty, self-expression, power, and influence.

3. The act of applying lipstick: A symbol of self-preparation, appearance enhancement, and self-confidence.

4. Eyes looking up at the sky: A symbol of prayer, hope, and connection to spirituality.



(0.28)

1. Four women: A symbol of diversity, inclusivity, and unity.

2. Colors

- Chocolate: Symbolizes nature, earth, and simplicity.
- Blue: Symbolizes calm, trust, and professionalism.
- Gray: Symbolizes stability, maturity, neutrality, simplicity, and modernity
- Cream: Symbolizes calm, elegance, and simplicity.

2. Clothing

- Gown: Feminine clothing that is loose and covers the entire body.
- Headscarf: Symbol of adherence to religion and traditional values.

- White shirt: A symbol of simplicity, professionalism, and politeness.
- blouse and trousers one set: A symbol of professionalism, elegance, and confidence.

4. Skin: Celebrating the diversity of female beauty.

5. Position and Interaction

- Go hand in hand: A symbol of unity, cooperation, and friendship.

6. Color and fashion: Represents positive values such as simplicity, professionalism, elegance, and femininity.

#### **b. Wardah Colorfit Last All Day Lip Paint Around The World**



(0.06)

1. Woman walking with confidence: A symbol of independence, strength, and grace.

2. Color combination

- White and cream: A symbol of cleanliness, purity, tranquility, and elegance.

### 3. Clothes

- White shirt: A symbol of simplicity, professionalism and modesty.
- Beige outer: A symbol of calm, warmth, and neutrality.
- Trousers: A symbol of modesty, comfort, and formality.
- White hijab: A symbol of Islamic religious identity, modesty, and humility for Muslim women.

### 4. Dress style

- Covering the nakedness and modesty: A symbol of conformity with Islamic religious teachings and modesty values.

### 5. Background

- Old buildings: Symbols of history, tradition, and cultural richness.



(0.07)

### 1. Color combinations

- Red, purple, light brown, and gray: A symbol of balance between energy, calm, and sophistication.

### 2. Clothes

- Red cuff with purple stripe: Symbol of energy, passion, and creativity.
- Light brown outerwear and trousers: A symbol of calm, warmth, and neutrality.
- Dark brown bag: A symbol of elegance, sophistication, and professionalism.
- Gray shoes: A symbol of balance, calm, and neutrality.

### 3. Dress style

- Fashionable and professional: A symbol of confidence, independence, and success.

### 4. Background

- White building: Symbol of purity, cleanliness, simplicity and tranquility.

### 5. Women walk with confidence: A symbol of independence, strength, and grace



(0.08)

### 1. Color

- Light pink: Symbol of affection, femininity, joy, and innocence.
- Dark pink: A symbol of maturity, elegance, and serenity.
- White: Symbolizes purity, and simplicity.

### 2. Clothes:

- Dark pink tunic and blue jeans: A symbol of the combination of femininity, casual, and religiosity.
- White skirt: A symbol of purity, simplicity, and elegance.
- White high heels: A symbol of elegance, femininity, and professionalism
- Woman on foot: A symbol of independence, strength, and grace.

3. Black hair tied back: A symbol of being neat, professional, and clean.

#### 4. Background

- Majestic Building: A symbol of ambition, achievement and success.



(0.09)

#### 1. Color

- White: Symbolizes purity, and simplicity.
- Pink: Symbolizes love and affection.

#### 2. Woman in white dress with pink netting:

- This visual shows femininity, elegance, and playfulness.

#### 3. Running: Symbolizes freedom, passion, and dynamism.

4. Looking back: A symbol of self-reflection, gratitude, and optimism.

5. Turkish hot air balloon Cappadocia background: A symbol of natural beauty, wonder, adventure, dreams, ambition, and achievement.



(0.09)

## 1. Color

- Pink: Symbolizes love and affection
- White: Symbolizes purity, and simplicity.

## 2. Clothing

- Pink dress: A symbol of love, affection, femininity, simplicity, and tenderness.
- White hijab: The hijab is a symbol of purity and Muslim women's identity.

3. Natural look: A symbol of confidence and comfort with yourself.

4. Smiling at the camera: A symbol of friendliness, happiness, and optimism.

5. Background: A symbol of simplicity, comfort, tranquility, unity, and harmony.



(0.24)

### 1. Color

- Silver: Symbolizes modernity, contemporary, luxury, technology, and innovation.
- Red: Symbolizes courage, confidence, sensuality, beauty, love, and passion.

3. Hijab: A symbol of identity, Modesty, obedience, identity, and pride for Muslim women.

4. Lipstick: A symbol of femininity, beauty, self-expression, power, and influence.

5. Istanbul text: A symbol of Middle Eastern culture, beauty, history, and diversity.

6. Wardah Logo: A symbol of Quality, trust, and expertise

7. Lipstick product type:

- The name "Istanbul" associates the product with the rich and colorful culture of the Middle East.

8. Background: Shows femininity, tenderness, and happiness.



(0.30)

## 1. Color

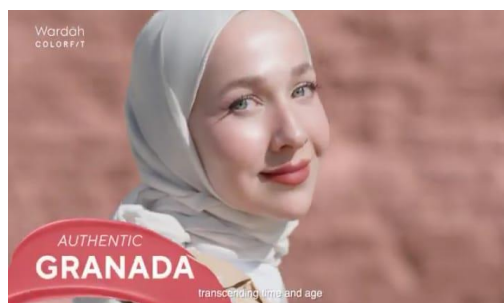
- Light pink: Symbol of affection, femininity, joy, and innocence.
- Dark pink: A symbol of maturity, elegance, and serenity.
- Brown: A symbol of warmth and comfort.

## 2. Clothing

- Light pink clothes mixed with dark pink: Femininity, softness, and playfulness

3. Black hair: A symbol of Simplicity, naturality, and everydayness.

4. Majestic buildings in Marrakesh background: A symbol of Middle Eastern architecture, history, culture, luxury and glamour.



