

CHAPTER I

INTRODUCTION

1.1 Background of the Study

United State of America (USA) and Indonesia are both known as multiethnic and multicultural countries. As stated by Parker et al., (2015) America is called a multiethnic country because it consists of various ethnicities and races, both white and black. This is due to the large number of immigrants who come to this country. Every immigrant who comes has a different ethnicity and culture. Meanwhile, as mentioned in Zarbaliyev (2017), Indonesia is called multicultural country because it has islands full of cultural diversity and wealth, race, ethnicity, beliefs, religions, regional languages and other. Because it consists of various ethnic groups with different customs, cultures and regional languages, Indonesia also called a multi-ethnic country. Similar to America, Indonesia consists of a variety of different races, ranging from white, brown and black skin color.

Although these two countries are both multiethnic and multicultural countries, each country has different beauty standards. Beauty standards are influenced by various factors, one of them is the mass media. Advertising is one of the mass media products that greatly influences beauty standards in every country. Especially in modern times like now, ads can be easily accessed in various social media applications, one of them is YouTube. We can find various beauty advertisements from various countries in YouTube.

One of the advertisements that the researcher will analyze is the advertisement for Pantene Miracles from two countries, that is from the United States of America compared to Indonesia.

When the researcher watched Pantene Miracles conditioner advertisements from two different countries but equally multiethnic and multicultural countries, the researcher found many differences in the two advertisements. Starting from the use of female models for the advertising, differences of packaging, the use of animation, different slogan, and has a different message.

As stated by Noeryani (2008), Culture plays an important role in making multinational advertisements. Many factors influence, such as differences in language, culture and customs which sometimes become obstacles in making advertisements. In general, most Asian countries think that people who have white skin are beautiful or handsome. Therefore, most beauty product advertisements generally use white female models to attract consumers' interest. One example is a Unilever product that tries to create a perception of the definition of beauty that "white = beautiful" through its product, Ponds. Ponds with its range of whitening products supports the concept that the definition of beauty is having white skin. Not only that, the selection of female models to advertise their products, on average, uses white model.

If facial care products have the perception that beauty is to have a white face and body, it is different from shampoo/hair care advertisements which have the perception that beauty has long hair (Noeryani, 2008). This is reflected in various

advertisements for hair care products where they are identical to using female models who have long hair. In Indonesia itself, it is familiar to see various shampoo/hair care products that use black and long hair female models, such as clear, rejoyce, Pantene, etc.

In contrast to beauty product advertisements in Indonesia, beauty advertisements in the US instead use female models of various races and skin colors, such as Maybelline, Fenty beauty, Dove, etc (Rahmawati, 2019). In addition, for advertising hair care products, they tend to use female models with different haircuts. There are female models who have long hair, short hair, curly hair, wavy hair, colored hair, etc.

Of all the differences in beauty advertisements in the two countries that the researcher has mentioned above, the researcher is interested in analyzing more deeply the advertisements for hair care beauty products, namely Pantene Miracles. Pantene Miracles itself is a hair care product that comes from the US. In addition, Pantene is well known because it has been distributed to various countries, one of which is Indonesia. Although both countries are known as multi-ethnic and multicultural countries, they clearly have differences in the production of beauty product advertisements, including hair care product advertisements.

As suggested by Mahdalena et al., (2019), in an advertisement there is usually an information/message in it. In delivering this information or message, advertisements generally use a variety of linguistic signs. As stated by Barthes (1972), a sign is a signifier and signified compound. While as mentioned in Agung

(2016, p. 73) signifier is the form of sign or a material substance that can be in the form of sounds, objects or images, whereas signified is the concept it represent.

In the words of Barthes (1972), there are two kinds of signs in advertising, that is verbal sign or nonverbal sign. In the words of Fikriyah A'la, (2011), verbal sign is the text that appears in advertisements, such as slogan products or people, persuasive sentences, information about products, etc. While nonverbal is the picture or gestures that are not spoken but still try to convey meaning and appear to support the verbal sign, so that the advertisement can be more attractive. The sign can also be a word, image, symbol, emoticon, use of color, use of music, or animation used in the advertisement.

To understand the sign or meaning that appears in this Pantene Miracles advertisement, the researcher uses Roland Barthes' Semiotic analysis. Semiotics is the study of signs. As mentioned in Barthes (1972), there are two types of meaning which are denotative and connotative meaning. Denotative meaning is the first order of signification that explains the relationship between the signifier and the signified, or between the sign and its reference to reality, which produces an explicit, direct and definite meaning.

Whereas, as stated by Asih (2016), connotation/connotative meaning is the second level of signification, where is the result of interpretation when the sign meets the feeling and values of the cultures of the reader. Connotation produces meaning that is implicit, indirect and uncertain (open to various possibilities). For example, the word "hair", has connotation of a woman's images or woman's crown.



