

THE ANALYSIS OF SEMIOTIC SIGNS IN THE NUDES EYE SHADOW PALETTE ADVERTISEMENT BY MAYBELLINE NEW YORK

I Gusti Agung Ayu Sania Pradnyanita
Mahasaraswati Denpasar University
saniapradnyanita11@gmail.com

Desak Putu Eka Pratiwi
Mahasaraswati Denpasar University
desak.eka.pratiwi@gmail.com

Putu Nur Ayomi
Mahasaraswati Denpasar University
putu.nur.a@unmas.ac.id

ABSTRACT

Language is something that we use to communicate with others. The function of language has an important role in addressing people's intent or purpose. Thus, the use of language should be right and fit with the situation and the goal to do. In doing the communication, some people would be delivering their message explicitly. But some of them deliver the message implicitly, they tend to use signs and symbols. One of the studies that talked about the meaning of the language in a certain sign is semiotic. Semiotic is the study that discusses the signs, which signs are divided into verbal and visual signs. The purpose of this study is to investigate the verbal and visual signs and the meaning itself in the advertisement this research is needed because some of the advertisers put the message behind their advertiser, which means that the message is not only delivered explicitly. The method used in this study is a qualitative method. The data utilized in this study were taken from YouTube. To investigate the information, this review utilized the theory of Semiotic by Saussure (1983), the theory of meaning from Barthes (1976), and the supporting theory of color by Cerrato (2012). The analyst tracked down 8 verbal signs and 9 visual signs.

Keywords: Advertisement; Connotative; Denotative; Verbal and Visual

INTRODUCTION

Language is what we always use to communicate and exchange information with other people. What is significant with regards to language is how individuals communicate their thoughts to others, thus the communication activity is occur. Semantics is the study that talks regarding how the language utilizes its sign. Semantic is the branch of linguistics that breaks down and is more concerned with the meaning of signs or symbols used in a particular object.

According to (Riemer, 2010), semantic is the study that talks about the meaning. Semantic is the study that concerns with the style of the language used and the signs in a

certain topic. Semiotic is the study that concerns to the sign and all of the elements that contained and deliver the meaning. This study is usually used in making an advertisement, so that the result of the advertisement produced would be has the strong meaning and take people interest.

Advertisement implies something that is made by the individuals to grab the individual's attention to specific information, such as a product or service so that they would like to purchase it. The way how the advertiser makes the advertisement is various. Some of them utilize the well-known entertainer as the model of the advertisement. And some of them only spotlight the benefits and ingredients of the

product. For the skincare product, the advertisement mostly focuses on the benefits and ingredients contained in the product to take the individual's consideration.

The previous study utilized in this article is written by (Syahdini, 2019) entitled *Semiotic Analysis of L'Oreal Paris Advertisement*. This thesis pays attention to the differences between denotative and connotative meaning and the beauty concepts of the data source. Syahdini observed that her data source represents an elegant and classy impression that is adopted from the French beauty ideas, where French ladies prefer not to apply an excess of cosmetic product for their face, however, this makeup product also applies other beauty concepts in the other country. This is because the advertisement not only shows the model with the natural makeup look but also the colorful, luxurious, and pierce makeup.

The second thesis is written by (Rahmah, 2019) entitled *Semiotic Sign in Walt Disney's Selected Movie Posters in 2018*. She observed that dark blue is being the dominant shading that seems in view of the six posters she utilized. She likewise observed the verbal and visual signs with the six types of signs in the posters. The verbal and visual signs of the posters are then complemented to make the poster easier to understand, meanwhile the objective of this study is focused on finding out the verbal and visual signs and the meaning contained in the advertisement.

The problems of this study are:

1. What are semiotic signs found in The Nudes Eye Shadow Palette Advertisement by Maybelline New York?
2. What are the messages delivered based on the signs found in the advertisement?

Thus, the objectives of this study are:

1. To find out what are semiotic signs found in The Nudes Eye Shadow Palette Advertisement by Maybelline New York.
2. To find out What are messages delivered based on the signs found in the advertisement.

