
THE REPRESENTATION OF INDEPENDENT WOMEN IN WARDAH ADVERTISEMENT: A STUDY OF SEMIOTIC BY PIERCE

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Submit: 11-11-2021; Revisi: 30-03-2022; Diterima: 01-04-2022

DOI: 10.20961/basastra.v10i1.56425

Abstrak: *Advertisement is a tool to build the communication with the target or audiences to grab their attention and interest to be intrigue by the persuasive words and diction. The advertisement also defined as an object that has to be analyse more deeper what is actually the advertisement is willing to convey by looking in its sign. Therefore, the researcher uses the theory from Charles Sanders Pierce of semiotic study to figure out the hidden message from all the sign on the object analyses. The researcher use the descriptive qualitatve method to analyse the data. The researcher also use the technique of analyse the data by observing the data, taking notes, reduction the data, presenting the data with diagram and make an inference to get the result of the data analyses. Based from six samples images from Wardah advertisement on their official Instagram account. The result shows that there are 6 data of an icons, 12 data of indexes and 19 data of symbols. The researcher found the fact that the advertisement was not only used for marketing but also to emerging the represntation of independent women through color, and diction used in Wardah advertisement on instagram.*

Keywords: advertisement; pierce; semiotic; wardah.

REPRESENTASI PEREMPUAN MANDIRI DALAM IKLAN WARDAH PADA AKUN INSTAGRAM: KAJIAN SEMIOTIKA PIERCE

Abstrak: *Iklan merupakan alat untuk membangun komunikasi dengan target komunikator atau khalayak untuk menarik perhatian dan minat mereka agar tertarik dengan pemilihan kata yang bersifat persuasif. Iklan juga dapat dikategorikan sebagai sekumpulan tanda yang harus ditelaah lebih dalam apa yang sebenarnya ingin disampaikan oleh iklan tersebut. Oleh karena itu, peneliti menggunakan teori kajian semiotika dari Charles Sanders Pierce untuk menemukan pesan tersembunyi dari semua tanda pada objek yang dianalisis. Peneliti menggunakan metode deskriptif kualitatif untuk menganalisis data. Peneliti juga menggunakan teknik analisis data dengan mengamati data, mencatat, mereduksi data, menyajikan data dengan diagram dan membuat kesimpulan untuk mendapatkan hasil analisis data. Berdasarkan 6 sampel gambar dari iklan Wardah di akun Instagram resmi mereka. Hasil penelitian menunjukkan bahwa terdapat 6 data ikon, 12 data indeks dan 19 data simbol. Peneliti menemukan fakta bahwa iklan tersebut tampaknya tidak hanya dimaksudkan untuk pemasaran saja namun juga digunakan untuk meningkatkan peran*

perempuan dan menjadi representasi perempuan yang mandiri dan cerdas melalui warna, dan diksi yang digunakan dalam iklan wardah di Instagram mereka.

Kata Kunci: iklan; pierce; semiotika; wardah.

INTRODUCTION

The significant part of life is communication. Communication used to pursue the needs of social, to avoiding misunderstanding, to gain a lot of information and become our basic priority to achieving a good life at its finest. Communication build not only for a heavy topic, but also for every little things of communication and could be convey by written or oral. Communication could be happend at anytime and anywhere (Soemirat and Suryana, 2016). Thus, it could be possibly operate by social media or straight in reality from person to person, to groups, to community and many more. When people starts to do some conversation along with creating some interaction to share their thoughts and ideas. One of the communicator in conversation will be unconsciously wishing to be the mostly being heard because they are commonly a person who being talkactive, provocative, and persuasive.

The researcher highlight the term of persuasive, as Bettinghaus (in Putri, et al., 2016) says on their journal that persuasion is an attempt to influence thoughts and actions of a person, and also an activity between the speaker and the listener in which the speaker have an obligation to influence the behavior of listeners through the medium of listening and watching.

