A SEMIOTIC ANALYSIS ON WOMEN FRAGRANCE ADVERTISEMENTS

IN COSMOPOLITAN MAGAZINE

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STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH” JAKARTA
2009
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A Thesis
Submitted to Letters and Humanities Faculty
in Partial Fulfillment of the Requirement for
The Degree of Strata 1 (S1)

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ABSTRACT


The writer uses descriptive analysis where the writer describes the sign, object, and interpretant on the Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements. And then the writer analyzes and describes the meaning of the women fragrance advertisements based on the semiotic approach by Charles Sanders Peirce. A good design is often considered to be the key of success for the sales process besides the quality of the fragrance of course. On the contrary, a bad design is often believed to be the cause of the failure of selling product or it sometimes considered to destroy the image of the product themselves. To satisfy the customers, Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish Fragrance, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements uses the good material for the products and also makes a good design too. The design is not only attractive text but also the good picture because the use of the picture, color and also the attractive text is often believed the function as getting power attention or even more as the reminding image for that product to be sold.
APPROVEMENT

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Approved by:

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Supervisor

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY “SYARIF HIDAYATULLAH” JAKARTA
2009
The thesis entitled “A Semiotic Analysis on Women Fragrance Advertisements in Cosmopolitan Magazine” has been defended before the Letters and Humanities Faculty’s Examination Committee on February 19 2009. The thesis has already been accepted as a partial fulfillment of the requirement for the degree of Strata 1 (S1).

Jakarta, February 19, 2009

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DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Jakarta, February 19, 2009

Mayang Nurbaiti
ACKNOWLEDGEMENT

In the name of Allah SWT, the lord of the universe and thereafter. Praise and gratitude be to Allah SWT for giving the writer health and ability to finish this thesis and our prophet Muhammad SAW, may peace and blessing be upon him, his family and his followers.

This thesis is written to fulfill one the requirements to obtain the Degree of Strata 1 at English Letters Department, Faculty of Adab and Humanities, State Islamic Universities Syarif Hidayatullah, Jakarta.

The writer would like to address her gratitude and appreciation to:

1. Prof. Dr. Abdul Chaer, MA as The Dean of Letters and Humanities Faculty, State Islamic University Syarif Hidayatullah Jakarta.
2. Dr. H. M. Farkhan, M. Pd as The Head of English Letters Department.
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7. Her grandparents, uncles and aunts (Om Akhyar, Uwa H. Ikhsan, Om Nur, and Tante Bibah).
8. Her cousins (Neneng and Novi) and nephew (Gandhy).

Finally, the writer realizes that this thesis is not perfect yet, it is a pleasure for her to receive some critics and suggestions.

Jakarta, February 2009
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INTRODUCTION

A. Background of the Study

Communication is the process by which an individuals or the communicators transmits stimuli with usual verbal symbols to modify the behavior of other individuals or communicant, and communication also a tool for every human to understand themselves, people around them and the environment.

Human as social creature uses language to communicate with others. Communication can be divided into two ways: direct and indirect communication. The first is the communication between two people or more without any media, for example, making conversation with some friends. The second is a way of communication using media to convey the ideas or messages to others, for examples, magazine and newspaper.

Indirect communication requires the participant to use mass media as an instrument and this communication does not involve people directly, such as, newspaper and magazine. According to media-mass journal, magazine is simpler and easier mass media to organize than other mass media and it does not need a lot of modal. The strengthness of magazine are:

1. Article in a magazine is more detail
2. Actually value in a magazine is longer
3. Magazine has more picture
4. Cover in a magazine is to attract reader.

Functions of magazine tend to specific society. Generally, magazine has some functions, they are:

1. Mass information, which is to give information for the reader.
2. Mass education, which is to give the education for the reader.
3. Mass persuasion, which is used by the company to promote their product. Such as, product advertisement.
4. Mass entertainment, which is to give entertain to the reader.

Advertisement is commercial message and in semiotic way, it consists of meaning and sign. Magazine advertisement as a subject of this thesis analyzes through signs of Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code women fragrance advertisements. The chosen of women fragrance advertisements because to know the meaning on sign system in women fragrance advertisements.

