ANALYSIS OF "BEAUTY MEANING" IN ADVERTISEMENT
(SEMIOTICS ANALYSIS OF ROLAND BARTHES ON WARDAH ADVERTISEMENT "BEAUTY FROM HEART" VERSION DEWI SANDRA 2018 IN TELEVISION)

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Abstract - Beauty is something that can't be separated from women. Women will compete to care and fix themselves to get the ideal definition of beauty. At present, a variety of beauty products appear for the skin, face and body as well as the style of dress that triggers women competes to decorate themselves to look more beautiful and attractive. One of that products is Wardah Cosmetict, a brand issued by PT. Paragon Technology and Innovation. In every Wardah advertisements, it often displays the impression of female beauty seen from its physical appearance, and with the touch of its products which adds to the feeling more charming. Not only physically, Wardah also shows beauty from themselves. The research aims is to analyze the beautiful meaning of beautiful Wardah advertisements from the version of Dewi Sandra's heart which was aired in 2018 with hastag #SenyumKebaikan(#GoodSmile) using Roland Barthes's analysis (connotative, denotative, and mythical).The results of the Roland Barthes concept are known that denotatively Wardah advertisements starring Dewi Sandra, beauty is seen from how the physical appearance and style of clothing are commensurate. However, connotatively look at female beauty is not just a physical matter but can be seen from inner beauty of someone who radiates and casts a positive vibes. And the last, myth is defined that woman who has clean, white, smooth skin, without black spots and zits, and also has a beauty inside and outside herself.

Keywords - Beautiful Meaning, Cosmetict Advertisement, Semiotics Roland Barthes.

I. BACKGROUND

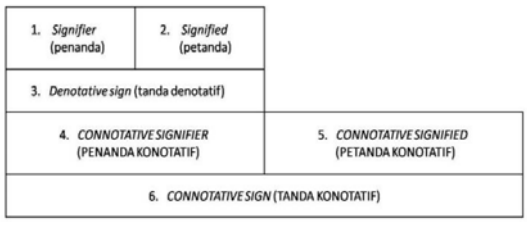
Beauty is something that cannot be separated with a woman. Women will be vying to maintain and fix themselves to receive recognition for her beauty ideal. The depiction of beauty of every woman is different, such as in Victorian times in England, a woman must wear clothes that closed and multilayered as a form of the obedience on moral values there. Then in America and Korea, the standard of beautiful women there, seen from the shape of her body slim, proportionate height, have long hair, beautiful eye shape, white and smooth skin. While in Indonesia since the era of Kartini, the category of beautiful woman is a woman who wore kebaya, curl her hair and bent upwards, and without using any makeup.

As the times and rapid technological development, it is really affect the present standard of woman beauty. Can be seen today there are all kinds of beauty products for skin, body, and face and style of dress that trigger women vying to adorn themselves in order to look more beautiful and attractive. One is Wardah Cosmetict, that is a Brand produced by PT. Paragon Technology and Innovation. PT. Paragon Technology and Innovation is a national company engaged in cosmetict and have gained sertificated of CPKB (*carapembuatankosmetikbaik*or known as good process of making cosmetic) from BPOM. PT. Paragon Technology and Innovation belong to the ranks of the big cosmetic companies in Indonesia.

Ineachad, Wardah always show the impression of the beauty of women seen from the physical in the form of a smooth face, white, no black spots and acne, as well as with its products touch that adds to the physical appearance of women become more attractive. Not only in terms of physical, Wardah also show that beauty comes from within (inner beauty) like a woman who has a positive aura around it. Regarding to that issue, the researcher is interested to choose this course assignment topic by analyzing the meaning of beautiful of advertisement of Wardah beauty of heart of Dewi Sandra version that aired in 2018 with the hashtag #SenyumKebaikan by using the analysis of Roland Barthes (connotative, denotative, and myths).

II. THEORETICAL FRAMEWORK

Barthes uses *signifiant-signifie* theory that was developed into a theory of denotation and connotation. In addition to denotation and connotation in the symbolic order according to Barthes, there is one form of labeling is referred to as a myth. Myth can be regarded as the dominant ideology at any given time.



From the table's Barthes above, it shows that denotative sign(3) consists of the signifier(1) and signified(2). However, at the same time, the denotative sign is also a connotative signifier(4). Denotation is the true meaning, which is a socially agreed, that the reference to reality. Connotative sign

is a sign in which the signifier has a transparency meanings or implicit meanings, indirect, and uncertain, it means open the possibility of the new interpretation.

The Concept of Denotation, Connotation, and Myth of Roland Barthes:

1) Denotation

Denotation is the literal meaning sensed by eyes and ears, as is (not "true meaning").

2) Connotation

Daily meanings (often known by the actual meaning) can only be done with the connotation.

3) Myth

Signify for the dominant ideology of a culture. The myth serves the ideological function to concern the nature of human product as it is right.