Persuasive communication is needed to arising the interest of the listener or watcher towards the things that the speaker or communicator wants to be convey. Therefore, the creativity and innovation characters must be stick on the corporation in general and on the personal in particular in aim to successfully persuade the target.

Nowadays, many people and corporation measures their best to make their economy could be constantly stabe to survive on this chaotic corona virus situation. The major impact of the pandemic has assail several sector in our country such as in the setor of education, human health and social activities, public administration and defence; compulsory social security, manufacturing, and the economy side of financial activities as the highest risk that hit the impact of this pandemic.

United Nation (2020) even mentioned on their article that workers received the huge impact of this crisis especially for female labour, the cases like unpaid workers until a mass dismissal. It is happened in Indonesia because the country is still thick with the paradigm of patriarchy culture in which it is also influence the corporation and many other factory to put women as an individual who has two sided job that are an obligation of being a wife and taking care of their

children and become a worker. The researcher believe that kind of thought has been always become the necessary topic to be discussed and to be screams the equality gender of both male and female on economy sector in particular.

International Labour Organization (2007) stated that women has the same rights to feel themselves free and justice especially on an equal remuneration between women and men, the organization also uttering their disappointment about creating a wage labour gap between women worker from low educational background or the women from rural lives.

Based on several issues above of how women has been treat in our region in particular. There are still a bunch of a hope and possibilities to enhance women position to become firm, independent and highly intelligence. Hence, lot of influencer, public figure, even celebrities attempt to always speak up and emerging this crucial phenomena to be settled. The public figure become a tools of a group of people or corporation to convey the message that could be persuade the target communicator. On this sophisticated technology era that has lead the innovation of people to not give up with the thick tradition, every message and a voice of freedom intention over women should be unceasing shouted in every way and every medium.

In aim to correlate the problem of economic side, and women position, the researcher intended to show the reasonable solution as a suitable package to consolidate both important things of economy side and the emerging of Women's power in a medium of advertisement on Instagram platform. In accordance with Pramudita, et al. (2017: 95) advertisement created in aim to persuade, so every single images that presented on their visual picture can produce an interest of the audience. The persuasion of sequence images as an illustration can bring the audience believe and expectation towards the product that has been offered. Therefore, the corporation for some reason also have to consider the expectation versus reality of their brand product as what is depicted on their advertisement.

Harsanto (2016: 13) said that the images has a strong role to force an actions by pouncing the responsive emotions of the object audience. Based on that statement, it can be defined that the images that presented in advertisement has both advantage and disadvantage, since an advertisement can be surely influence the audiences about the things, or product that has been delivered. Thus, the producer of that ad have a responsibility to be really careful of their output. Advertisement is also defined as a product of modern culture.

According to Harsanto (2016: 19), an exemplary content of advertisement is the content that can allure the costumers notice, so the formulation to reach the attention of costumers is start from the composition of the content advertisment that already bundle in three primary elements namely a good advertisement should be entertaining, informative, and educative.

In advertisements that has been posted on its Instagram, @wardahbeauty as an official account of Wardah Cosmetics Company also has three these elements above that make the ad to be very captivating, informative and even educative. Besides, the selection plaform of social media by Instagram is also a good choice because according to Ting, et al. (2015: 16), mentioned on their journal that Instagram since founded on 2010 and being operates until now has become the largest commonly and popularly used as photo-sharing application, Instagram has exceed as an effective communication and marketing equipment to display products with some insertion of visual description. Consequently, Instagram become the useful social media to be utilising for personal or even an enterprise.

Wardah cosmetics has been established since 1985 under the Paragon Technology and Innovation Inc. The CEO of the company is Salman Subakat. In accordance with Sakinah,

Alfiqri, & Hanifah (2020: 3), mentioned that there are lot of beauty product that arise and trying their best to formulate a great ingredients to become a bait for womenfolk to eclipsed their skin problem, in aim to make a fair, glowing, moisture, shining and luminous result on women skin. Therefore, the cosmetics company are build their broad networking on every platform of social media to compete with other cosmetics products.