METHOD

The data in this study was analyzed based on three theories, there are the theory of semiotic from Saussure (1983), then in analyzing the meaning is using the theory from

Barthes (1975) and the supporting theory about color terms from (Cerrato, 2012) to analyze the meaning of the colors in the advertisements. The three theories used in analysing the data would be more explained as follow:

2.1 Theory of Semiotic

The theory of semiotic by Saussure is talked about the signifier and signified. This theory is relevant to use in this study in analyzing the signifier and its meaning. Saussure gave more explanation of signifier and signified in the diagram and the example as follow:

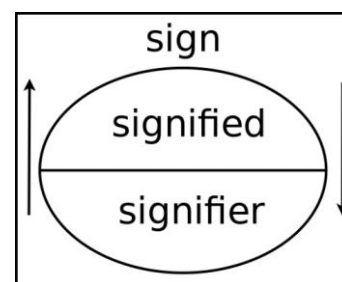


Figure 2.1 Saussure Diagram

1. Signifier: the word "open".
2. Signified: the word "open" represents that the shop is open for a business.

Based on the example given, it could be concluded that signifier is the form which the sign takes. Then signified is the concepts of the sign's addresses.

2.2 Theory of Denotation and Connotation

Barthes in (Chandler, 2002) in his book entitled *Semiotic: The Basic* state that denotation and connotation meaning is described as the levels of the meaning. Here denotation is the actual meaning or the meaning that could be found in the dictionary, then connotation is the second order of significations and represents the other meaning from the certain object. Barthes also talked about the two kinds of signs. The sign is divided into two kinds; they are verbal and visual signs. A verbal sign is a sign that could be in spoken and written form. Then a visual sign is a sign in the form of a picture, shape, and symbol that represents certain meaning.

2.3 Theory of Color

The theory of color used in this article is from (Cerrato, 2012), in his book entitled *The Meaning of Color*. This theory is utilized as the supporting theory in breaking down the verbal sign found in the advertisement. Cerrato separated the color into 16 different colors with each meaning. The 16 colors and each meaning would be mentioned as follow:

Table 2.1 Colors and the Meaning by Cerrato (2012)

| No. | Color | Meaning |
|-----|-----------|---|
| 1. | Red | Conflict, hazard, passion, and strength |
| 2. | Orange | Attractiveness, cheerfulness, innovation, and warmness |
| 3. | Yellow | Brainpower, happiness, privilege, and spirit |
| 4. | Green | Aspiration, growing, harmony, and refreshing |
| 5. | Turquoise | Calmness, cleanliness, and self-interpretation |
| 6. | Blue | Calm, intellectual, paradise, and trust |
| 7. | Indigo | High innovation, faithfulness, and honesty |
| 8. | Purple | Aspiration, capability, and royalty |
| 9. | White | Goodness, hygiene, justice, perfection, and purity |
| 10. | Black | Bad, dead, formality, gracefulness, luxury, and self-confidence |
| 11. | Magenta | Highest level of love and represents the new idea |
| 12. | Pink | Feminism, love, and romance |
| 13. | Gold | Luxury and glamour |
| 14. | Silver | Glamour and modernity |
| 15. | Gray | Knowledge and safety |
| 16. | Brown | Natural and landscape |

The writer utilized one advertisement of Maybelline New York in the form of a video and was taken on YouTube. It is The Nudes Eye Shadow Palette that was published in 2014. The observation method will be utilized in collecting the data. The steps that are applied in collecting the data are:

1. Search, and select the Maybelline New York advertisement on YouTube.

2. Watch the audiovisual commercial carefully over and over and note the sign that appears.
3. Separate the advertisement and categorize it into verbal and visual signs.

In this section, the writer will use a descriptive qualitative method to analyze the data.

DISCUSSION

The data source is an audiovisual advertisement composed of verbal and visual signs (*PinkCoutureVids*, 2014). The advertiser sometimes puts the message behind the advertisement, so the message is not only clearly shown in the advertisement. Here is the finding that is collected from the data source. Based on this research, the writer found that The Nudes Eye Shadow Palette by Maybelline New York Advertisement contained 8 verbal signs and 9 visual signs. Then, these signs consist of 7 denotative meanings and 10 connotative meanings, which means the connotative meaning is dominant appear in this advertisement.

