

CHAPTER I

INTRODUCTION

This chapter provides an overview of the research, it consist of the research background, statement of the problem, research objectives, research significance, and definition of key terms.

1.1 Research Background

With increasingly rapid advances in technology, communication has become an important need in conveying information from one party to another. The rapidly developing mass media has become an influential factor in today's life. As a medium for conveying messages, mass media has become a vital part of people's daily lives (Morrisan, 2013).

Advertising is one of the fields that follows the development of mass media because advertising serves as the main source of income for mass media. Advertising is an important communication process as a marketing tool in selling goods, providing services, and ideas in the form of persuasive information disseminated to the general public. This is done to create interest, attention, and sales (Fatimah, 2020).

In this era, many ads are created to be attractive and innovative, following ongoing trends. Creativity is a crucial factor in today's advertising trends, both in commercial and non-commercial ads, often showcasing more creative and persuasive faces. Generating a creative idea for an ad isn't easy; it requires extra thought to come up with something compelling that can result in a creative ad and generate significant impacts beneficial to producers' profit interests. This is the goal of advertising as the largest creative industry, which aims to explore and organize ideas for commercial purposes (Prasetya Adi & Nurhadi, 2016). Advertisements created to increase brand awareness undoubtedly contain messages conveyed through the signs within them. Signs presented visually in

advertisements will enable the audience to identify what message the ad intends to convey (Apriani et al., 2022). Ad messages that resonate closely with consumers will certainly be more accepted and understood by them. The more innovative and creative an advertisement presentation, the more the audience will be interested in watching and paying attention to its details. Nowadays, many companies offering goods or services compete to create engaging and effective ads.

An effective ad is one that grabs attention, is remembered, and prompts viewers to make purchases (Ardiansyah L & Fanani, 2012). Advertising through social media, which is currently trending, is one effective way for businesses to promote their products easily and affordably. Social media offers various conveniences in disseminating and receiving information. This factor makes social media a promotional and sales channel that producers should utilize (Nuning Kristiani, 2018). YouTube is a social media site that allows users to share media such as videos and audio (Pratama, 2019). It's widely used for seeking information, watching news updates, learning, and even entertainment like listening to music, watching movies, vlogs, video tutorials, and more. Many companies offering goods and services utilize this platform to introduce their products because of YouTube's broad reach and its ability to explain product benefits more engagingly. This ensures that the message conveyed in the ad is well received by potential consumers. Business owners can promote their products by uploading videos to YouTube as one of their advertising channels. This is what attracts business players to use YouTube as a tool for advertising their products. The popularity of social media platform YouTube is a significant reason why many companies use it as a means of advertising. Through YouTube, individuals can advertise their videos and become more popular than through conventional methods.

The advancement of technology, such as advertising in the modern era, is increasingly shaping the younger generation's proficiency with these technological advancements. The significant role of mass media has made it a major concern for society. Despite technological progress, on one hand, people, especially teenagers, feel benefited by media that provides and offers a wealth of needed information today. With this in mind,

the media has made a significant contribution to shaping culture and lifestyles that will influence its users.

Maybelline is one of the leading companies that has adopted a strong marketing strategy by utilizing YouTube as one of the main channels to promote its products. With millions of daily active users, YouTube gives Maybelline broad access to reach a global audience quickly and effectively. In an era where video content is dominant, Maybelline has managed to build a strong brand presence by uploading informative, entertaining and inspiring content, from makeup tutorials to behind-the-scenes footage of their newest products. With an approach focused on using compelling visuals and engaging messaging, Maybelline continues to expand its influence on the platform, helping to create closer relationships with their consumers and strengthening their brand image as a leader in the beauty industry.

Maybelline is known for often creating high quality advertisements packed with interesting stories. They take a creative approach in describing the experience of using their products, often presenting inspiring and engaging narratives. By presenting a powerful story and stunning visuals, Maybelline's advertisements not only sell products, but also build an emotional connection with their audience. This helps them to stay relevant and impactful amidst the fierce competition in the beauty industry.

In 2022 Maybelline will issue an advertisement entitled Maybelline Super Stay Matte Ink. The Maybelline Super Stay Matte Ink advertisement is a stunning presentation of their newest lipstick. In this advertisement, Maybelline showcases the product's advantages, from extraordinary durability to intense color and a long lasting matte finish. With seductive visuals and a clear message, this ad not only piques interest, but also inspires viewers to explore beauty with confidence. By highlighting product benefits and using extensive platforms such as YouTube, Maybelline strengthens their position as a leader in the beauty industry.