Every advertisement attempt to persuade the target audiences to be intrigue with their products. But, there are also lies several meanings on every styles, sentences, and how the company execute their visual images to convey something. The study that has an aim to figure out the hidden manings through sign is semiotic study. Semiotic come from Greek language called *semion* that defined as sign (Pradopo, 1998).

Charles Sanders Pierce is one of the prominent semiotic scientist who become a person with strong influence in the world of semiotic study. Charles S Pierce divided semiotic study into three branch of signs (Sobur, 2006: 1-6) known as icons, indexes, and symbol. An icon is a physical object that resembling of what it presented. The representation can be marked as a sign that has the similarity with the original object for instance a picture, painting, and a statue. An index is a sign that shows a natural relationship between the sign and the signified by causal relationship, or simply described

as a sign that directly refers to reality. For example a smoke sign indicates a fire. In short, indexes frequently used as a sign that has the relationship between signifier and signified in causal term because the signified will not be able to be interpreted if the signifier does not exist.

A symbol is a sign that shows the natural relationship between the marker with the signified (Sobur in Wulandari & Siregar, 2020: 32). The relationship between them is arbitrary or based on convention permission (society or community agreement). Symbol is a form that marks something else and it is non related with the icon or indexes, a symbol is a literally form of the the embodiment of the symbolic form itself. For instance the diction used in languages, color used, etc.

The use of icon, indexes and symbol on Wardah advertisement is really typical and attract the intention of the researcher to be analyse the other meaning on it. Therefore, the researcher used the theory of semiotic from Charles Sanders Peirce to figure out the meaning of every sign such as on their visual image of the brand ambassador like their expression, the selected color on the picture and the diction used that later could be categories in three element of an icon, indexes and symbol.

Uniquely, wardah is the brand product who always presenting a representation of women's power. On this case, wardah advertisement did not

only creating an visual image like common cosmetics did to only emerging the sense of beauty and make up on women face but rather the company seen to be willing to convey some messages more than just for business. The researcher found that Wardah cosmetics frequently rising their top signature as a halal beauty product so that many women Moslem can buy and use their product without feeling hesitate. Wardah advertisement also seen to be willing to shouting the image of women as a representation of an independent and intelligence women, it means that Wardah company also implicitly effort to break the patriarchy tradition on their products and support the equal gender between men and women.

They are also rarely combine the technique of advertisement images with the existence of a men on their advertisement as the other cosmetics advertisement used in their storyline to placing the make up on women's face as an attraction to be notice by men sight, while on Wardah advertisement the only representation is a women but not as an ordinary women who tend to be really soft and more to be weak but rather the advertisement is deliberately creating the sense of an extraordinary women or highly locate the representation of women that is not only beautiful but also strong and smart.

Therefore, the researcher feeling intrigued to analyse the deeper

meaning on the Wardah advertisement on their Instagram account (@wardahbeauty) of 'beauty moves you' series. The researcher took six samples images from Wardah advertisement within their product of whitening serum, day cream, powder and lipstick. With the theory used from Charles Sanders Pierce in order to put them on a bucket list as the result to be later will be categorise them into an icon, indexes and symbol.

METHODS

Research Design

This research used a qualitative descriptive method. In qualitative research the researcher utilize an analysis and description in analyzing the data that has been obtained. The process of qualitative analysis works to explaining the events, agglomerated them and to see how those ideas are arising and related to each other (Potter, 2013). Qualitative research produces descriptive data in the form of writing or can be verbally from something that is observed (Gerring, 2017: 15).

Data Source

The data of this research is Wardah's advertisement text. The focus of the research is the independence of women in Wardah's advertisements, so that only advertisements featuring independent women are used as samples. Therefore, the sampling technique applied is purposive sampling. From the identification

results, it was found that there were 6 suitable advertisements.