Figure 1.1.1: Scene 1 Nonverbal Sign

In the first scene of USA Pantene Miracle Rescue advertisement the researcher found the denotative and connotative meaning. For the denotative meaning, in the first scene we can see clearly four women from various races with different physical characteristics sitting on the stairs while facing forward. The first woman sitting on the front stairs while holding her chin, wearing a black sleeveless blouse and white baggy pants. She has wavy blonde hair, a sharp nose, blue eyes and white skin. This scene literally shows the diversity of race, skin color, and hairstyles of each women but still unites them. Besides that, the connotative meaning that the researchers found in this advertisement is, the picture of 4 women is symbolize women's equality regardless of race or skin color. The myth found in this scene according to Naomi Wolf (Wolf, 1990), when listening to the word of beautiful, what comes to everyone's mind is the standard of beauty that exists in their country, for example having a white skin, a slim body and straight black hair.



Figure 1.1.2 : Scene 1 Verbal Sign

This is the example of Verbal sign in the Pantene Miracle Supplement Daily (Indonesia). Denotative meaning of "Tiap hari, aktivitasku banyak banget" is that someone has many activities or tasks every day.

Connotative meaning in this scene is the additional meaning or association that a word or sentence has, which can vary for each individual based on experience, culture, or context. The connotation of this scene mean that the person has a busy routine, perhaps feels tired or busy, or even shows high productivity. Connotations can also relate to feelings, such as exhaustion or satisfaction.

The myth that may be contained is that having lots of activities or being busy every day is considered a sign of success or a productive life. This can be a view that is not always correct because being busy does not always mean success or happiness, and can be a source of excessive stress or fatigue.

According to Dyer (2009), Advertising also not only sells products but also brings its own culture in it. One thing that is often brought up by advertisements is the cultural ideology of beauty. It shows that an advertisement not only convey message to the potential customers but also convey myths about beauty.

Roland Barthes comes with the myth concept, where in his book entitled "Mythologies" he explained that myth is not a concept/idea but a way to convey a message or interpret something (Barthes, 1972). Beauty is something that is inherent in a woman. Talking about women, can't be separated from the thing called "hair." Hair has an important role in shaping the image and identity of a woman. Various myths about beauty also appear in every country. For example, in Indonesia, women are considered beautiful if they have "long hair." This is also influenced by various shampoo/hair care advertisements which use models with long hair, giving rise to a stereotype in society that women with long hair are beautiful.

Therefore, the writer is interested in studying the beauty representation of the two countries (USA vs Indonesia) by analyzing the Pantene Miracles advertisement using Roland Barthes' semiotic analysis, which examines the denotative and connotative meaning, also the mythical ideology in it.

1.2 Statement of the Problem

In order to get the representation of beauty in the USA vs Indonesia Pantene Miracles advertisement, the researcher. The researcher concludes that two questions will be the main focuses of this research, they are:

1. What are the denotative meanings from the signified and signifier in the USA vs Indonesia Pantene Miracles advertisement?
2. What are the connotative meanings from the signified and signifier in the USA vs Indonesia Pantene Miracles advertisement?

3. What myths are implied in the USA vs Indonesia Pantene Miracles advertisement?

1.3 Research Objective

From the research problem, the researcher formulated three research objectives related to the problem as follows:

1. To find out the denotative and connotative meanings contained in the USA vs Indonesia Pantene Miracles advertisement.
2. To find out the connotative meanings contained in the USA vs Indonesia Pantene Miracles advertisement.
3. To reveal the myths contained in the USA vs Indonesia Pantene Miracles advertisement.

1.4 Research Significance

Hopefully, the results of this study will bring some benefits for the use of theoretical and practical languages, including:

- a. Theoretical significance

The results of this study can add and enrich knowledge in the field of semiotics that discusses the represent of beauty in the advertisement based on Roland Barthes theory, especially about denotative and connotative meaning, and myths.

- b. Practical significance

Research findings are expected to be useful for various groups, including:

- a. For students

Students are expected to be in depth about semiotic knowledge, especially the based on Roland Barthes theory, like denotative and connotative meaning, and myths about the represent of beauty in the hair care advertisement, which is well consciously or unconsciously.

Most of the millennial teenagers often watching advertisement in the mass media or social media in their daily lives.

b. For other researchers

The results of this study can increase knowledge of the semiotics based on Roland Barthes theory, especially about denotative and connotative meaning, and myths, and the results can be used as a reference to conduct further research.

1.5 Previous Studies

There are several previous studies that are relevant to this research. The first is "The Representation of Beauty in Indonesia vs. USA Dove Shampoo Advertisements; A Semiotic Study" by Finanastasi Ayu Noeryani (2008). Her research focuses on the concept of beauty between Indonesia and USA Dove shampoo advertisements. The results of the analysis in this study were found similarities and differences regarding the concept of beauty between Indonesia and USA Dove shampoo advertisements. The difference found in these two advertisements is that USA Dove shampoo advertisements portray beauty in various ways that include all women with different skin colors, hair colors, hairstyles, body sizes, and races. Meanwhile, in the Indonesia Dove shampoo advertisement, it does not show a significant difference with the general concept of

beauty even though it still opposes some beauty standards in general. As for the similarities, these two Dove ads both in Indonesia and the USA invite readers to choose the style they like, because Dove believes that all styles are beautiful.