(0.38)

## 1. Color

- Peach nude: Symbolizes Naturality, everydayness, and elegance.
- White: Symbolizes purity, and simplicity.

2. Hijab: A symbol of identity, Modesty, obedience, identity, and pride for Muslim women.

3. Smile pose facing the camera: A symbol of Confidence, happiness, and friendliness.

4. Granada, Spain background: A symbol of Luxury, glamour, Middle Eastern culture, unity, harmony and balance.



(0.46)

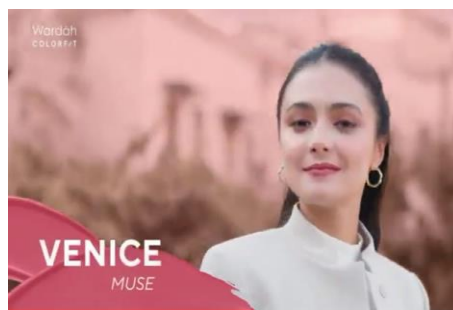
## 1. Color

- Nude brown: Symbolizes Naturality, everydayness, and elegance
- White: Symbolizes purity, and simplicity.
- Cream jacket: Symbolizes Professionalism, modesty, and elegance.
- Dark brown skirt: Symbolizes Warmth, stability and elegance.

2. Sitting in a cafe playing on an iPad: Modern, active, and dynamic woman.

3. Type of lipstick shade Mesmeric Paris: Colors inspired by the romantic and glamorous city of Paris.

4. Background cafe: Symbolizes a modern, urban lifestyle, a place to gather, relax and do activities.



(0.52)

# 1. Color

- White: Symbolizes purity, and simplicity.
- Pink: Symbolizes love and affection.
- Medium pink: Femininity, playfulness, freshness, innocence and romance.

2. Smiling facing the camera: Happiness, friendliness, and self-confidence.

3. Flawless makeup look: Show Perfection, beauty and elegance.

4. Round earrings: Reflects Femininity, softness, graceful nature and elegance.

5. Type of lipstick shade Venice Muse: Color inspired by the romantic and mysterious city of Venice.

6. Pink background: Reflection Femininity, tenderness, affection, fantasy world, and magic



(1.00)

# 1. Color

- nude mauve: Symbolizes Naturality, everydayness, and elegance.
- Pink: Symbolizes love and affection
- White: Symbolizes purity, and simplicity.

2. Hijab: Muslim women's identity, modesty, elegance, and obedience.

3. Focus on holding the camera and taking photos: Creative, expressive and active.
4. Purplish pink background: Femininity, romanticism, luxury and beauty



(1.22)

### 1. Color

- Light pink: Symbol of affection, femininity, joy, and innocence.
- Dark pink: A symbol of maturity, elegance, and serenity.
- Peach nude: A symbol of Naturality, everydayness, and elegance.
- White: A symbol of purity, and simplicity.
- Red cuff with purple stripe: A symbol of Energy, passion, and creativity.
- Light brown outerwear and trousers: A symbol of Calm, warmth, and neutrality.

2. Women: Symbolizes Diversity, inclusivity, friendship, and beauty.

3. Hijab: Muslim women's identity, modesty, elegance, and obedience.

4. Cruise ship: symbolizes Luxury and adventure lifestyle: Associate the product with a fun and luxurious vacation experience.

5. Ocean: A symbol of Freedom and tranquility: Gives the impression of a product that can be used in a relaxed and carefree atmosphere.

6. Suspension bridge: Symbolizes of Connection, togetherness, and accomplishment.



(1.33)

### 1. Color

- nude mauve: Symbolizes Naturality, everydayness, and elegance.
- Pink: Symbolizes love and affection

2. Lipstick: A symbol of femininity, beauty, self-expression, power, and influence.

- Lipstick colors: Symbolize Diversity, choice, and personality.
- 6 types of lipstick in various shades: A variety of color choices to meet the needs and tastes of different women.

3. Packaging with images of various places in the world: This shows that this product is inspired by various cultures and the beauty of the world.

4. Shade number: Shows Identification and ease of choice.

5. Mountains: Symbols of Freedom, adventure, and majesty.

6. Turkish hot air balloon Cappadocia background: A symbol of natural beauty, wonder, adventure, dreams, ambition, and achievement.

7. Text

- Wardah Colorfit: Shows Quality, trust, and brand expertise.
- Discover New Colors Around The World: Inviting consumers to explore a new world with attractive lipstick colors.

### c. Wardah #BeautyMovesYou - Brave Beauties



(0.02)

#### 1. Color

- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).
- White: Symbolizes purity, and simplicity.
- Yellow: Symbolizes cheerfulness, optimism, and energy.

2. Woman: A symbol of beauty, strength, and courage.

3. Curly hair: A symbol of naturality, authenticity, and confidence.

4. Calm water and solid rocks: symbolize calm and peace.

5. Standing under a big tree: A symbol of strength, shade, and protection.

6. Standing on the rocks: A symbol of stability, foundation, and resilience.

## 7. Background:

- Big tree: A symbol of strength, shade, and life.
- Waterfall: A symbol of nature, freshness, and natural power.



(0.05)

### 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- Yellow: Symbolizes cheerfulness, optimism, and energy.
- White: Symbolizes purity and simplicity.
- Light pink: Symbolizes affection, femininity, joy, and innocence.
- Orange: Symbolizes happiness, warmth, friendliness, creativity and enthusiasm
- Cream: Symbolizes Professionalism, modesty, and elegance.
- Brown: Symbolizes warmth and comfort.
- Gray: Symbolizes stability, maturity, neutrality, simplicity, and modernity

### 2. Dress style: Shows Lifestyle and personal preferences.

### 3. Hair: Shows Freedom of expression and showing your identity.

4. Hijab: Symbolizes of Muslim women's identity, modesty, elegance, and obedience.

5. Walking together and hand in hand: Symbolizes friendship, togetherness, and mutual support.

6. Model:

- First model: Blue dress with light pink hijab: Femininity, tenderness, and elegance.
- Second model: Brown shirt with a belt, blue skirt, and black hair tied in a bun: Professionalism, seriousness, classy career woman, and self-confidence.
- Third model: Short-sleeved yellow shirt with blue cloth tied around the neck and curly hair: Freedom, self-expression, passionate woman and playfulness.
- Fourth model: Orange undershirt with a white jacket, white headscarf, and light brown trousers: Simplicity, cheerful personality, and energetic.
- Fifth model: Wardah green undershirt with cream cloth shirt and trousers with a light brown belt and dark blue hijab: Confidence, style, and modernity.