Data Collection Technique

In order to compile the data and to get references, the researcher use the following techniques for sure:

Technique of Observation

The technique of observation is consist of an action of observing and watching the object data. On this case, the researcher approaching the object of an advertisement by Wardah with took of six samples picture on their official Instagram account.

Technique of Note Taking

The technique of note taking is necessary to be done by the researcher in order to figure out the main purpose of signs in their color background used, the expression out from the visual public figure, and on their diction used as another power to convey some hidden message inside of it. Hence, the researcher classified those signs into the theory applied based from Charles S Pierce tha comprise into an icons, indexes, and symbol.

Analysis Data Technique

In accordance with those technique of data collection above, it can be conclude that the researcher already take the theory of semiotic from Charles S Pierce as the suitable selection to analyse the sign on the Wardah advertisement on 'beauty moves you' series. The researcher will

examine those signs into three branch based from the theory that is an icons, indexes and symbol.

In addition, this qualitative method is a technique that can be carried out distinctively so that the analysing data will be clear and complete, because the analyses describes and explain lot of data (Miles and Huberman, 1984). There are several elements in doing some data analyses in following:

The Reduction of Data

This element aim to reduction the whole data into a specific data that will be more focus to be analyse. There are a lot of advertisement of Wardah products. Therefore, the researcher done some reduction of the data that is only took six samples of images from their products of 'beauty moves you series'.

Data Presentation

The presentation of qualitative data can be describes on brief, and with creating some charts, diagram, table or presenting the relation between every categories that presented.

Data Verification or Inference

The verification or inference become the last component of analysing the data. On this stage, the researcher has a chance to done the verification or inference of the data that has been analyse after already shows every evidence and a great examples

that shows. The researcher can creating some conclusion to close their research as a result.

Based from the explanation above, the researcher decide to focusing the research in figure out the signs that exist on Wardah advertisement on 'beauty moves you' series in purpose to classified them into the theory applied from Charles Sanders Pierce that comprise of an icon, indexes and symbol. An icon that has the stronly relationship between the signifier and signified, the relation between them is seen to have some similarity between them because the sign is looks like simiar with the original object. An indexes is a sign between signifer and signified that has the relation in the term of causal term. It means like if there is no signified that exist so the signifier will be also does not exist. Whereas symbol is a sign that has no any relationship with the object itself, because symbol can produce several meanings from several thought, a symbol also created based from convention permisson (society or community agreement) so a symbol is arbitrary component.

Thus, the researcher already observe the advertisements, taking some notes to classified which sign that include an icons, indexes or symbol, the researcher then reduction the data in order to make a specific analyse and become the limitation of this research, the researcher also presenting the data

by table diagram and make an inference of the data.

RESULT AND DISCUSSION

After analysing the data by using the theory from Charles Sanders Peirce of semiotic the researcher has found the data that wardah advertisement on 'beauty moves you' series is merely attempt to convey not only for business purposes but also they always post their advertisement with kind of courageous words and selectively color palette through their design, also the diction that they chose is seen to be one of the strategy to invite the costumers interest, so the company shows the performance of this method to gain multiple benefits such as costumers interest by their sense of persuasion advertisement, and can be placed as a strong weapon to build trust into the product with their collaboration with public figure or celebrities whom are involve with as also can become a container to shouting the gender equality of women's power.

Those interpre-tation exist because the researcher has also read some articles and journals for taking some notes to cited the references more and to strenghten the data analyses. Therefore, the study of semiotic by Charles Sanders Peirce is felt as the most suitable theory to be implied for classified those signs into Peirce branch of theory that is an icon, indexes and symbol.

For further explanation the researcher will provide the diagram table of six samples of picture data to be analyses below that can be shows the evidence by classifying them and to figure out which one is include as an icons, indexes and symbol.