Most of company use advertisement in a magazine to promote their product, such as Christian Dior, Clinique, Estee Lauder, Anna Sui Wish, Bvlgari, Avon, Calvin Klein, and Armani companies. These companies are multi level companies. But, the writer focuses on the fragrance product because the writer

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1 http://oliviadwiayu.wordpress.com/2006/11/03/bentuk2-media-massa/

tries to analyzes signs on the advertisement of these fragrances product companies in the Cosmopolitan Magazine as communicate to the readers or the customers.

Text which is used on the advertisement is the signs, generally that is known and used by the creator of advertisement. The signs on the advertisement are used to promote the product to the reader. Beside that, the signs on the advertisement are made interesting and as creative as possible to fill the desire of the readers or the customers.

Signs are organized into languages and it is the existence of common language which enables us to translate our thoughts or concepts.³

Based on Ernst Cassier human being is symbolic animal. In the symbol, human can express feeling, look for knowledge and have the desire to create something.⁴ But, not all the people can understand or catch the idea of the advertisement well, at least the reader will find the difficulties on the interpreting the advertisement.

The communication using advertisement is the process of changing the meaning. It happens from the company via advertisement in a magazine and finally to the reader of magazine. In communication, misunderstanding can happen, so the message can not be understood well.

Misunderstanding the meaning in advertisement can be caused by the unclear message. It is caused by the creator of advertisement uses the signs as a


language to express the message, but the reader can not receive the meaning completely.

This research is about analysis the meaning of signs on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements. In this research, the writer applies theory of semiotic to analyze the meaning of signs on women’s fragrance advertisements. Semiotic is the study or the science of signs and sign system of all kinds. It involves the production of sign; communication through sign; the systematic structuring of signs into codes; the social function of signs; the meaning of signs.  

B. Focus of the Study

In this research, the writer focuses on the sign of Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements as communication to the people for promoting the product. Sign in advertisement has a commercial meaning, and the advertisement can influence people’s mind, manner, and opinion and make the customers want to buy the product. Therefore in this research, through the semiotic analysis it will be explained the signs on the advertisements which has role in communication.

http://euphrates.wpunj.edu/faculty/yildizm/SP/
C. Research Question

The research question that the writer tries to analyze is:

1. What are the meaning of the signs which used triangle semiotic by Peirce on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements?

D. Objective and Significance of the Study

Based on the research question above, the writer has objective of the research as follows:

- To know the meaning of the signs which used on triangle semiotic by Charles Sanders Peirce on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements.

The research uses semiotic approach and it has two benefits. Firstly, the writer hopes that this thesis could give a lot of benefit for the reader who is interested in advertising field. Secondly, the writer hopes that this thesis could broaden up the researcher’s knowledge regarding to the advertisement.

E. Methodology of the Study

1. The Method of Research
The method which is used in this research is descriptive analysis where the writer describes the sign on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements design. The signs can be words of picture. Then, the writer analyzes and describes the meaning of sign on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements based on the relevant theory.

2. The Data Analysis

The data that are gathered are qualitative and analyzed using semiotic approaches by Charles Sanders Peirce.

3. The Instrument

The research makes use the writer herself as an instrument by reading and identifying the signs on Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements from the Cosmopolitan magazine.

4. The Unit of Analysis

The unit of analysis in this research is Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code Women Fragrance Advertisements in

5. The Time and Place of Research

The writer starts doing the research when the writer studied at seventh degree at English Letters Department of Adab and Humanities Faculty, State Islamic University Syarif Hidayatullah Jakarta. Moreover, it is located at English Department, main library of UIN and other libraries, which can give references and information about the material that need.
CHAPTER II
THEORITICAL FRAMEWORK

A. Communication

Communication is formed by mediations representive or symbolic vehicles that "stand for" things, meanings, and values. The mediating vehicles are called "signs". For example, words in a language, images, sounds, or other perceptible signifiers.6

Communication comes from the Latin word *communicare*, which means to make common or to share. Communication is defined as the process by which meaning exchanged between individuals through a common system of symbols, signs, or behavior. Communication is considered as a process because it is an activity, an exchange, or a set of behaviors-not an unchanging product.7

Communication is ubiquitous. People cannot avoid communication and they will engage in communication nearly every minute of everyday of their life. In addition, communication plays a major role in nearly every aspect of people’s life.8

Studying communication is essential for human. Communication is central to people’s life. Effective communication can help people solve problems in their professional life and improve their relationship in their personal life.