(0.07)

### 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- Dark Brown: symbolizes warmth, stability, and elegance.
- Pink: Symbolizes love and affection

2. Woman in blue dress and blue hijab: A symbol of Wardah's brand identity and its target audience.

3. Holding Wardah Beauty products: Shows advertising focus on Wardah products.

4. Smiling: A symbol of happiness, friendliness, and self-confidence.

5. Background: A room with Wardah blue items: A symbol of the Wardah brand identity and creates a cheerful atmosphere.



(0.12)

### 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- Green: Symbolizes of nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).

- White: Symbolizes purity, and simplicity.
- Pink: Symbolizes love and affection
- Chocolate: Symbolizes nature, earth, and simplicity.

2. Hijab: Symbolizes of Muslim women's identity, modesty, elegance, and obedience.

3. Focus on holding the camera and taking photos: Creative, expressive and active.

4. Hand gestures: A symbol of self-expression and self-confidence.

5. Speaking in front of the camera: a symbol of courage, professionalism, assertiveness, confidence, influence, and grace.



(0.18)

#### 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- Red: Symbolizes courage, confidence, sensuality, beauty, love, and passion.

2. Lipstick: A symbol of femininity, beauty, self-expression, power, and influence.

3. Red, shiny lips: symbolize beauty, attractiveness, and sensuality.



(0.21)

# 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).
- Cream: Symbolizes Professionalism, modesty, and elegance.
- Brown: Symbolizes warmth and comfort.

2. Hand gestures: A symbol of self-expression and self-confidence.

3. Wardah green undershirt with cream cloth shirt and trousers with a light brown belt and dark blue hijab: Confidence, style, and modernity.

4. Making a presentation (public speaking): A symbol of courage, professionalism, assertiveness, confidence, influence, and grace.

5. Podium: A symbol of leadership, authority, and confidence



(0.27)

### 1. Color

- Yellow: Yellow: Symbolizes cheerfulness, optimism, and energy.
- Blue: Symbolizes calm, trust, and professionalism.
- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).
- Pink: Symbolizes love and affection

2. Woman in yellow: Symbolizes education, knowledge, and leadership.

3. School children: Symbolize the nation's next generation, enthusiasm for learning, and cheerfulness.

4. Green rice fields: Symbolize fertility, prosperity, and life.

5. Blue sky: Symbolizes calm, peace, and hope.

6. Bright sun: Symbolizes energy, optimism, and a bright future.



(0.29)

### 1. Color

- Yellow: Symbolizes cheerfulness, optimism, and energy.
- Blue: Symbolizes calm, trust, and professionalism.

2. Women and children discussing: showing togetherness and cooperation

3. Beach: symbolizes calm, peace, and freedom.

4. Blue sky: Symbolizes calm, peace, and hope.



(0.30)

### 1. Color

- Yellow: Symbolizes cheerfulness, optimism, and energy.
- Blue: Symbolizes calm, trust, and professionalism.

2. Children playing in the water and having fun on the beach: showing joy and cheerfulness

3. Sea water: symbolizes life, freshness, and purification.



(0.38)

#### 1. Color

- Brown: Symbolizes warmth and comfort.
- Blue: Symbolizes calm, trust, and professionalism.
- White: Symbolizes purity, and simplicity

2. Woman in a brown dress and blue skirt: Symbol of strength, elegance, and professionalism.

3. Prosthetic leg: A symbol of courage, resilience, and determination.

4. Podium: A symbol of leadership, authority, and confidence.

5. Audience: A symbol of support, community, and inspiration.



(0.43)

1. Two women wearing hijabs: A symbol of intelligent and inspiring modern Muslim women.
2. Laboratory: Symbol of science and research.
3. Green plants: A symbol of Wardah's commitment to the environment.
4. Man in a lab coat: A symbol of Wardah's collaboration with experts in the field of science.
5. Laboratory equipment: A symbol of research and development of innovative Wardah products.
6. Facial expressions: A symbol of focus, determination, and passion.
7. Wardah Logo: A symbol of Quality, trust, and expertise



(0.48)

1. Wardah products are white: A symbol of purity, cleanliness, and professionalism.
2. The words "Halal Green Beauty Innovation": A symbol of Wardah's commitment to halal and environmentally friendly products.
3. Product name "Wardah Crystal Secret": A symbol of natural and protected beauty secrets.
4. The sparkling texture of the product: A symbol of beauty that shines from within.
5. White: A symbol of Wardah's noble values, such as halal and safe.
6. The word "Crystal": A symbol of clarity and purity.
7. The word "Secret": A symbol of the beauty secret that Wardah wants to share with women.
8. Flowers: A symbol of beauty and elegance.



(0.53)

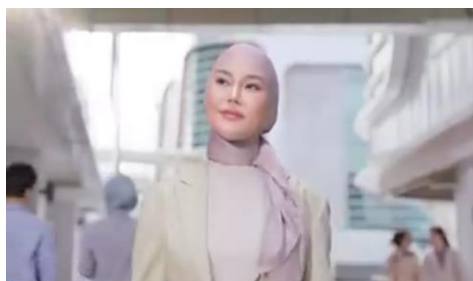
1. Dress style: Shows Lifestyle and personal preferences.
2. Hair: Shows Freedom of expression and showing your identity.
3. Hijab: Symbolizes of Muslim women's identity, modesty, elegance, and obedience.
4. Walking together and hand in hand: Symbolizes friendship, togetherness, and mutual support.
5. Firm and vigorous footsteps: A symbol of strength and courage.
6. Skyscraper background: Symbol of a successful and independent modern woman.
7. Blue sky: Symbolizes calm, peace, and hope.