The Maybelline Super Stay Matte Ink advertisement might include a scene where a woman uses Super Stay Matte Ink lipstick in various everyday situations, from morning to night. In every scene, the lipstick remains fresh and intense, showing extraordinary

staying power. The woman may face challenges or weather changes, but her lipstick remains unfaded and looks perfect all day long. This advertising message perhaps emphasizes the confidence that Super Stay Matte Ink lipstick provides, as well as its ability to stand up to any situation.

In this advertisement, signs and symbols are used creatively to convey a message that is easily accepted by the audience. They may use the symbols of beauty, confidence and durability to describe the superiority of Super Stay Matte Ink lipstick. By relating products to everyday situations that are familiar to many people, these ads can build an emotional connection with their audience. The messages conveyed through these symbols can be easily understood and inspire the audience to try the product in their daily lives.

The creative ideas behind the advertisement contain many layers of meaning, yet often viewers only perceive it as a motivational story set in a societal context. Therefore, researchers aim to delve deeply into the implicit and explicit meanings behind the Maybelline SuperStay Matte Ink advertisement, allowing these message meanings to be applied practically in everyday life. Each scene in the ad holds significance that can serve as a guide for interpreting and understanding the signs, symbols, and other elements depicted in each scene. Researchers are intrigued to study, interpret, and analyze semiotically the symbols, sign relations, and sign interpretations found within the Maybelline Super Stay Matte Ink advertisement.

Semiotics itself is a method used to analyze signs. An important semiotic system in an advertisement or film is the use of iconic signs, which depict something used in the advertisement to convey a message to the audience (Riwu & Pujiati, 2018). Semiotics is a scientific study that broadly examines objects or signs, events, entire cultures as signs, and how language becomes the dominant influence shaping human perception and thought. Roland Barthes suggests that to fully decipher the meaning of a work, it's necessary to classify meanings into denotation, connotation, and myth. By employing semiotic techniques, it's hoped that we can understand the foundation of the advertisement's ideas, which include the interrelation between symbols and signs within

the advertisement (Nurimba & Muhiddin, 2021). Additionally, the researcher intends to draw upon various past studies from other sources to complement and enrich the research process. Among these sources are three theses, which have addressed issues similar to those explored in the current study. These past studies will serve as valuable resources to guide and inform the researcher's analysis and interpretation.

This research departs from several previous studies that have the same focus to discuss semiotic studies. The first research was conducted by (Anindya, 2017) with the title Beauty Representation “Roland Barthes Semiotics Analysis in Rachel Goddard's Youtube Account”. The purpose of previous researchers was to find out how beauty is represented through Semiotics analysis and also to uncover what myths Rachel Goddard wants to build. In analyzing the beauty tutorial vlog entitled "Learning Makeup for Beginners" in Rachel Goddard's Youtube account, researchers used semiotic theory from Roland Barthes.

The next research was conducted by (Ramy Zahra Syahdini, 2019) with the title Semiotic Analysis of L'oreal Paris Advertisement. This research focuses on the analysis of 3 videos of advertisement from L'oreal Paris in YouTube. The first video is entitled "L'oreal Paris Color Riche Commercial". It was uploaded by 876fashion account in July, 2, 2013. The second video advertisement is "L'oreal Paris 2014 (NEW VIDEO)" which published in 2014. This video was uploaded by Underground Goblin account. The last advertisement video is entitled "L'oreal Paris X Balmain". It was uploaded by L'oreal Paris Pakistan account in June, 2, 2018. The writer is just limited to analyze the advertisement in 2013, 2014 and 2018. This research uses the theory of connotation by Roland Barthes. It will discuss about the connotative meaning of every sign in that video advertisement. The analysis focuses on the pictures, sentences, and gesture of the models

The last research is Yulia Sofiani Zaimar (2017) with the title Semiotic Analysis of Valak and Lorraine In “The Conjuring 2” Film. This research focuses on the main characters, Valak and Lorraine, who drive the horror elements in the film. Starting from a study of contemporary horror genre literature and a semiotic analysis of the paranormal figure, Lorraine. This study investigates the presence of the physical body in performance

signs and binary oppositional codes, using the theory of signified and signified. These findings reveal a number of ethical and semiotic issues related to the capacity of reality to manifest within and disrupt fictional representations, as identified through signs.