The next research is "A Semiotic Analysis in Clear Shampoo Commercial Advertisements" by Nur Solihatun (2018). The research focuses on the denotative and connotative meanings of the signs that appear and how these meanings are represented in Clear shampoo advertisements. The result is the denotative meanings of signs revealed were long hair, black hair, wavy hair, smiling face, black clothes, woman, untied hair, holding hair, product of Clear shampoo, water, green apple, mint leaves, social media, cherry blossoms, tube ginseng and extract tea tree. The connotative meanings of signs revealed were the elegance of woman, healthy hair, beauty and care of hair, friendly woman, crown of woman, increasing of confidence, freedom of expression, characteristic of Indonesian woman, emphasizing and showing beautiful hair, emphasizing consumer to buy, the use as conditioning and cleaning hair, defending hair-fall and dandruff, freshness, relaxation, happiness and coolness.

The third research is "Discovering the Meaning of Verbal and Visual Sign in L'Oreal Paris Video Advertisement: A Semiotic Study" by A.A. Diah Trisna Andina, Desak Putu Eka Pratiwi, and Ni Made Verayanti Utami (2021). The research focuses on the meaning of Verbal and Visual Sign in L'Oreal Paris Video Advertisement. The writer found that there were five verbal signs and six visual signs.

With the result that verbal signs in this ad appear as text and sentences written in large font text, while visual signs appear as images and are also supported by several colors that can attract viewers' attention when they watch the video ad. Both verbal and visual signs in this advertisement serve to convey denotative and connotative meanings.

The fourth research is “A Semiotic Analysis of the Advertisements of Bukalapak Compared to Tokopedia and Elevania” by Diah Wahyu Asih (). The research focuses on the denotative and connotative meaning and what messages Bukalapak advertisements want to convey, so that it can attract people to access it. The advertisements analyzed in this study were Bukalapak advertisements for the “Batu Akik dan Paket” editions, Tokopedia advertisements for the “Isyana vs, gangsters” editions, and last is Elevania advertisements for the “Raisa ketemu preman” editions. This study uses an interpretative qualitative method. That means this analysis is carried out by interpreting each advertisement with Roland Barthes' semiotic theory. The conclusion that can be drawn from this study is that the results of the analysis show that people are more interested in accessing websites that provide a secure concept than websites that provide low prices or websites that provide many choices of goods.

The similarity of this research with the previous research is to analyze beauty ads, both hair care ads and other beauty products using semiotic analysis. This research also focuses on the concept of beauty that exists in Indonesia by analyzing the meaning contained in such beauty product ads.

In addition to the similarities, previous researches have analyzed beauty product advertising using semiotic analysis from various theoretical points of view, but there are no research has studied Semiotic Roland Barthes theory, that is denotative meaning, connotative meaning and myth by looking at visual, linguistic message (verbal and nonverbal sign), type of shot, the use of color, the use of animation, and the use of music. The researcher try to analyze the meaning of beauty from every linguistic sign that appears in the advertisements.

In this study, the researchers studied the comparison of beauty representation in Pantene Miracles advertising in the USA and Indonesia using the semiotical approach Roland Barthes to research the denotative meanings, connotative meaning and the myths found in Pantene Miracles ads in both countries. The researchers also created a table containing no, time/duration, visual, linguistic message and type of shot. In linguistic messages the researchers analyzed the verbal and nonverbal sign contained in Pantene Miracles ads from both countries.

Verbal sign is used to analyze the words, oral language or writing that appears in the ads, while non-verbal signs are used to analyse visual elements such as images, colors, animations, gestures, facial expressions and music used in the advertisement. It is hoped that the results of this study can provide insight into how hair care ads can vary in communicating beauty messages and how cultural differences can affect the way we understand and respond to those roles.

1.6 Organization of the Writing

This research uses organization of the writing. The research organizes it into five chapters, that is:

1.6.1 Chapter I: Introduction

This chapter is the beginning or can also be referred to as an introduction to the research. In this chapter consists of background of the study, statement of the problems, research objective, research significance, previous study and then organization of the writing.

1.6.2 Chapter II: Theoretical Foundation

This chapter is a description of the theories used to support the data related to the research topic. In this chapter consists of theory of semiotics, Roland Barthes theory, denotative and connotative meaning, myths, camera angles or type shoot, the use of color, the use of music, the use of animation, advertisement, Pantene Miracles (the history of pantene, pantene miracles rescue and pantene miracle supplement daily), the meaning of representation and the meaning of beauty.

1.6.3 Chapter III: Research Method

This chapter contains the research methods used in this study. In this chapter consists of research design, sample of data, source of data, technique of collecting data and technique of analyzing data.

1.6.4 Chapter IV: Discussion

This chapter is the core of the research, in which it is the answer to the research question. By using Roland Barthes' Semiotic analysis, the researcher examines and analyzes the data that has been found in every scene that appears in the USA vs Indonesia Pantene Miracles advertisement.

1.6.5 Chapter V: Conclusions and Suggestions

This chapter is the end of the research discussion. In this chapter consists of conclusions and suggestions which is made for researchers who are interested in the field of semiotics with the topic of discussion about the representation of beauty in Pantene Miracles advertisements.