1. The Analysis of Verbal Signs in The Nudes Eye Shadow Palette

Table 3.1 Verbal Signs in The Nudes Eye Shadow Palette

| No. | Signifier | Signified |
|-----|--|---|
| 1. | DARE TO GO NUDE | Convince the people to be brave showing their selves as they are |
| 2. | NEW THE NUDES PALETTE FROM MAYBELLINE NEW YORK | Represents the name of the product and its brand |
| 3. | Occurred twelve shadow collection inspire, infinite new looks from softly seductive to deeply dramatic | It represents that this eye shadow palette provides 12 different nude colors, that could give the new looks of the soft and bold makeup |
| 4. | Get the look, NEW THE NUDES PALETTE | Convince the people to get the same eye makeup look with the model |

| | | |
|----|---------------------------------|--|
| 5. | MAYBELLINE .COM/ THENUDES | The website link that could be reached by the people to get more information about the product |
| 6. | DARE TO GO NUDE? | Convince the people to be brave using the nude color |
| 7. | MAYBELLINE .COM/ THENUDES | Provide the website link of the product that could be reached to get more information |
| 8. | MAYBELLINE NEW YORK | It refers to the brand of the eye shadow palette launched |

The first verbal sign in this scene is “DARE TO GO NUDE” as the signifier. It is categorized as an imperative sentence. In this scene, the speaker wants to ask the audience to be daring appearance up their selves. The word “nude” here has a connotative meaning because it does not mean that you do not wear clothes, its means that the color looks like the real skin color. This conveys that this eye shadow palette provides natural colors that closely match your real skin tone. Accordingly, the message conveyed in this scene is about people's confidence. How could they show up their selves and be confident as who they are. This verbal sign is utilizing capital letters it is imply that the advertiser wants to emphasize the assertion.

The second verbal sign is “NEW THE NUDES PALETTE FROM MAYBELLINE NEW YORK”, it is arranged as a declarative sentence because it refers to the new product launched and its brand. The advertiser also capitalized this sentence to emphasize the brand itself. This sentence is ordered as denotative meaning because this sentence is referring to the brand that launched this cosmetic product. A common message conveyed by the verbal and visual signs in this scene is to present

the name of the new makeup product and which brand it belongs to.

The third verbal sign in this advertisement is “Occurred twelve shadow collection inspire, infinite new looks from softly seductive to deeply dramatic” this sign is categorized as the declarative sentence and has connotative and denotative meanings. The denotative meaning is the sentence “Occurred twelve shadow collection...” it signified the eye shadow product provides twelve different colors in a palette. Then continued by the sentence that has the connotative meaning “...inspire, infinite new looks from softly seductive to deeply dramatic” it signified this eye shadow palette is able to be used in different makeup looks, for example, bold and soft makeup look.

The soft eye makeup using this product could give a sexy and soft feeling, but if the people apply this makeup product boldly, it could emphasize a more accurate eye makeup look than other existing makeup. Combining the connotative and denotative meaning from this verbal sign, this sign connoted that the makeup product in twelve different colors could be inspiring and the people could create various makeup looks.

The signifier in the next scene is “Get the look, NEW THE NUDES PALETTE” this sentence belongs to an imperative sentence because the model convinces the people to get a similar eye makeup look with the model by utilizing the eye shadow palette launched. The sentence “NEW THE NUDES PALETTE” is capitalized. The purpose of capitalizing this sentence is to emphasize the brand. This signified is classified as denotative meaning.

The next signifier is “MAYBELLINE.COM/THENUDES” this sign belongs to a declarative sentence. This sign is classified as denotative meaning because the aim of the advertiser put the link is to help the people get more information about this product and there is no hidden meaning in this sign.

The following verbal sign is the sentence “DARE TO GO NUDE?” this sentence belongs to an interrogative sentence, in this sign, the model convinces the people to be brave utilizing the nude color. This sign is classified as connotative meaning. The advertiser might want to ensure and persuade the individuals, would they change their perspective about the

word “nude”. The nude color is not an exhausting color, it very well may be joined with the other color to make the gorgeous looks. Yet again this sentence shows up in the last section of the advertisement, it also implies that the advertiser makes sure the individuals after they watched this advertisement do, they be daring to show up them selves as they are or not.

