

ABSTRACT

Ghenani. 1195030091, 2023. *Icons, Indexes, and Symbols of Advertisements in The Skincare Prducts of SOME BY MI. An Undergraduate Thesis*, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati. Supervisors: 1. Dr. Andang Saehu, M.Pd.; 2. Fours Huznatul Abqoriyyah, M.A.

Semiotics is the study of signs. According to Peirce, advertising can be analyzed by studying semiotic representations in the form of icons, indexes and symbols. This study aims to see the concept of truth or authenticity of a product in conveying information and find out the functions about the product to be promoted through advertising pamphlets, so that people can be interested in the product being advertised. This study uses Charles Sanders Peirce's semiotic theory which focuses on three types of signs, namely icons, indexes and symbols. This study also uses qualitative methods because the data are analyzed descriptively. There are fifty data found in this study. The results show that there are several types of icons, indexes, and symbols of Some By Mi skincare products, one of which is the Some By Mi AHA-BHA-PHA Miracle 30 Days product, which is well known as its first product. In addition, there are five functions of icons, four functions of indexes, and three functions of symbols according to Peirce's theory which will be analyzed in advertising pamphlets. One of the functions of icons is to make it easier for people to find information about the object they represent, indexes function to find out the relationship between cause and effect, while symbols function to help convey the message to be conveyed through signs.

Keywords: icons, indexes, symbols, product, advertisement.

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Semiotik adalah ilmu yang mempelajari tentang tanda. Menurut Peirce, periklanan dapat dianalisis dengan mempelajari representasi semiotik berupa ikon, indeks, dan simbol. Bertujuan untuk melihat konsep kebenaran atau keaslian suatu produk dalam menyampaikan suatu informasi mengenai produk yang akan di promosikan melalui pamphlet iklan, sehingga orang dapat tertarik dengan produk yang di iklankan. Penelitian ini menggunakan teori semiotika Charles Sanders Peirce yang berfokus pada tiga jenis tanda yaitu ikon, indeks dan simbol. Penelitian ini juga menggunakan metode kualitatif karena peneliti menganalisis data secara deskriptif. Ada lima puluh data yang ditemukan di penelitian ini. Hasilnya, peneliti menemukan ikon, indeks, dan symbol dari beberapa jenis produk skincare Some By Mi, salah satunya produk Some By Mi AHA-BHA-PHA Miracle 30 Days, yang telah terkenal sebagai produk pertamanya. Selain itu, terdapat lima fungsi icons, empat fungsi indexes, dan tiga fungsi symbol sesuai dengan teori Peirce yang akan dianalisis pada pamphlet iklan. Salah satu fungsi icons untuk memudahkan orang mengetahui informasi tentang objek yang di wakilinya, indexes berfungsi untuk mengetahui adanya hubungan antara sebab dan akibat, sedangkan symbols berfungsi untuk membantu penyampaian pesan yang ingin disampaikan melalui tanda.

Kata kunci: ikon, indeks, symbol, produk, iklan.