III. DISCUSSION

a) Brand Ambassador Wardah

Name: Dewi Sandra
Occupation: Singer, Artist, Model



Born on April 3, 1980, Dewi Sandra has demonstrated the dynamism of women who never stopped working. Starting her career as a model and then penetrated the world of singing, Dewi Sandra always brightens the atmosphere. Woman who is always eager to continue to spread the goodness of the whole world, decided to use hijab and totally strengthen her spiritual side in 2012.Impressed by their attitudes and behavior, Wardah then raised Dewi Sandra as a Brand Ambassador. Since then, Wardah together with Dewi Sandra never stop to introduce an inspiring vision of beauty

b) Synopsis of the Advertisement of Wardah Beauty of Heart of Dewi Sandra Version of 2018



Wardah's latest ad published on June 9, 2018 with the theme of "Beauty of Hearts" with hash tag #SenyumKebaikan. This ad told about a Brand Ambassador of Wardah that is Dewi Sandra who was enjoying fraternity (silaturahmi) and religious gatherings with the community during the celebration of Eid al-Fitr. In the ad, seen that Dewi Sandra doing different activities.

First scene



In this scene looks that Dewi Sandra uses lip matte of Wardah to adorn her lips with color before doing outdoor activities.

- **Denotative Meaning**: Dewi Sandra as an advertising model was applying lip matte to her lips.
- **Audio:** "Smile brings the togetherness"
- **Connotative Meaning**: Dewi Sandra who wears hijab became the Wardah cosmetic product advertising models hows the concept of beauty between Wardah and other cosmetic
- **Myth**: Wardah tried to introduce the concept of beauty through the newest lip matte product in the ad that is created and introduced the Wardah image as the halal cosmetic for muslim women.

Second scene



In this scene looks that Dewi Sandra hugging woman whule making a scene of check kissing on the left and right side. Dewi Sandra was enjoying the fraternity (silaturahmi) during the celebration of Eid al-Fotr of 2018.

- **Denotative Meaning**: Two women dressed in white, wore hijab, and hugged each other and share a smile, is seen behind them there are some other people wore white and located in a residential neighborhood.
- **Connotative Meaning**: Silahturahmiand forgiveness are part of religious gatherings during the celebration of Eidal-Fitr
- **Myth**: A forgiving woman is a woman who has the beauty of the heart. The concept of beauty comes from the heart to forgive each other

Third scene



In this scene looks Dewi Sandra was hugging a small child and they both smiled at each other.

- **Denotative Meaning:** An adult woman who wear hijab and dressing up in white was hugging a small child who wears the hijab and smiled at each other.
- **Audio:** "Celebrate the victory with a kindness of smile strength"
- **Connotative Meanings:** Dewi Sandra loves small children with hugs
- **Myth:** A beautiful woman is a woman with great affection to the children

Fourth Scene



At the time of this scene looks that Dewi Sandra had gathered together with the women and doing selfie.

- **Denotative Meaning:** There are six adult women who wear hijab being posed in front of a camera to take pictures together. These six women wore hijab and dressed in white. They smile for the camera held by one of the women, seen their pictures taken in a residential area.
- **Connotative Meanings**: Selfie with friends is a means to share the joy
- **Myth:** Confidence is a form of inner beauty because it can create a positive aura(joy) to the surrounding environment.

Fifth Scene



In this scene looks that Dewi Sandra is being assembled together with a few people and children who wear all-white clothes in shades of Eid.

- **Denotative Meaning:** It looks that there are 12 adult women in full hijab, 4 adult men in hats and 2 girls in hijab, and two boys in hats were gathered together and photographed together. They all dressed in white and smiling at the camera.
- **Connotative Meanings:** Togetherness can tighten the silahturahmi to demonstrate the concept of Wardah with the tagline: earth, love, life.
- **Myth:** Female figures who can keep the silahturahmities appreciated as a woman who has a good inner beauty so that they can socialize with surroundings

Sixth Scene



In the last scene in this ad looks that Dewi Sandra put her right hand on her chest, wear the hijab and dressing in white and there is the inscription of Wardah Beauty of Heart with the hash tag #SenyumKebaikan.

- **Denotative Meaning:** It looks that an adult woman with a hijab smile by putting her right hand on her chest, looked behind some women in hijab and men in hats were dressed in white gathered in a residential neighborhood. In the scene there is also a green inscription of Wardah, and white colored Beauty of Heart and white colored word tagline of #SenyumKebaikan.
- **Audio:** "Wardah Beauty of Heart"
- **Connotative Meanings:** The latest product promotion form of the halal Wardah showing the concept of beauty from the heart
- **Myth:** Senyumkebaikan (goodness smile) is the tagline of Wardah for the latest products (lipmatte cream)

IV. CONCLUSION

The meaning of beautiful of advertisement of Wardah Beauty of Heart in denotative meaning is the physical beauty of women portrayed by showing facial features of Dewi Sandra who has clean white skin, smooth, acne-free and dark spots, sharp nose, beautiful eyes, and thin lips. Appearance of the advertising model presented by the use of stylish clothes and hijab with the matched colors of all white and the use of pink lipmatte cream on the lips to add to the impression of cheerfulness and kindnesss

incere smile from the heart in the celebration of Eidal-Fitr.

While on the connotative meaning, advertisement of Wardah Beauty of Heart of Dewi Sandra Versions how that the hijab became a symbol in the world of fashion for Muslim women. Woman beauty is not only physical problems but it can be seen from the inner beauty radiated as a good confidence, smart, affectionate, and can radiate positive aura on the surrounding environment.

And the last one is the myth that appears in the ad is the physical beauty of a woman. Beautiful women who have skin that is clean, white, smooth, without dark spots and acne, seen from the inner beauty because beautiful women are women with beautiful inside and out.

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