6 http://www9.georgetown.edu/faculty/irvinem/theory/Semiotics_and_Communication.html


8 ibid. p.5.
Communication experts believe that poor communication is at the root of many problems and that effective communication is one solution to these problems.\(^9\)

Moreover, communication is essential because:

1. Understanding communication can improve the way people view themselves and the way others view them.
2. People learn more about human relationship as they study communication, and they learn important life skills.
3. Studying communication can help people exercise their constitutionally guaranteed freedom of speech.
4. An understanding of communication can help people succeed professionally.

Communication occurs in a context, a set of circumstances or a situation. Communication occurs between two friends, among five business acquaintances in a small-group setting, and between a lecturer and an audience that fills an auditorium.\(^10\)

In addition, the communication courses can be arranged by context:

1. Intrapersonal communication: is the process of understanding and sharing meaning within the self.
2. Interpersonal communication: is the process of coordinating meaning between at least two people in a situation that allows mutual opportunities for both speaking and listening.

\(^9\) Ibid. p. 4

\(^10\) Ibid. p. 23.
3. Public communication: is the process of generating meanings in a situation where a single source transmits a message to a number of receivers who give nonverbal, and sometimes, question-and-answer feedback.

4. Mass communication: or communication mediated between sources a large number of unseen receivers.\(^{11}\)

Definition of communication may be insufficient to clarify the nature of communication. To explain communication in more detail here some principles that guide our understanding of communication:

1. Communication begins with the self. How people see themselves can make a great difference in how they communicate.

2. Communication involves others. Communication involves others in the sense that a competent communicator considers the other person’s needs and expectation when selecting messages to share.

3. Communication is complicated. Communication involves choices about the multiple aspects of the message, the verbal, nonverbal, and behavioral aspects, the choices surrounding the transmission channel used, the characteristics of the speaker, the relationship between the speaker and the audience, the characteristics of the audience, and the situation in which the communication occurs.

4. An increased quantity of communication does not increase the quality of communication. Communication, defined simply as verbiage, does not

\(^{11}\) Ibid. p. 23-26.
necessarily lead to positive outcomes.

5. Communication is inevitable, irreversible, and unrepeatable. Although communication is complicated and more communication is not necessarily better communication, communication occurs almost every minute of people’s life.\textsuperscript{12}

B. History of Semiotics

Semiotics is one of old discipline science. It appeared about 300 B.C, and the pioneer of it is Zeno, a Stoic whose came from Kition in Cyprus Island.\textsuperscript{13}

This experiment of semiotics kept on by Plato, a Greece philosopher who lived about 428-348 B.C. Plato examined where language and words came from in Cratylus.\textsuperscript{14} Aristotle also have contributed to semiotics. Aristotle shown interest in signs and the way they communicate.\textsuperscript{15}

In western, semiotics appeared in 354-430 by Saint Agustinus. Agustinus developed theory about data signal, a conventional sign, where his development opinion accrossed with opinion issued in classic era, he made the signs become the object to the philosophers thought. He limited on sign sudied, especially about

\begin{itemize}
\item \textsuperscript{12} Ibid. p. 12-15.
\item \textsuperscript{14} Cobley, Paul and Litza Jansz. \textit{Mengenal Semiotika for Beginner}. Bandung: Mizan. 2002. p. 4.
\item \textsuperscript{15} http://www.olinda.com/VC/lectures/Semiotics/semiotichistory.htm
\end{itemize}
how “physic word” connected with “mental word”. The focus study of Agustinus made a huge influence to sign study on the next period.

In twentieth century, enthusiasm of the linguists increased and their thoughts focused on semiotics. This resurrection advocated with two linguists, they are, Ferdinand de Saussure, a Swiss linguist and Charles Sanders Peirce, an America linguist, and more details about them will be discuss on next sub chapter.

C. Definition of Semiotics

The word of semiotic comes from the Greek term _semion_, "sign". Here "sign" has a specialized meaning, referring to our social and cultural vehicles for signification or meaning. Languages, and other symbolic systems like music and images, are called sign systems because they are governed by learnable and transmittable rules and conventions shared by a community.  

Semiotics is the study of sign processes or signification and communication, signs and symbols, both individually and grouped into sign systems. It includes the study of how meaning is constructed and understood.  