(0.59)

1. free pose: A symbol of the confident and expressive modern woman.
2. Skyscraper background: Symbol of ambition and achievement.
3. Blue sky: Symbol calm, peace, and hope.
4. Model smiles and laughter: Symbols of happiness and optimism.
5. Wardah's writing #BeautyMovesYou: A symbol of the brand's message about inspiring beauty.
6. Dress style: Shows Lifestyle and personal preferences.

#### **d. Wardah Exclusive Series New Edition**



(0.01)

### 1. Color

- Light purple: Symbolizes tenderness, elegance, and spirituality.
- White: Symbolizes purity, innocence, and simplicity.
- Cream-colored suit: Symbolizes confidence, professionalism, and sophistication.

2. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

3. Looking ahead: Shows persistence, determination, and focus.

4. Slight smile: Demonstrate friendliness, confidence, and satisfaction.

5. Background: This shows that this woman is in a professional environment.



(0.02)

### 1. Color

- Light purple: Symbolizes tenderness, elegance, and spirituality.
- White: Symbolizes purity, innocence, and simplicity.
- Cream-colored suit: Symbolizes confidence, professionalism, and sophistication.

- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).

women use powder (retouch, polish): to show concern for appearance.

2. Smiling: A symbol of happiness, friendliness, and self-confidence.

3. Women's skin texture and color: showing natural health and beauty.



(0.06)

## 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- White: Symbolizes purity, and simplicity
- Pink: Symbolizes love and affection.
- Gray: Symbolizes stability, maturity, neutrality, simplicity, and modernity
- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).

2. Work clothes: Show a woman's professionalism and ambition.
3. A handshake: Shows respect, cooperation, confidence, determination, and equality.
4. Clap: Show recognition, appreciation, and support.
5. Smile: Shows happiness, optimism, and pride.
6. Meeting room: Indicates a professional environment.



(0.11)

#### 1. Color

- Blue: Symbolizes calm, trust, and professionalism.
- White: Symbolizes purity, and simplicity
- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).
- Cream: Symbolizes confidence, professionalism and sophistication.

#### 2. Flowers: Symbolize beauty, appearance and femininity.

3. Carrying and smelling flowers: Shows concern for nature and beauty.

4. Blue wall with yellow checkered design:

- The color blue symbolizes calm, peace, and stability.
- The yellow checkered design shows joy, optimism, and creativity.

5. Flower vases: Show concern for beauty and decoration.



(0.18)

1. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

2. Color:

- Cream: Symbolizes confidence, professionalism and sophistication
- White: Symbolizes purity, and simplicity
- Gold: Symbolizes luxury, elegance, and class.

3. Two color shirts white on one side and russet on the other: Show a balance between feminine and masculine sides.

4. Stand up straight: Demonstrates confidence, strength, and determination.

5. Archery: Symbolizes focus, concentration, and purpose.

6. Skyscraper background: Symbol of ambition and achievement.



(0.28)

#### 1. Color

- Green: Symbolizes nature, life, growth, freshness, health, and fertility, as well as Islamic values (green is synonymous with Islam).
- Gold: Symbolizes of luxury, elegance and class

The circular shape of the powder packaging: Symbolizes perfection, wholeness, and balance.

2. The texture on the packaging: Shows the smoothness and quality of the product.

3. The "Exclusive" concept: Symbolized by the green color and elegant packaging design, showing the class and specialness of the product.

4. The word “Flawless” emphasizes the flawless finish offered by this powder.

5. The word "Open" indicates to start new things and discover new beauty.

#### e. **WARDAH COLORFIT COMPLEXION**



(0.02)

##### 1. Color

- Orange: Symbolizes energy, enthusiasm, and optimism.
- White: Symbolizes purity, and simplicity

2. The words “Wardah present”: Show the product brand and state Wardah's presence.

3. Wardah's orange product packaging: Shows uniformity and brand identity.



(0.05)

1. Two women wearing the hijab and one woman not wearing the hijab:  
Demonstrating the universality of a product that can be used by all women, regardless of religious background or lifestyle.

2. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

3. Color

- Orange: Symbolizes energy, enthusiasm, and optimism.
- White: Symbolizes purity, and simplicity
- Brown: Symbolizes warmth and comfort.
- Purple: Symbolizes tenderness, elegance, and spirituality.

4. Face without makeup: Shows women's natural beauty without the need for excessive make-up.

5. Smile: Shows happiness, optimism, and pride.

6. The word "Before" at the bottom right indicates the beginning of a transformation or change.



(0.06)

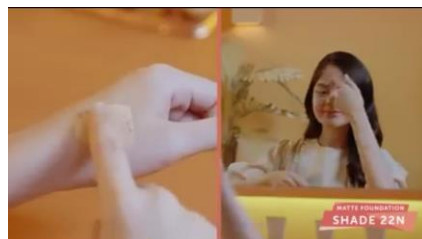
1. Two women wearing the hijab and one woman not wearing the hijab: Demonstrating the universality of a product that can be used by all women, regardless of religious background or lifestyle.

2. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

3. Face with light makeup: Shows the natural and flawless finish of the Wardah Colorfit Complexion product.

4. Smile: Shows happiness, optimism, and pride.

5. The word "After" at the bottom left shows the end result of using the product.



(0.10)

1. Hand: Symbolizes personal touch and product application.

2. Face: Symbolizes focus on skin beauty.

3. Applying foundation to hands: Demonstrates an easy and practical product application process.

4. Applying foundation to the face: Shows a flawless and natural finish from the foundation.

5. Face without makeup: Shows skin condition before foundation application. This helps consumers imagine how foundation can enhance their appearance.