Figure 1. Data 1

Icon detected : 1 data

From the figure 1, the researcher figure out the icon of Wardah cosmetics that the logo of Wardah or a picture in the circle above with the sentences wardah in it, it is considered as an icon. An icon is a sign that will be the iconic one, every people who see this icon will recognize it as a cosmetic products from Wardah.

Index detected : 0 data

An Index is defined as a sign that has the relation between the signfier and signified, on figure 1, the researcher did not found any indexes.

Symbol detected : 3 data

Symbol is a sign that do not have any relation between the sign and the object itself. Symbol can exist to convey a hidden message on their picture or things. Based from the figure 1 above there are 3 symbol that emerge on the picture that is : the color used on

the icon a blue color. A blue color symbolize trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven (Cerrato, 2012: 11). Blue colors often associated with trust, and reability. Therefore, the researcher assume that the company trying to emerging the sense of confidence and trusted products from Wardah.

The second symbol on the figure 1 is the numbers of the followers of the Instagram account, it has been seen that there are 2.9 Million people who followed Wardah accounts, with 3.570 pictures already posted and only 38 account who being following by Wardah account. It means that Wardah is a company that already having lot costumers around Indonesia in particular, and there are also many of products that they already make an advertisement.

The third symbol on figure 1 is the dictions used on it, “Official Page Wardah Cosmetics” and “Inspiring beauty with halal products”. Language is considered as a symbol because it is arbitrary. The researcher assume that the company intende to give the first impression of Wardah cosmetics that is an inspiring beauty with their convenient formulation on their product for Moslem users, the company emphasize the term of halal products on their cosmetics. Use a halal product seems now become a trend and also the important things to be considered for the costumers. Khan and Haleem, (2016: 32) said that halal products is

now become a need for Moslem and even Non-Moslem because halal products is contain a safety, hygiene and quality assurance features.



Figure 2. Data 2

Icon detected : 1 data

The researcher assume that sentence of ‘Wardah’ as the first sentence that introducing this product is from Wardah, and that words considered as a recognition of wardah company.

Index deteted : 4 data

The researcher found that on this figure 2 provide four new products of their brand that is a powder, lipstick, whitening serum and a day cream. It means, that there are a causal term between the signifier and the signified there. Because the signifier is the advertisement announcement itself and therefore the company shows the product that they intended to sell in which can be place as an index.

Symbol detected : 4 data

The researcher found 3 data of symbol from the figure 2 above there are the diction used, the number 1 used, the color used and the style of highlighting the word 'Moves' on beauty moves you sentence. Symbol is always stand as a sign that is arbitrary. Hence, the diction used on this figure 2 is is 'Beauty moves you'. The researcher assume that the company is trying to put the term of beauty it does mean just stay quiet with make up on women face, but rather this sentence lead to the big theme of this product series, the new begiing of their product that every women who use this product will be persuade to become more confident and will encourage to shouting women's ideas or thought to be heard.

Second is the number 1 used on the picture, so the researcher assume that symbol 1 is considered as a confidence from the company itself, because the company becomedecleared themselves as number 1 product in Indonesia. It could be a high responsibility to be take by the company because it will also lead a highest expectation for the products from Wardah to prove their statement as a number 1 cosmetics product in Indonesia.

Third is the color used of their products. The lipstick and the powder in calm orange package, while the other product which is whitening serum and the day cream on white package. The orange color is often associated with

the sense of warmth, tropical used, and an represent of encouragement (Khan and Haleem, 2016: 6). From this color symbol of lipstick and powder product the researcher assume that the company intended to attract the costumers within the other variant of their product to build a sense of warmth and suitable for tropic country. while the rest of the product that used white color on their package is often associated with pure, mild, youthful and even perfection (Khan and Haleem, 2016: 14) Therefore, the researcher assume that the combination between the vibrant lisptick and powder altogether with the mild serum and pure day cream can lead the ideas of perfection product on costumers sight. The last is how the advertisement highlighting the words 'Moves' on 'Beauty **Moves** you' series. It means that, there is something that company intended to deliver. In accordance with Cambridge Dictionary moves can be means as a progress, change, or happend in particular way. Thus, it could be interpreted as a wishes to the women of Indonesia or the costumers of Wardah product in particular to do the change, to always make a progress on their life, to make a better living.