Semiotics is the study or the science of signs and sign systems of all kinds. It involves the production of signs; communication through sign; the systematic

16 http://www9.georgetown.edu/faculty/irvinem/theory/Semiotics_and_Communication.html

structuring of signs into codes; the social function of signs; the meaning of signs.

The sign and sign systems are arbitrary and culturally bound.\textsuperscript{18}

So, based on some definition of semiotics, the writer concludes that semiotics is study of signs system, sign process, and communicate through signs. The signs of this research is women’s fragrances advertisement, the advertisement are Dior Addict 2, Clinique, Estee Lauder, Anna Sui, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code fragrances.

D. Kinds of Semiotics

Semiotics is meaning which laid on people perception in connection with object and symbols. At least, there are nine kinds of semiotics known nowadays, they are:

1. Analytic semiotics: is semiotics which analyzes sign system.

2. Descriptive semiotics: is semiotic which pay attention sign system that old and new sign have same meaning.

3. Zoo semiotics: is semiotics which analyzes sign system made by animal.

\textsuperscript{18} http://euphrates.wpunj.edu/faculty/yildizm/SP/
4. **Cultural semiotics**: is semiotics which studies sign system that used in a defined society.

5. **Narrative semiotics**: is semiotics which studies on mythology and folklore narrative.

6. **Natural semiotics**: is semiotics which analyzes sign system from the nature.

7. **Normative semiotics**: is semiotics which analyzes sign system made by human being, which have the form of the norms.

8. **Social semiotics**: is semiotics which analyzes sign system made by human being, which have the form of the words or sentences.

9. **Structural semiotics**: is semiotics which analyzes sign system through language structure.  

E. **The Semioticians and Their Theories**

Semiotic approaches are divided into two linguists, they are Ferdinand de Saussure and Charles Sander Peirce. The others semiotician like Julia Kristeva, Jacques Lacan, Micheal Foucoul, Jacques Derrida, and Jean Francois Lyotard are Saussurean. Roland Barthes and Umberto Eco are Peircean.

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In its theory, semiotics are divided into two schools, focuses on Saussure and Peirce thoughts. But, on this research the writer only describes one semiotics theory which sourced from Charles Sanders Peirce. And, only for comparison, the writer will describes a little about Saussure and his theories.

a. Ferdinand de Saussure

Ferdinand de Saussure (1857–1913), the "father" of modern linguistics, proposed a dualistic notion of signs, relating the signifier as the form of the word or phrase uttered, to the signified as the mental concept. It is important to note that, according to Saussure, the sign is completely arbitrary, i.e. there was no necessary connection between the sign and its meaning. This sets him apart from previous philosophers such as Plato or the Scholastics, who thought that there must be some connection between a signifier and the object it signifies. In his Course in General Linguistics, Saussure himself credits the American linguist William Dwight Whitney (1827-1894) with insisting on the arbitrary nature of the sign. Saussure's insistence on the arbitrariness of the sign has also greatly influenced later philosophers, especially postmodern theorists such as Jacques Derrida, Roland Barthes, and Jean Baudrillard. Ferdinand de Saussure coined the term semiologie while teaching his landmark "Course on General Linguistics" at the University of Geneva from 1906–11. Saussure posited that no word is inherently meaningful. Rather a word is only a "signifier," i.e. the representation of something, and it must be combined in the brain with the "signified," or the
thing itself, in order to form a meaning-imbued "sign." Saussure believed that dismantling signs was a real science, for in doing so we come to an empirical understanding of how humans synthesize physical stimuli into words and other abstract concepts.²⁰

b. Charles Sanders Peirce

Charles Sanders Peirce (1839–1914), the founder of the philosophical doctrine known as pragmatism. He defined semiosis as "...action, or influence, which is, or involves, a cooperation of three subjects, such as a its ground, its object, and its interpretant, this tri-relative influence not being in any way resolvable into actions between pairs." ²¹

Semiotic theory by Peirce is meaning of the sign and the function of the sign system. For Peirce (Pateda, 2001:44), sign is something which stands to somebody for something in some respect or capacity. Triangle sign by Peirce is ground, object, and interpretant.

http://en.wikipedia.org/wiki/Semiotics

²¹ http://en.wikipedia.org/wiki/Semiotics
A sign, or ground, is a first which stands in such a genuine triadic relation to a Second, called its Object, as to be capable of determining a Third, called its Interpretant.  