The difference between this research and previous research is that in this research the researcher used advertising as an object of research and analyzed the signs in the Maybelline Superstay Matte Ink advertisement and also identified the meaning of denotation, connotation and also the myths contained in the advertisement.

1.2 Statement of the Problem

The semiotics of Maybelline Super Stay Matte Ink advertisements present a multifaceted research problem that necessitates a comprehensive analysis. Key issues include ensuring the visual description of the product, such as images of models using the lipstick, remains unbiased to maintain data objectivity and validity. The advertisements' use of bright colors and eye-catching images to convey specific messages needs careful examination, along with the implied messages these visuals communicate. Additionally, there is a critical need to investigate how these advertisements perpetuate the myth that true beauty is attainable only through the use of certain cosmetic products.

1.3 Research Question

Based on the statement of problem previously explained, that is the problem in this research are:

1. What the signifier and signified are found in the Maybelline Super Stay Matte Ink advertisement?
2. How do the denotation, connotation and myth manifest in Maybelline Super Stay Matte Ink advertisements?

1.4 Research Purposes

The aim of this research are:

1. To identify the signifier and signified in the Maybelline Super Stay Matte Ink advertisement.
2. To explain the denotation, connotation and myth manifest in Maybelline Super Stay Matte Ink advertisements.

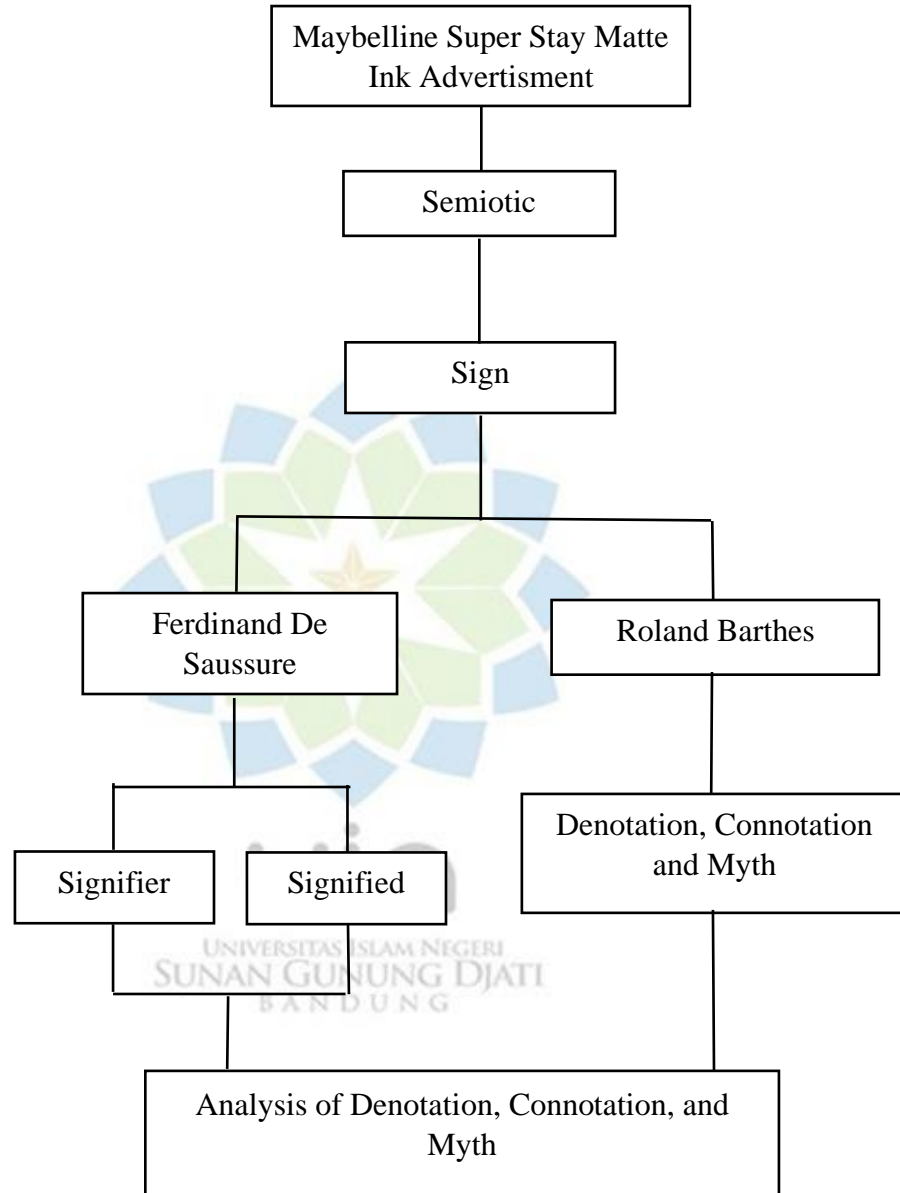
1.5 Research Significance

This research aims to explore semiotics, specifically focusing on denotative and connotative meanings as well as the myths underlying advertising, using Roland Barthes' semiotic analysis as a framework. The significance of this analysis lies in its potential to contribute both theoretically and practically.