The following signifier is “MAYBELLINE.COM/THENUDES” this sign is a declarative sentence; this sign is classified as denotative meaning. This link aims to help people get detailed information about the product after watching this advertisement.

The last signifier is “MAYBELLINE NEW YORK” this is classified as a declarative sentence and has a denotative meaning. This sign is referred to the brand of the product. It also has the function to highlight New York City as the city where this product is produced.

2. The Analysis of Visual Signs in The Nudes Eye Shadow Palette



Figure 3.1
The Nudes Eye Shadow Palette

Body language, facial expression, and color could be classified as the visual sign utilized in the advertisement. The utilization of visual signs in the advertisements to support the presence of the verbal signs, provide individuals with the image of certain information and makes the appearance of the advertisement more interesting. A lot of advertisers usually put the message through the visual sign, so they do not need to put a lot of verbal signs and show the message explicitly.

Figure 3.1 is showing a hand of the model that opens the curtain. This sign is being the first visual sign that appears in this advertisement and classified as a connotative meaning. This visual sign could be interpreted

that we need to open our eyes and mindset, then see what is being the newest trend of the makeup look and how could we adjust it. In this context, it could refer to the new makeup look. Because this advertisement launched a new makeup product with a new concept of beauty.



Figure 3.2
The Nudes Eye Shadow Palette

The next visual sign in figure 3.2 is showing the gesture of the model that wakes up from sleep. This visual sign is classified as connotative meaning. The advertiser shows the gesture of the model that wakes up represents that the woman needs to wake up from the old habit and begin a new thing. It is supported with the verbal sign that appears especially for the word “Dare” which has the meaning of provoke. But it is in a positive way, where it is provoking the people to move their habit, from the old habit to the new habit.

This visual sign refers to the makeup look. Because the United States, where this product is produced is well-known as the country with the dramatic makeup look. Americans usually used deep colors for their makeup. Then Maybelline New York wanted to change this trend. Where people need to move from the old trend and see outside that the makeup trend is changed. It does not need to put too much makeup product with the strong color, but we could create a beautiful and glamorous image of a woman by using nude colors.



Figure 3.3
The Nudes Eye Shadow Palette

THE ANALYSIS OF SEMIOTIC SIGNS IN THE NUDES...

The next visual sign in figure 3.3 is showing a half face of the model with the eye makeup look and it could be classified as a connotative meaning. This sign has the aim to give the appearance of the detailed eye makeup look made by using The Nudes Eye Shadow Palette. It could be concluded that The Nudes Eye Shadow Palette could be applied to the people who have a dark skin color because the woman that is the role model has the dark skin color but the makeup could be on point event the color is neutral. The background used in this scene is black, it could bring the sensation of elegance. This color is used to help make the face of the model on point.



Figure 3.4
The Nudes Eye Shadow Palette

The next visual sign in figure 3.4 which is the signifier is a model that stands close to the window with sharp eyes makeup look with her pose, it very well may be classified as a connotation and interpreted that the model is confident with her eye makeup look by utilizing The Nudes Eye Shadow Palette that on point. The other makeup look is not actually on the tract, it has the reason to establish the impression that the model still looks beautiful and on point even though the other makeup is not really on point. She also used black clothes, black represents confidence, so this color is used to make the sense of elegance and glamour without an excess of color.



Figure 3.5
The Nudes Eye Shadow Palette

The next visual sign that appears in the advertisement in figure 3.5 shows the shades of the eye shadow, this sign could be categorized as denotative meaning and it has the purpose to give the appearance of the eye shadow color so that people could see the colors before they buy it. This visual sign also has the purpose to help people understand the meaning of The Nudes in this eye shadow product. The meaning of The Nudes in this product means this eye shadow product consist of the colors that looks like the real skin color.