Ground is sign itself, as the reflection of general caused. Based on its ground, Peirce divided sign into Qualisign, Sinsign, and Legisign:

1. Qualisign is quality on sign, for example, green colors.
2. Sinsign is actual event on sign, for example, traffic light.
3. Legisign is a norm or a rule or a habit on sign, for example, a judge voice in making decision in the court.

Object is the subject. Based on its object, Peirce divided sign into icon, index, and symbol:

1. Icon is the connection between sign and objects because similar, for example, picture and map.
2. Index is the connection between sign and object because cause and effect, for example, smoke caused by fire.

---

3. Symbol is the connection between sign and object because the agreement in society, for example, flag.

Interpretant is meaning of the signs to the receiver. Based on its interpretant, Peirce divided sign into rheme, dicisign, and argument:

1. Rheme is a sign interpreted to represent based on the choices, for example, people whom their eyes is red signify that they have eye ache or they just wake up or they are sleepy.
2. Dicisign is a sign interpreted to represent based on the fact, for example, if there is much accident on the road so there have to accident notice in that road.
3. Argument is a sign interpreted to represent based on the reason.23

In other word, the steps to analyze signs using semiotic approach by Charles Sanders Peirce are find out the signs and their meaning, determine the object that will analyze, and determine the interpretant.

F. Semiotics and Its Relation to Text in Advertisements

Semiotic is a study which analyzes signs, where one of point focus is text. Text also a sign which is interpreted into some definition based on the ability of the reader.

Text is a tool which transmitted from the sender to the receiver through certain medium and code. The receiver who accepts a sign as text tries to translates it according to the right codes.  

Advertisement communication does not only use text but also uses picture and color to analyze the adverts. Advertisement is delivered through two kinds of media mass. First, print media, such as, newspaper, magazine, and billboard. Second, electronic media, such as, radio, television, and movie. The sender is product seller and the receiver is society.

Semiotically, advertisement uses signs to analyze. And, advertisement uses sign system that consists of verbal and icon symbols. Basicly, symbols which used in advertisement consists of two kinds, verbal and non verbal symbol. Verbal symbol is on language that has been known in society. Non verbal symbol is form and color in advertisement which imitiated the form on original form. Icon is form and color which is similair with the real thing, people, or animal. Here, icon used as symbols.

Sign system in advertisement also includes object. The object of advertisement is thing that advertised. In product advertisement, product is its object. The most important in analyzing advertisement is society interpretant to its advertisement.

CHAPTER III

RESEARCH FINDINGS

A. Data Description

In this chapter, this research concerns with semiotic analysis of advertisements whose similarity and it is based on the fact that all concern to the advertisements of Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code women's fragrances.

In more specific terms, the advertisement products include Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code. The adverts were located within recent editions of the popular women's magazine, namely Cosmopolitan. Thus this research will individually analyze these advertisements in terms of their status as signs, its associative meanings not only gave a favourable impression of the product, but were also compatible with, and complementary to, the feminine context in which they were situated according to semiotics theory by Charles Sanders Peirce. The following table shows the data that analyze.

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<th>Brands of fragrances</th>
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<tr>
<td>1</td>
<td>Dior Addict 2</td>
<td>Model</td>
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<tr>
<td>2</td>
<td>Clinique</td>
<td>Model</td>
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<tr>
<td>3</td>
<td>Estee Lauder Pleasures</td>
<td>Model</td>
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<tr>
<td>4</td>
<td>Anna Sui Secret Wish</td>
<td>Model</td>
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<tr>
<td>5</td>
<td>Bvlgari Omnia Amethyste</td>
<td>Model</td>
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<tr>
<td>6</td>
<td>Avon Bond Girl 007</td>
<td>Model</td>
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<tr>
<td>7</td>
<td>Calvin Klein</td>
<td>Model</td>
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<tr>
<td>8</td>
<td>Armani Code</td>
<td>Model</td>
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**B. Analysis**

In analyzing the data, the writer uses three steps, which are to find out the signs that are used in Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code women’s fragrance advertisements and their meanings. This research is conducted emphasizing on more about semiotics.
1. Dior Addict 2 Fragrance Advertisement