Theoretical significance stems from the prospect of increasing understanding and expanding knowledge regarding the layers of meaning inherent in advertising. Using Barthes' semiotic framework, this research seeks to reveal the complex network of denotation, connotation and myth that is woven into advertising narratives. Ultimately, this research aims to offer insight into the complex interactions between signs and their interpretation, thereby enriching the theoretical landscape of semiotics.

On a practical level, this research has value in providing researchers with deeper insight into the mechanisms of meaning construction in advertising. By examining denotative, connotative, and mythical elements, researchers can gain a different understanding of how advertising communicates and influences audiences. Furthermore, by applying Barthes' semiotic analysis, this research aims to provide practical tools in analyzing and interpreting advertising content, thereby empowering practitioners in the field to develop more effective marketing strategies.

1.6 Conceptual Framework



1.7 Definition of Key Term

Defining key terms involves clarifying the specific meanings and usages of terms as they are employed by the researcher. In this study, defining key terms serves the purpose of aiding the researcher in articulating the concepts and variables under investigation. Several key terms are outlined within this research, encompassing the following:

- a. **Semiotics:** Semiotics is the scientific study of signs or the analytical method used to examine a sign (sign). Semiotics is also defined as something related to symbols and signs found in human life. In short, semiotic analysis is a method used to analyze and attribute meaning to signs in messages or any form of signs, both in mass media and beyond mass media (Bambang, 2013)
- b. **Signifier:** The signifier is the tangible aspect of the sign, which can be perceived through the senses seeing, hearing, tasting, touching, or smelling. Essentially, it represents the physical form of the sign.
- c. **Signified:** The mental concept linked to a sign is its meaning or the idea it represents. In other words, it is the concept or object that the sign signifies.
- d. **Denotation:** Denotation is the meaning of a word that corresponds to its original concept, without undergoing any change in meaning. Denotative meaning is also referred to as literal meaning (Ernawati Waridah, 2008)
- e. **Connotation:** Connotative meaning can also be considered as denotative meaning that undergoes an addition of meaning. This addition can take the form of embellishment or comparison with other objects or things. Therefore, connotative meaning is also referred to as figurative meaning or contextual meaning (Ernawati Waridah, 2008)
- f. **Myth:** According to Barthes, a myth is a message conveyed when an object, image, or phrase is associated with a concept or value, thereby acquiring symbolic meaning.
- g. **Advertisement:** According to Pujiyanto (in Prasetya, 2021: 33), Advertising is an information medium created to captivate the audience, being original, and possessing specific characteristics, so that consumers or the audience are willingly compelled to take action according to the advertiser's desires.

1.8 Organization of Writing

The writing structure of this research is organized into five chapters as follows:

Chapter I: Introduction. This section provides a general overview of the research, encompassing the research background, statement of the problem, research objectives, significance of the research, and definitions of key terms.

Chapter II: Theoretical Framework. This chapter delves into the theoretical framework, discussing various theories relevant to the research. The primary function of this chapter is to analyze the research questions. Topics covered include Semiotics, Signifier and Signified, Roland Barthes Theory, Denotation, Connotation, Myth, Semiotics in Advertisement, Advertisement, Advertisement in YouTube and Maybelline Super Stay Matte Ink.

Chapter III: Research Method. This section outlines the methodologies employed by the researcher to address the research inquiries. It covers aspects such as research design, data sampling, data sources, data collection techniques, data analysis techniques, and the overall organization of the research.

Chapter IV: Findings and Discussion. Here, the collected data is described, analyzed, and discussed, with interpretations provided for the findings.

Chapter V: Conclusion and Suggestion. This chapter is divided into two parts: conclusion and recommendations. The conclusion offers a summary of the research's outcomes, providing answers to the research questions. Recommendations entail implications drawn from both the research process and its findings, suggesting avenues for future research or practical applications.