6. Text "Matte Foundation Color 22 N": Explains the type of product (matte foundation) and shade (22 N).

7. Background

- Orange and yellow colors: This color is identical to the Colorfit Complexion product packaging.



(0.15)

1. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

2. Spoons: Symbolizes tools for easy and practical foundation application.

3. Face: Symbolizes focus on skin beauty.

4. Using foundation: Shows the product application process with a spoon tool.

5. Two side photo: Comparing two foundation shades (32N and 23W) on two different sides of the face.

6. Text: "Natural skin-like appearance": Explains the final result of foundation that is natural and flawless, like real skin.

7. Matte Foundation 32N" and "Matte Foundation 23W": Explain the product type (matte foundation) and shade (32N and 23W).



(0.18)

1. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

2. Spoons: Symbolizes tools for easy and practical foundation application.

3. appearance

- Left side: Using a spoon shows an easy and practical product application process
- Woman smiling brightly while holding her face: Shows a flawless and long-lasting final result.

4. Text "Long lasting display": Shows the long-lasting durability of the foundation.

5. "Velvet powder foundation 43W": Shows a choice of foundation shades (43W) to meet different consumer needs.



(0.25)

1. Two women wearing the hijab and one woman not wearing the hijab: Demonstrating the universality of a product that can be used by all women, regardless of religious background or lifestyle.

2. Hijab: Symbolizes Muslim women's identity, modesty, elegance, and obedience.

3. Face with light makeup: Shows the natural and flawless finish of the Wardah Colorfit Complexion product.

4. Smile: Shows happiness, optimism and pride.

5. Text "Stay Flawless at Home": The main message of this advertisement is to still look flawless even at home. (This text uses capital letters to emphasize the main message).



(0.28)

### 1. Color

- Orange: Symbolizes energy, enthusiasm, and optimism.
- White: Symbolizes purity, and simplicity
- Brown: Symbolizes warmth and comfort.

2. Powder and foundation products: Symbolizes skin beauty.

3. White packaging: Symbolizes purity and authenticity.

4. Orange-colored walls: Symbolizes self-confidence and energy.

## **2. The implications of semiotic analysis of Wardah cosmetics advertisements strategy**

The implications found for the advertisement vary according to the visual sign used. The implications of these advertisements are as follows:

### **a. Wardah Beauty Moves You: Ayana Moon for Impactful Beauty for the Greater Good in Qatar 2023**

The implications contained in the visual signs in this advertisement are:

- Modern Muslim Representation: Choosing Ayana Moon with her distinctive hijab style is a message that Islam and a modern lifestyle can go hand in hand.

- Confidence in Dress: Ayana's confident appearance in her hijab can encourage the confidence of viewers who wear the hijab to look beautiful according to their beliefs and appearance without abandoning religious values.
- Uses the slogan "Impactful Beauty for the Greater Good" which shifts the focus from physical beauty to positive actions and contributions.
- This advertisement aims to inspire viewers to use their beauty and influence for positive things.

**b. Wardah Colorfit Last All Day Lip Paint Around The World**

The implications contained in the visual signs in this advertisement are:

- Product Name: "Around The World" indicates that this product is suitable for everyone, regardless of geographical background.
- Color Variation: The presence of multiple lipstick colors implies that the product offers colors to suit a variety of skin tones.
- Lipstick Longevity: the words "Last All Day" are an implied message that this lipstick is suitable for active women who don't have time to touch-up many times.

- **Dynamic lifestyle:** Visuals showing women in action show that this product is suitable to accompany modern women's daily lives.
- **Variety of Colors:** The large number of color choices can be interpreted as an encouragement for women to express themselves through the lipstick colors they choose.
- **Lipstick Use:** Lipstick use is often associated with self-confidence and attractiveness. This advertisement wants to show that their product can make the user appear confident.

**c. Wardah #BeautyMovesYou - Brave Beauties**

The implications contained in the visual signs in this advertisement are:

- **Focus on Action, not Appearance:** The tagline #BeautyMovesYou and "Brave Beauties" shifts the focus from physical beauty to action and the courage to move. True beauty is redefined as the courage to take positive steps.
- **Inclusive Beauty Standards:** Advertisements feature women with a variety of looks, body shapes, and backgrounds. This could be a message that all women can be "Brave Beauties".
- **Women as Drivers of Change:** This advertisement shows that women can be agents of change in various fields, not just passive objects.

- **Women's Contributions are Valued:** This advertisement wants to convey the message that small steps taken by women consistently can have a positive impact.
- **Beauty from Within:** This advertisement shows that true beauty comes from within, namely from courage, strength, and contribution.
- **Accepting Yourself:** This ad is a message to accept yourself as you are, and use the power you have to make changes.

**d. Wardah Exclusive Series New Edition**

The implications contained in the visual signs in this advertisement are:

- **The term "Exclusive":** The use of the word "Exclusive" in the name of a product series suggests the impression of being luxurious, limited, and only for certain groups.
- **Luxurious Packaging:** A packaging design that looks elegant and classy aims to instill a perception of high-quality products.
- **Ideal Model:** Wardah Exclusive Series products can help users achieve perfect beauty.
- **Premium Products for Urban Women:** Wardah Exclusive Series is positioned as a product for modern and independent women who want high-quality facial care.
- **Maintaining Appearance:** showing active and successful women, with the message that Wardah Exclusive Series

products help them look beautiful and confident in everyday life.