The writer analyzes the signs in Dior addict 2-fragrance advertisement with semiotic approaches. The signs that analyzed are the colors, model, and text in Dior Addict 2 Fragrance Advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The design in this advertisement has a model. The model uses neckless and initial “D” in its liontion. The initial “D”, refers to the fragrance company, which is Dior Addict company, the Dior company brand also shown at up corner right side the advert. The neckless and its liontin, and Dior brand which sparkled and it represent to the good quality and expensive price for this fragrance. The model wears casual tank top, the model’s lips open up little bit and she play her hair as if she shows her sensuality and feel relax, it represent to the sensuality and casualitiy of this fragrance for the user.
Secondly, the writer analyzes the text in this fragrance advert. The text is “A New Fragrance. A New Sparkling Sensation”. It means that this fragrance is sequel from Dior Addict 1, it also can looked from the model who wear tank top and in her tank top, there is a ‘2’ number. The text also means that the scent of this fragrance is a new scent and different from the the first one.

Thirdly, the writer analyzes the colors in this fragrance advertisement. The colors in this adverts is dominine with pink and blue. Pink is love, soft, and feminine and blue is loyalty, sensitif, and calm. In other word, pink and blue are nice color to mix in this advertisement. The meaning of the use pink and blue as dominant colors of this fragrance advert indicates that the scent of this fragrance advert gives are feminine, soft, and calm.

Through semiotic triangle above, we can see the relationship between Dior Addict 2 fragrance as the object. The model, tect, and colors as the signs. And, feminine, soft, and high quality scent as the interpretant. Dior addict 2 is about feminity, elegant, casuality, and soft.

2. Clinique Fragrance Advertisement

The writer analyzes the signs in Clinique fragrance advertisement with semiotic approaches. The signs that analyze are the colors, model, and text in Clinique fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The model in this fragrance wears turtleneck shirt and short pant seems she is relax. A female model laughing seems she is very happy. It means that the scent of this fragrance can make the user feel refresh and relax.

Secondly, the writer analyzes the text in this fragrance advert. The text is ‘Clinique Happy To Be A New Fragrance’. It means that this fragrance is a new fragrance product which launched by Clinique company. This fragrance has a new smell that will make the user feel refresh with its scent of fragrance.

Thirdly, the writer analyzes the colors in this fragrance advert. This advert uses orange and white as dominant colors. Orange means balance, energy, and warm. Meanwhile, white means clean, sterile, simple, and pure. From the explanation above it means that the scent of this fragrance is feminine, simple, and fresh.

Through semiotic triangle above, we can see the relationship between Clinique fragrance as the object. The model, colors, and text as the signs. And, refresh, flowery, and flowery scent as the interpretant. Clinique fragrance is about refreshing, energetic, and simple.

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27 http://eko.edesign.web.id/2007/06/03/arti-warna/

28 ibid
3. Estee Lauder Pleasures Fragrance Advertisement

The writer analyzes the signs in Estee Lauder Pleasures fragrance advertisement with semiotic approaches. The signs that analyze are the colors, model, and text in Estee Lauder fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The model used in this fragrance is Gweneth Paltrow, she is a Hollywood actress and she also has married and has a child. From the uses Gweneth Paltrow as the model of Estee Lauder fragrance means that this fragrance is represents to the company which popular in business world. The dress which used by the model is simple and she is smiling, it seems that she is enjoying the day. The uses of the model represent for the maturity, relax, and fun of the fragrance.

Secondly, the writer analyzes the text in this fragrance advert. The text is “I Live for Moment Like This”. Represent of the text means to the brand of the fragrance which is Estee Lauder Pleasure. It gives the impression that the scent of this fragrance is fresh flowers and tender. The scent of this fragrance also can make the user feel fun and relax.

Thirdly, the writer analyzes the colors in this fragrance advert. This fragrance advert uses green and pink as dominant colors. The use of green means
natural, health\textsuperscript{29}, nature, and lucky\textsuperscript{30} and pink is love, soft, and feminine\textsuperscript{31}. It means that the scent of this fragrance are fresh flowers and sensual.

Through the semiotic triangle, we can see the relationship between the signs refer to the model, colors, and text. The interpretant refers to fresh and fun scent. And, the object is Estee Lauder Pleasure fragrance. Estee Lauder Pleasure fragrance is about sensuality, natural, maturity, and feminity.