Figure 3.6
The Nudes Eye Shadow Palette

The next visual sign in this advertisement in figure 3.6 is showing the palette. This sign is categorized as denotative meaning. Because the purpose of this sign is only to give the appearance to the people about the packaging of the eye shadow product launched. The function of giving the appearance of the product packaging is to help the people remember the product launched, so that they will familiar with the product.

The black color as the background of this scene is used to make the appearance of the packaging is on point and highlight the main color, so that the main color will not be disturbed by the presence of other colors.



Figure 3.7
The Nudes Eye Shadow Palette

The visual sign in the following scene in figure 3.7 shows the eye makeup look of the model in a dark skin tone, this sign is

categorized as connotative meaning. This sign addresses this makeup product could be used for those who have a dark skin color. The dominant color that is utilized by the model for her eye makeup is gold, it could give the glamour sense of the model, even she has a dark skin color, this eye shadow palette is able to be used by her and could be on-point makeup look.

The black background used in this scene also has the purpose to make the appearance of the model is on point. So that, people that see the advertisement would be focused on the face of the model. Besides that, it also has the meaning of self-confidence.

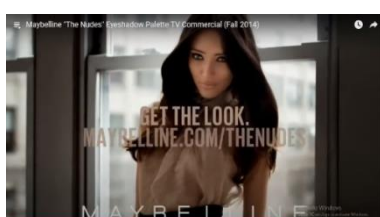


Figure 3.8
The Nudes Eye Shadow Palette

The next visual sign in figure 3.8 is showing a model with the bold eye makeup look that poses behind the window. This sign is classified as connotative meaning. She is smiling when poses behind the window, it could be interpreted that the model is confident and happy with her eye makeup look, even the other makeup is not on point. The background in this scene is part of a high building that has several floors. It could represent the life of the women in the city, where makeup is being an important thing to support their daily appearance. So that the use of eye shadow product in a daily activity does not need too much or too strong color. But they could try to use the nude color. But the nude colors in this product doesn't mean the color that do not come out, seems shy, or could not be on point, but it could be looking smokey as well.



Figure 3.9
The Nudes Eye Shadow Palette

The last visual sign in figure 3.9 is showing a model that has a dark skin color that poses and stands in a bedroom. It is classified as connotative meaning. She utilized a black mini dress that addresses a feeling of elegance and sexiness. The bedroom that is the background is dominant with brown and white. Brown represents earth and nature, it could be interpreted as the natural color. White is a color that represents a new beginning, then the background that took place in the bedroom could be interpreted as a new beginning in the makeup trend where the earth color or natural color is started to be the new trend.

Based on the analysis of this advertisement, the general message conveyed by the advertiser through the combination of the verbal and visual sign is the new makeup product that launched by Maybelline New York by created a new eye makeup product that changed the makeup trend by use the natural warm color that look like the real skin color. This makeup product focussed on giving the beautiful and glamour eye makeup looks to the people without too much color and glitters like the old trend of eye makeup look. From this product advertisement, Maybelline New York would like the people open their mind about the concepts of beauty. Beauty is not always by changing their appearance with the strong and full color makeup, but they could show up their selve naturally and love their selve as they are, they do not need to over cover their selve to look beautiful.

CONCLUSION

The verbal and visual signs is being the important things in advertisement. The advertiser usually put the message behind the sign, so that the people would be curious about it. The use of verbal and visual signs in the advertisement has the same position, it is equally important. The use of the verbal sign to give a brief explanation or mention the main point, also help to support the visual sign's appearance. The use of the visual sign provides an overview of the information mentioned during the advertisement. It also makes people interesting when they see the advertisement.

The advertiser also used the capital letter to emphasize the statement mentioned. The color that is dominantly used in this advertisement is

the warm tone color, it is to support the appearance and concepts of the product launched. Both connotative and denotative meanings are equally important in the advertisement. Where the advertiser would like to put the information is based on themselves. Whether they want to put the information explicitly or implicitly. This study also made to help the people in understanding the advertisements, so that they will be more aware about the meaning and message delivered in the advertisement before they spent their money for a certain good or service. Thus, if the product or service they purchased is not same as they thought they will not judge the advertisement directly.

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