**e. WARDAH COLORFIT COMPLEXION**

The implications contained in the visual signs in this advertisement are:

- The word "Complexion" usually refers to an even and perfect facial skin color and texture. This advertisement may have the implication that Wardah Colorfit Complexion products can cover imperfections and make skin look flawless.
- Models with Various Skintones: Wardah Colorfit Complexion products are suitable for various skin tones because they have many color choices (shades).
- Wardah Colorfit Complexion products can help women express themselves to be more attractive and can increase their self-confidence

**B. Discussion**

**1. Visual signs and symbols used in the advertisements**

Based on these findings, the visual signs in Wardah Beauty Moves You: Ayana Moon for Impactful Beauty for the Greater Good in Qatar 2023 advertisement depict visual signs rich in symbolism in every scene. First, the scene shows Ayana Moon alone, where the use of blue, white, brown, and green gives the impression of calm, purity, and connectedness

to nature, while the brown dress and white hijab show the importance and identity of a Muslim. On the other hand, the scene of Ayana Moon with the children conveys the impression of friendship and warmth with the use of white, brown, and red watermelon, while the traditional market location presents a nuance of culture and community diversity. The final scene features four women with different skin tones, highlighting diversity and inclusivity. The calm and neutral colors in their clothing, along with a variety of styles with and without the hijab, illustrate their acceptance of a diversity of fashion styles and freedom of expression. The emphasis on unity, cooperation, and friendship through the use of hand-holding positions, while celebrating the diversity of women's skin tones promotes broader standards of beauty. This Wardah advertisement as a whole displays a beauty image that focuses on simplicity, self-confidence, and good values.

In the Wardah Colorfit Last All Day Lip Paint Around The World advertisement, each scene is filled with details and symbolism that reflect various messages related to beauty, identity, and diversity. Firstly, in the first scene, a woman is seen walking confidently, which visually represents modesty and modesty through the choice of white and cream colors in her clothes and the background of an old building that shows a sense of tradition. The use of a white hijab adds a dimension to Islamic religious identity. Second, in the second scene, the color combination of red, purple, light brown, and gray provides a balance of energy and calm, while the

fashionable and professional clothing choices reflect confidence and success. The white background of the building adds a touch of purity and serenity. Meanwhile, the third scene shows a diversity of women with different clothes and colors. This depicts social and cultural diversity by using colors such as light pink, dark pink, and white to symbolize affection, femininity, and purity. Clothing choices that include tunics, jeans, and high heels show female similarities in various contexts. The fourth scene shows the woman in a white dress with pink netting, symbolizing playfulness and cheerfulness. The running activity and hot air balloon backdrop of Cappadocia in Turkey add a touch of adventure and magic. On the other hand, the fifth scene shows a woman in a red dress with a light hijab, creating an image that combines purity, femininity, and religious identity. The sixth scene highlights the richness of Middle Eastern culture through headscarves, lipstick, and color symbolism. Silver and red symbolize modernity and passion, while the backdrop showcases the beauty and richness of culture. Then, the seventh scene displays the charm of Marrakesh with red on women's clothing, which symbolizes affection and femininity, while brown symbolizes warmth. The scene shows the beauty of Granada in peach nude clothes, showing naturalness and naturalness. Wardah lipstick depicts beauty, while the cafe background displays a modern urban lifestyle. Furthermore, the scene records the beauty of nature with a mountainous backdrop, while the lipstick and women's clothing reflect purity and love. Finally, scenes highlight the

diversity of women with different clothing and colors, emphasizing unity in diversity. Overall, the advertisement conveys a positive message about beauty, diversity, strength, and identity, with a focus on Middle Eastern culture and the power of lipstick for self-expression.

In the Wardah #BeautyMovesYou - Brave Beauties, this advertisement relies on smart color choices to create an atmosphere that matches the message you want to convey. The use of green symbolizes freshness, life and Islamic values, while blue gives the impression of calm and professionalism. Furthermore, symbolism is a key element in conveying deep messages in this advertisement. Each scene is filled with symbols depicting strength, courage, and natural beauty. the placement of the woman under a large tree symbolizes nature's protection and strength, while the woman speaking to the camera shows courage and leadership. Dress styles and expressions are also used effectively in this advertisement to depict the diversity and individual identity of each woman featured. Body movements, facial expressions, and gait help convey messages of confidence, grace, and passion. In addition, carefully selected backgrounds also play an important role in reinforcing the messages in these advertisements. The use of natural waterfalls and greenery creates a fresh atmosphere and strengthens the concept of life and fertility. The use of Wardah products in several scenes also helps strengthen the brand identity and values promoted by Wardah. This illustrates the brand's focus on natural beauty and environmentally friendly products. Lastly, the ad

emphasizes the natural beauty and happiness that every woman can achieve without sacrificing their identity or personal values. These messages are conveyed clearly through a combination of color choices, symbolism, clothing style, expressions, backgrounds, and product use. Thus, this advertisement succeeded in building Wardah's image as the right choice for modern women who are brave and confident.

In the Wardah Exclusive Series New Edition, In the first scene showing "Confident Woman", the use of light purple and white creates an impression of softness and purity, which is in line with the symbolism of the hijab which symbolizes Muslim women's identity. A forward gaze and a slight smile convey tenacity and friendliness, while a professional environmental background reinforces the impression of professionalism and self-confidence. The second scene, "Natural Beauty", highlights the use of green which symbolizes nature and health, along with the use of powder which shows attention to appearance and a smile which conveys happiness and self-confidence. The third scene features "Professional Women" characterized by the use of diverse colors such as blue, white, pink, and gray, reflecting simplicity, professionalism, and modernity. Symbols such as work clothes, handshakes, and meeting rooms emphasize the impression of professionalism and equality. The fourth scene, "Loving Beauty," depicts a sense of natural and feminine beauty through the use of blue, green, and cream. The floral symbols and yellow checkered motif reflect a concern for nature and beauty, while the blue wall backdrop adds

a calming and creative atmosphere. The fifth scene shows a "Confident and Independent Muslim Woman" using cream, white and gold colors to convey a sense of elegance and class. The symbol of standing tall and arching reflects confidence and focus, while the backdrop of skyscrapers symbolizes ambition and achievement. Finally, the sixth scene highlights "Wardah Exclusive Products" with the use of green and gold to convey the impression of luxury and specialness of the product. The circular symbol on the powder packaging and the words "Flawless" and "Open" emphasize the quality and uniqueness of the products offered. Overall, this advertisement successfully utilizes the choice of colors, symbols and backgrounds to convey messages about beauty, professionalism and self-confidence which are the characteristics of Wardah Exclusive Series Edition products.