4. Anna Sui Secret Wish Fragrance Advertisement

The writer analyzes the signs in Anna Sui Wish fragrance advertisement with semiotic approaches. The signs that analyze are the colors, model, and text in Anna Sui Wish fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advertisement. The model used in this fragrance is an Asia woman, it represent that Anna is name from western but the eastern comes from Sui. Anna Sui is one of international brand and it is very popular even though she comes from Korea but she can prove that Asian people also can success in fashion business world. And the model has wings and she looks like a fairy. She is sitting and blowing her magic pulverizes softly and she wears a gown, her make up is elegant. It builds an image for this fragrance that the scent is elegant and magical.

\textsuperscript{29} ibid

\textsuperscript{30} http://www.kompas.com/read/xml/2008/10/09/15551015/psikologi.dan.arti.warna

\textsuperscript{31} http://www.kompas.com/read/xml/2008/10/09/15551015/psikologi.dan.arti.warna
Secondly, the writer analyzes the text in this fragrance advert. The text is ‘Magic Romance’. It represent for the image of this fragrance is imagination and power of romance that bring the sensuality of the scent to the user.

Thirdly, the writer analyzes the color in this fragrance advert. This fragrance advert uses pink and purple as dominant color. Pink is love, soft, and feminine and purple is magic, mystery, and royal. The combine of these colors gives impression for this fragrance as feminine, soft, and elegant.

Through semiotic triangle above, we can see the relationship between Anna Sui Wish fragrance as the object. The model, colors, and text as the signs. And, elegant, confidence, and pretty as the interpretant. Anna Sui Wish fragrance is about romance, magic, and elegancy.

5. Bvlgari Omnia Amethyste Fragrance Advertisement

The writer analyzes the signs in Bvlgari Omnia Amethyste fragrance advertisement with semiotic approaches. The signs that analyze are the colors, model, and text in Bvlgari Omnia Amethyste fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advertisement. The model in this advert looks so sensual, it looked from the model lips open up little a little bit and the model uses natural make up. She just wears earrings with tidy hair. It looks like elegant women. All of it represent to the elegancy of the


33 http://eko.edesign.web.id/2007/06/03/arti-warna/
Secondly, the writer analyzes the text of this fragrance advert. The text is “The New Eu De Toilette Woman”; it means that this fragrance is a new fragrance with all day scent for the women that launched by Bvlgari company.

Thirdly, the writer analyzes the colors in this fragrance advertisement. The color that used in this fragrance advert is purple. Purple is magic, mystery, and royal. It means that the fragrance is more suitable used for formal occasion because it gives impression of elegancy.

Through semiotics triangle above, we can see the relationship between Bvlgari Omnia Amethyste fragrance as the object. The model, color, and text as the signs. And, elegant, sensual, romantic scent as the interpretant. Bvlgari Omnia Amethyste fragrance is about sensuality and elegancy.

6. Avon Bond Girl 007 Fragrance Advertisement

The writer analyzes the signs in Avon Bond Girl 007 fragrance advertisement with semiotic approaches. The signs that analyze are the colors, model, and text in Avon Bond Girl 007 fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The model that uses is Gemma Arterton, a British actress, her new classic beauty is the face of James Bond 007 Girl “Quantum of Solace” campaign with Avon Products, Inc. Avon Company had announced collaboration with the James Bond entertainment

34 http://eko.edesign.web.id/2007/06/03/arti-warna/
franchise to create a new signature Bond Girl 007 women’s fragrance. It will bring the confident allure of cinema’s sexiest icons to Avon consumers worldwide. The Bond’s girl is independent, sexy, and smart. The model use sexy dress and she only shown her half face seems she is mysterious. It means that this fragrance build an image of sexy and mysterious.

Secondly, the writer will analyze the text in this advert fragrance. The text is “Impossible to resist” it means that the company tries this newly seductive fragrance by Avon. Moreover, it lives up to its name of Bond classics as the ultimate man magnet. On the other hand, the text build an image that is sexy scent of this fragrance is impossible to resist for the women to use or try it.

Thirdly, the writer analyzes the colors in this fragrance advertisement. The color that used in this fragrance advert is brown. Brown is comfort, mysterious, and earth. The use of brown as dominant color is suitable because it gives impression of comfort scent for the users.