Figure 3. Data 3

Icon detected : 1 data

From the figure 3, the researcher found that there is only 1 icon in the figure 3 above. The logo of Wardah in the top left corner of the figure above.

Index detected : 2 data

From the figure 3, the researcher found 2 data of indexes, there are the make up on the women's face that indicates the causal term, because the women become the sample of the make up user by Wardah products it can be seen that the women's make up tend to be a simple and a warmth shade of make up and it is really suitable for Indonesian skin tone which is tropic.

The second index from figure 3 is the women's expression that seen to be happy because a smile can indicates a happiness that occurred because of the works of the make up product from wardah, the women looks happy because she is using the Wardah make up product.

Symbol detected : 3 data

The diction and the combination color of the background image and the color of the clothes that the women wore. The diction used in the figure 3 is on Indonesia language "*Bersama Wardah, berani bebaskan diri untuk BERGERAK MELANGKAH MAJU*" in English "With Wardah, be brave to set yourself free and to MOVING FORWARD" based on that diction used the company is merely shouting the women role in Indonesia that with using their product is means that the women will become brave to set women in freedom. Therefore, the researcher assuming the deeper meaning of their strategy on their advertisement is not only about business but also to arising the role of women itself.

Second is the combination of the colors background a blue color and pink color as her clothes. Blue can be lead as an confident meaning and the pink color often associated with feminine. Feminine is often closely defined as a women that is really soft and even often a shy person, but then the combination of the coloring technique on this figure is could be interpreted as a power that boost up the feminine costumers to be always stay confident with Wardah products.

Third is the brand ambassador from celebrity. The women on the figure 3 is an Indonesian actresses namely Amanda Rawles, and that could also become a symbol to the strategy of

the advertisement movement that the company made a contract with the celebrity to endorse their product to be well known by the people of Indonesia.



Figure 4. Data 4

Icon detected : 1 data

From figure 4 the researcher found that there are 1 data that considered as an icon, that is the logo on the top of the left corner of the figure above.

Index detected : 2

From figure 4 the researcher found that there are 2 data of indexes, first the set of her face with the make up on. Because she is the brand ambassador of wardah product, her appearance is totally gorgeous and full of make up on her face in which considered as the another sample of the finishing look after using the Wardah cosmetics product.

Second, because she is already set her face in very beautiful result so

that is why she looks very confident with her look.

Symbol detected : 3 data

From figure 4 the researcher found 3 data that exist, there are the color used, the hijab used, and the diction used. First, the color used on figure 4 is full of blue tone, which interpreted as a confidence and trusted product.

Second, the brand ambassador on figure 4 wearing hijab as a symbol of Moslem women and become the support of the company statement about the halal product.

Third, the diction used in the figure 4 used Indonesia language “MENEBAKMAN MANFAAT untuk sekitarmu” in English “Sharing benefit to everyone surround you” from the diction used in this figure 4 lead the reader to believe that this company is not merely done his business but also willing to share something valuable to the people among the society, so beauty means not only about developing the confidence of ourself but also to moves the women to always moves and spread a kindness.



Figure 5. Data 5

Icon detected : 1 data

From figure 5, the researcher found 1 data of an icon as an iconic logo of wardah company that exist on the top left corner of the image above. Once the logo has been created it will always stick to the people who already know the company well.

Index detected : 2 data

From figure 5, the researcher found that there are 2 data of indexes that is the simple make up look, and the expression of the women as the brand ambassador of Wardah product. First, the simple make up look on her face is really beautiful and seems to be very warmth shape of color on her face, she is looks very good on her look because she is use the Wardah product.

Second, the smile on her face is indicates a happiness because she is using Wardah product.