In the WARDAH COLORFIT COMPLEXION, In the opening scene, the use of orange and white creates a sense of energy and purity, while symbols such as the words "Wardah Present" and orange Wardah product packaging provide strong brand identification. The second scene emphasizes the diversity of users by presenting both hijab-wearing and non-hijab-wearing women, demonstrating the universality of the product that can be used by all women regardless of religious background or lifestyle. The colors used also emphasize energy and purity. Furthermore, the third scene shows the results of using the product with a lightly made-up face, a smile, and the text "After", emphasizing the natural and flawless

final results from using the product. This can influence consumers' perceptions of product quality and motivate them to try. The next scene highlights the product application and color choices, as well as the applicator tool used. The use of a spoon as an application tool and a comparison photo of two sides of the face with two different foundation colors shows the ease of use and variety of product choices offered. The next scene emphasizes the product's durability and ease of application, highlighting the text "Long Lasting" and "Stay Flawless at Home." This sends a message to consumers that this product not only provides flawless results, but is also long-lasting and suitable for use in various daily activities. Finally, in the closing scene, the use of orange, white and brown again creates a sense of energy, purity and warmth. The powder and foundation product symbols and white packaging give the impression of purity and authenticity, while the orange walls reinforce the impression of confidence and energy. Overall, this advertisement successfully uses colors, symbols, and text messages to convey information about the Wardah Colorfit Complexion product clearly and attractively, as well as influencing consumer perceptions and responses to the product.

## **2. The implications of the semiotic analysis of Wardah cosmetic advertisements**

Semiotic analysis of the advertisements "Wardah Beauty Moves You: Ayana Moon", "Wardah Colorfit Last All Day Lip Paint Around The World", "Wardah #BeautyMovesYou - Brave Beauties", "Wardah

Exclusive Series New Edition", and "WARDAH COLORFIT COMPLEXION", providing in-depth insight into Wardah's marketing and branding strategies.

a. Wardah Marketing Strategy:

Modern Muslim Women: The "Wardah Beauty Moves You: Ayana Moon" advertisement targets modern Muslim women by featuring Ayana Moon and the tagline "Impactful Beauty for the Greater Good". This shows that Wardah understands the needs and aspirations of modern Muslim women who want to look beautiful and contribute positively.

Active Women: The "Wardah Colorfit Last All Day Lip Paint Around The World" advertisement targets active women by emphasizing the durability of lipstick and showing women who are busy with activities. Wardah understands the fast-paced lifestyle of modern women and requires long-lasting products.

Modern Urban Women: The "Wardah Exclusive Series New Edition" advertisement targets modern urban women by displaying ideal models, luxurious packaging, and the tagline "Premium Skincare for Urban Women". Wardah wants to be positioned as a premium brand that offers high quality products for modern women who want the best facial care.

- Emphasizing Positive Values:

Courage and Confidence: The "Wardah #BeautyMovesYou - Brave Beauties" advertisement features women from various backgrounds who demonstrate courage and confidence. Wardah wants to inspire women to dare to step up and become agents of change.

Contribution and Positive Impact: The advertisements "Wardah Beauty Moves You: Ayana Moon" and "Wardah #BeautyMovesYou - Brave Beauties" emphasize the importance of the contribution and positive impact of women in society. Wardah wants to encourage women to use their beauty and influence for good things.

Self-Acceptance: The advertisement "Wardah #BeautyMovesYou - Brave Beauties" promotes the message of accepting yourself as you are and using your power to make changes. Wardah encourages body positivity and self-acceptance among women.

- Offers Diverse Product Benefits:

Lipstick Longevity: The "Wardah Colorfit Last All Day Lip Paint Around The World" advertisement emphasizes the lipstick's durability throughout the day, suitable for active women who don't have much time for touch-ups.

Covering Imperfections: The "WARDAH COLORFIT COMPLEXION" advertisement shows the product's ability to cover skin imperfections and make skin look flawless. Wardah offers a solution for women who want to appear with perfect skin.

Expressing Yourself: The "Wardah Colorfit Last All Day Lip Paint Around The World" advertisement displays various lipstick colors and associates them with self-expression. Wardah wants to empower women to express themselves through their choice of lipstick color.

b. Wardah Branding Strategy:

1. Building a Modern and Inclusive Brand Image:

- **Diverse Representation:** Wardah advertisements feature women from various backgrounds, ethnicities, and body shapes. This shows that Wardah is a modern and inclusive brand that accepts all women.
- **Positive Message:** Wardah advertisements promote positive values such as courage, self-confidence, contribution, and self-acceptance. Wardah wants to build a brand image that is inspiring and empowers women.

2. Become an Aspirational and Prestigious Brand:

- **Ideal Model:** Wardah advertisements often feature models who are considered ideal in terms of beauty and

success. This shows that Wardah wants to become an aspirational and prestigious brand that women dream of.

- **Luxurious Packaging:** The "Wardah Exclusive Series New Edition" advertisement displays luxurious and elegant product packaging. This shows that Wardah wants to be positioned as a premium brand offering high-quality products.
- **Attractive Tagline:** The taglines "Impactful Beauty for the Greater Good" and "Premium Skincare for Urban Women" show that Wardah wants to be remembered as a brand that has a positive impact and offers the best products for modern women.

c. **Impact on Marketing:**

- **Helping Wardah reach a wider audience:** By understanding the needs and aspirations of various consumer segments, Wardah can design advertising that is more effective and reaches a wider target market.
- **Strengthening brand positioning:** Wardah advertising that is consistent with positive values and a modern and inclusive brand image helps strengthen brand positioning in the minds of consumers.