Through semiotic triangle, we can see the relationship between the signs refer to the model, colors, and text. The object refers to Avon Bond Girl 007 fragrance. And, the interpretant refers to independent, smart, and sexy. Avon Bond Girl 007 fragrance is about independent, mysterious, and sexy.

7. Calvin Klein Fragrance Advertisement

36 http://eko.edesign.web.id/2007/06/03/arti-warna/
The writer analyzes the signs in Calvin Klein fragrance advertisement with semiotic approaches. The signs that analyze the colors, model, and text in Calvin Klein fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The model wear gown, it means of elgancy. Her lips open up little bit and her hands in her lips, it means of sexy and sensuality. It build an image that this fragrance has sexy, sensual, and elegant scent.

Secondly, the writer analyzes the text in this fragrance advert. The design has a minimun use of textand supported by the use of the picture. The word is “Euphoria” supported the pictoral design to give impression that this fragrance is about passionate, and euphoria also a brand of fragrance product by Callvin Klein company.

Thirdly, the writer analyzes the colors in this fragrance advertisement. The color that used in this fragrance advert is brown. Brown is mysterious, comfort, sexy, and earth. The use of brown as dominant color is suitable because it gives impression of mysterious.

Through semiotic triangle, we can see the relationship between the signs refers to the model, colors, and text. The object refers to Calvin Klein fragrance. And, sexy refers to the interpretant. Calvin Klein fragrance is about mysterious, sexy, and sensuality.

http://eko.edesign.web.id/2007/06/03/arti-warna/
8. Armani Code Fragrance Advertisement

The writer analyzes the signs in Armani Code fragrance advertisement with semiotic approaches. The signs analyzed are the colors, model, and text in Armani Code fragrance advertisement.

Firstly, the writer analyzes the model in this fragrance advert. The model in this advert wears sexy night gown, she uses natural make up, but she focuses her make up in her eyes. In this design looks as if the she just arrived at formal party, it looked from the woman open the door and there is a male staring to her, and the women turn back her face as if she wants to tell that she become a male attention around others women inside even she just comes up. This build an image that the scent of this fragrance will make the user become the center of male attention and make the user feel confident and sexy.

Secondly, the writer analyzes the text in this fragrance advert. The words “The secret code of women” are supported for the fragrance to give the impression that this fragrance is a code for women to attracts male attention. It is clear that this advert points out to the user to feel more confident.

Thirdly, the writer analyzes the colors in this fragrance advertisement. the use of black color as dominant color in this fragrance design and in fragrance Black is mystery, sexuality, power, elegance. The use of purple color

38 http://eko.edesign.web.id/2007/06/03/arti-warna/
in fragrance product, purple means royalty\textsuperscript{39}. The combine of these colors build an image that the scent of this fragrance advert are about elegancy, sensuality, and mysterious.

Through semiotic triangle, we can see the relationship between Armani Code fragrance as the object. The model, colors, and text as the signs. And, confidence and elegant as the interpretant. Armani Code fragrance is about sensuality, confident, mysterious, and elegancy.

\textsuperscript{39} ibid
A new expression in fragrance.
ARMANI code
the secret code of women
GIORGIO ARMANI
A. Conclusion

According to the explanation from the previous chapters, it can be concluded that semiotics is relevant to be the tool to translate the signs on the Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code women fragrance advertisements.

The design of Dior Addict 2, Clinique, Estee Lauder Pleasures, Anna Sui Wish, Bvlgari Omnia Amethyste, Avon Bond Girl 007, Calvin Klein, and Armani Code women fragrance advertisements taken from Cosmopolitan magazine use the colors, the model, and the text as the signs to support each other and to analysis, using theory by Pierce. The design put emphasizing on signs to attracts the customers to pay more attention by using popular hollywood actress, interesting and attractive colors.

B. Suggestions

According to the conclusion above the writer suggests to the creator of the women fragrance advertisements to determine the target of the customers to decide what kind of designs that interested them and the creator of the women fragrance advertisements has to understand many aspects which related to the
products, for examples; the target of customers, the market and the elements of the designs itself. The uses of model, colors, and text believed as the function to getting attention or even more as the reminding image for the products that sold.


Cosmopolitan Magazine, April/2007

Cosmopolitan Magazine, November/2008

Farkhan, Muhammad. **Penulisan Karya Ilmiah**. Jakarta: Cella. 2006.