Symbol detected : 3 data

The color and diction used on the advertisement above. The figure 5 shows 3 data of symbol. First is the color used on the figure, blue and orange calm tone. It seems that this part of the figure produce the sense of flawless but still vibrant and really confidence with the product of Wardah cosmetics.

Second, the use of diction on this part of advertisement. The sentence also use Indonesia language that is “Cantik yang mandiri juga mampu MEMABANGKITKAN SESAMA” in

English “A beauty that is independent and able to support others”. Based from that sentences the company intended to rise the representation of a women as an independent women who could also support the others and become a useful person. It means that the costumers of Wardah product should also consider about their life, not a women with their make up to make them a selfish person but rather a beauty that can moves you.

Third, is the brand ambassador on figure 5, she is an Indonesia actrees namely Dewi Sandra. This could be the great strategy from the company because she is really prominent and the researcher believe that she also give a huge influence to the costumers and become a tools to persuade the costumers interest with the Wardah product.



Figure 6. Data 6

Icon detected : 1 data

In figure 6, the researcher found there are 1 data of icon that appear on

the picture above, that is the one and only their official logo of wardah in the top of left corner on figure 6.

Index detected : 2 data

In figure 6, the researcher found there are 2 data of indexes that appear on the picture above. First, the stunning look of three brand ambassador above because they are using the cosmetics from Wardah so that their face is really set on a perfect make up.

Second, the expression of them it could be indicates as a three women on power to risng the intepretation of a confidence and intelligence women because they are satisfied with the cosmetic product and they are ready to facing the world.

Symbol detected : 3 data

The researcher found 3 data of symbol that appear on the figure 6. There are the color used, the diction used and the number used. First, the color used on the figure 6 is strong with blue color in which indicates meaning of independence, confidence, and intelligence.

Second, the diction used on the figure 6 written in Indonesia Language “Bergerak membawa manfaat” in English “Moves brings value” and also the diction used of ‘beauty move you’ so from the whole sentences and diction used on figure 6 above, the researcher can conclude that Wardah company is trying to shout out the voice of women power and placing women as

a person who has the same right to feel the freedom.

Third, the number used on the figure 6 is number One (1). In which could be interpreted as a symbol of the persistence of their declaratin of become the first highly recommended comsetic halal product in Indonesia, Wardah cosmetics.

Based from the discussion above the semiotic theory form Charles Sanders Pierce is the most suitable theory that can reveal the research of figure out the hidden message on each images. The researcher conclude that these six samples of picture is a product of advertisement from Wardah company in Instagram platform as a good choices to expand social networking and a perfect social application for individual or even a group to be the marketing place. The advertisement content of wardah product is entertaining, informative and really educating. Therefore, the researcher will summarize the results of sign that classified as an icons, indexes, and symbol.

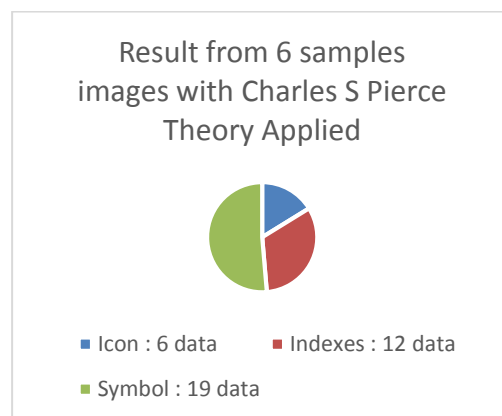


Figure 7. Data Recapitulation

Based from the result on diagram 1, the researcher has found the result of analysing data that consist of three element result that is an icons, indexes, and symbol. The resarcher found 6 data of an icons, 12 data of indexes and 19 data of symbols.