- Increase brand awareness and loyalty: Attractive and memorable advertising can increase brand awareness and encourage consumer loyalty to the Wardah brand.
- Differentiating Wardah from competitors: Wardah's unique marketing strategy and focus on positive values helps differentiate them from competitors in the cosmetics industry.

d. Impact on Branding:

- Building a positive brand image: Wardah's inspirational and empowering advertisements help build a positive brand image that is respected by consumers.
- Increase consumer trust: Product quality and reliability highlighted in advertising can increase consumer trust in the Wardah brand.
- Strengthening brand values: Wardah advertisements that are consistent with brand values such as courage, self-confidence, and contribution help strengthen brand values in the minds of consumers.
- Positioning Wardah as an aspirational and prestigious brand: The use of ideal models, luxurious packaging and an attractive tagline helps position Wardah as an aspirational and prestigious brand that women dream of.

So it can be concluded that the semiotic analysis of Wardah's advertising shows that Wardah uses effective marketing and branding strategies to reach various consumer segments and build a positive brand image. Wardah sells beauty products and has positive values and aspirations for women.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

The conclusions of this research are as follows:

##### **1. Visual signs and symbols used in the advertisements**

- a. Wardah Beauty Moves You: Ayana Moon for Impactful Beauty for the Greater Good in Qatar 2023

This advertisement heavily relies on symbolism through color and scene composition. Different scenes evoke specific messages. Ayana Moon alone: Calmness, purity, and connection to nature through color choices and clothing. Ayana Moon with children: Friendship and warmth through colors and the market setting representing cultural diversity. Four diverse women together: Celebrating diversity and inclusivity through skin tones, clothing styles, and hand-holding. Overall, the advertisement promotes beauty focused on simplicity, self-confidence, good values, and embracing diversity.

- b. Wardah Colorfit Last All Day Lip Paint Around The World

Each scene in this advertisement is filled with details and symbolism related to beauty, identity, and diversity. Color choices and clothing styles represent various messages across different scenes. Modesty, Islamic identity, confidence, success, social and

cultural diversity, playfulness, femininity, purity, cultural richness, affection, and naturalness. The advertisement conveys a positive message about beauty, embracing diversity, strength, and cultural identity, highlighting the power of lipstick for self-expression.

c. Wardah #BeautyMovesYou - Brave Beauties

This advertisement utilizes color and symbolism to create an atmosphere that matches the message of strength, courage, and natural beauty. Green symbolizes freshness, life, and Islamic values, while blue represents calm and professionalism. Clothing styles, expressions, and backgrounds further emphasize diversity, individual identity, confidence, grace, and passion. The advertisement successfully builds Wardah's image as the brand for brave and confident modern women.

d. Wardah Exclusive Series New Edition

This advertisement utilizes color, symbols, and backgrounds to convey messages about beauty, professionalism, and self-confidence. Specific colors and scenes represent softness, purity, Muslim identity, tenacity, friendliness, professionalism, nature, health, happiness, simplicity, modernity, natural beauty, femininity, elegance, class, confidence, ambition, luxury, and product quality.

Overall, the advertisement effectively uses these elements to showcase the characteristics of the Wardah Exclusive Series products.

e. **WARDAH COLORFIT COMPLEXION**

This advertisement uses color, symbols, and text messages to convey information about the product effectively. Key elements include brand identification through color and packaging. They are highlighting product universality and diversity of users and emphasizing natural and flawless results. Showcasing product application, color choices, and ease of use. They are highlighting product durability and suitability for daily activities. The advertisement successfully influences consumer perceptions and responses to the Wardah Colorfit Complexion product.

**2. The implications of semiotic analysis of Wardah cosmetic advertisements**

a. **Wardah Marketing Strategy:**

- Targeting Specific Segments: Wardah tailors its message to different consumer segments:
- Modern Muslim women through "Ayana Moon".  
Active women through "Wardah Colorfit Last All Day Lip Paint Around The World".
- Modern urban women through "Wardah Exclusive Series New Edition".

- **Emphasizing Positive Values:** Wardah advertisements promote courage, confidence, contribution, self-acceptance, and positive impact.
- **Offering Diverse Product Benefits:** Wardah highlights product features like lipstick longevity, coverage, and self-expression through color.

b. **Wardah Branding Strategy:**

- **Building a Modern and Inclusive Brand Image:** Wardah showcases diverse representation and positive messages to appear modern and inclusive.
- **Becoming an Aspirational and Prestigious Brand:** Wardah utilizes ideal models, luxurious packaging, and attractive taglines to position itself as aspirational and prestigious.

c. **Impact on Marketing:**

- **Wider Audience Reach:** Understanding diverse consumer segments allows Wardah to reach a broader target market.
- **Strengthened Brand Positioning:** Consistent advertising reinforces Wardah's positive image and brand positioning.
- **Increased Brand Awareness and Loyalty:** Attractive advertisements can drive brand awareness and loyalty.
- **Differentiation from Competitors:** Wardah's unique approach helps them stand out in the cosmetics industry.
-

d. Impact on Branding:

- Positive Brand Image: Inspirational and empowering advertisements build a positive and respected brand image.
- Increased Consumer Trust: Product quality and reliability highlighted in advertising can increase consumer trust.
- Strengthened Brand Values: Consistent messaging reinforces Wardah's core values in consumers' minds.
- Aspirational and Prestigious Positioning: Ideal models, luxurious packaging, and taglines position Wardah as an aspirational and prestigious brand.

As a whole the semiotic analysis reveals that Wardah's effective marketing and branding strategies target various consumer segments, build a positive brand image, and go beyond just selling cosmetics by promoting positive values and aspirations for women.

## **B. Suggestion**

The writer provided some suggestions as follows:

1. The Wardah cosmetic companies should utilize diverse models in advertising, encompassing different body types, ages, and abilities, to reach a wider audience and better reflect their consumer base
2. The cosmetics users should be wiser in choosing and using cosmetics with a way to identify their skin type, understand product ingredients, and select suitable cosmetics for their skin's needs

3. The next researcher should conduct further research on how Wardah utilizes semiotic elements to represent diversity within its advertising campaigns, including aspects like body size, skin tone, age, and ability.