Reseaech on semiotics was carried out by Tajibu & Syafriana (2017), Gustina, Rahmawati, Wulandari (2020), and Situmeang (2015)

The results of the research by Tajibu & Syafriana (2017) show that (1) Signs and markers in the wardah advertisement version of "Kisah di Balik Cantik" are found in the form of symbols that can be interpreted as *brand images* (product images) of Muslim cosmetics. Among them, the use of hijab women models. Hijab is a form of self-identity for a Muslim woman. In addition, there are symbols and the word halal in advertisements for wardah products, the use of color in image visualization and background settings which are dominated by white, blue and turquoise. (2) The meaning of the da'wah message contained in the Wardah cosmetic advertisement version of the "Kisah behind Cantik" includes the nonverbal meaning of factual meaning (appearance), namely from the hijab or head covering worn by the model in the advertisement showing the identity of a Muslim woman, the meaning of nonverbal facial (face) through facial expressions, namely a smile, and nonverbal paralinguistic meanings (pronunciation) of polite speech.

Gustina, Rahmawati, Wulandari (2020) found that the beautiful meaning of cosmetic advertisements (Charles S. Peirce's semiotic analysis on Wardah cosmetics advertisement version of the Ramadan story 2020 #alwaysbersyuku, namely (1) the beautiful meaning of Wardah cosmetic advertisements is seen from the sign that the physical beauty of women who depicted by the appearance of the faces of Dewi Sandra and Natasha Riski who are pure white, free of acne, sharp nose, beautiful eyes, and thin lips and by having a social care spirit who is grateful to God. The appearance of the advertising model is wrapped in stylish clothes and hijab as well as the use of cosmetics that can be used as make-up inspiration to welcome Eid al-Fitr (2) the beautiful meaning of Wardah's cosmetic advertisement is seen from the object if the Wardah cosmetic advertisement version of the 2019 Ramadhan story #alwaysbersyukur shows that hijab in the fashion world for Muslim women is a must and the beauty that is obtained is a blessing given by God to the hijab and also the make-up used to show a modern female identity for Muslim women. (3) The Beautiful Meaning of Wardah Cosmetics Advertisement as seen from the Interpreter shows that about women's physical beauty, beautiful women are women with clean white facial characters who have a sense of social care and are full of gratitude for the blessings given by God.

The results of Roland Barthes' semiotics research on Wardah cosmetic advertisements conducted by Situmeang (2015) include: 1. The denotation in this True Colors version

of Wardah advertisements is that there are several beautiful women who provide motivation and inspiration for all women in Indonesia by using Wardah cosmetics. which is labeled halal and is able to make Indonesian women have the confidence to try all new things in their lives without any difference. 2. The connotation in this True Colors version of the wardah advertisement is that all women can inspire and motivate others, because beautiful women are not only seen through their physical appearance, for example, women with long hair, ideal bodies, fair skin, and have sharp nose. Beautiful women are women who are able to give other people a smile with the beauty of their hearts and there is no difference from each other, so only by giving a beautiful smile will be able to make other people happy, because this beautiful woman is able to provide an inspiration to others . 3. The myth in the True Colors version of Wardah's ad is that beautiful women are usually identical to women who have long hair, white skin, nose tall, and has an ideal body.

CONCLUSION

Advertisement is a tool to build the communication with the target or audiences to grab their attention and interest to be intrigue by the persuasive words and diction that already stated on the advertisement itself. An advertisement has other meaning on their display, the advertisement also can be place as a bundle of a sign that has to be analyse more deeper what is actually the advertisement is willing to convey. Therefore, the semiotic study

is the most suitable theory to figure out the hidden message from all the sign on the object analyses.

On this case, the researcher has found the result of the advertisement message on three element as a final result that has been analyse based from six samples images from Wardah advertisement on their official Instagram account. The result shows that there are 6 data of an icons, 12 data of indexes and 19 data of symbols. In conclusion, The researcher found the fact that the advertisement was not only used for marketing but also to develop the role of women and the representation of independent and intelligent women through color, and diction used in Wardah Advertisement on instagram series “*beauty moves you.*”

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