

## **The Representation of Femininity in Womens' Beauty Advertising**

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### **Abstract**

This article explores the depiction or reflection of women through various signs that contain meaning, namely language and visual communication aimed at the general public (consumers in an advertisement). This study aims to discuss the visual and linguistic elements in advertising. In addition, this study reveals the interaction of these elements to create an image of feminine meaning which is defined as feminine, regarding or resembling women. The data are beauty advertisements from Jafra, such as face masks, facial serums, foundations or powders, lipsticks, and perfumes. This study uses Charles Sanders Peirce's semiotic analysis to translate the meaning of symbols in advertisements for JAFRA women's beauty products. According to Peirce, a set of semiotics consisting of three main elements is called the triangle theory of meaning (sign, context, and meaning). This study uses a qualitative descriptive objective to provide a systematic, factual, and accurate description of certain facts. The results of this study indicate that in advertisements for JAFRA women's beauty products, femininity is represented by the visual appearance of the model (person) used, behavior, clothing, poses in the picture, long hair loose, use of image background, colors, displayed, the typeface used in the advertisement image, graceful, spoiled, sexy, flirty and sensitive side of women's femininity, self-expression such as applying makeup, taking care of the face, and body in the picture ads displayed.

**Keywords:** *advertising on social media; femininity portrayal; gender; semiotic*

### **INTRODUCTION**

Landscape as a viewpoint is not limited to the spatial expression, conveyed in art and literature. It is how to see and interpret space in ways that change from geographical, social, economic, legal, cultural, and emotional situations, and nature and territory, aesthetic judgments, memories, myths, for example. Based on religious beliefs and references, historical discourse, gender-related politics, class, ethnicity, and imperial colonization projects (Jaworski & Thurlow, 2010, p. 3). The semiotic landscape is an interesting addition to the study of linguistic landscapes. It explores how landscapes create meaning, spanning three main areas of scientific interest, language, image, and space, each linked to a central dimension of increasing modern life. Cited in Nash, that LL's relevance is to applied linguistics, sociolinguistics, language planning, and semiotic interpretations of language in the public sphere (2012, p. 553).

The language landscape is described as "at the intersection of sociolinguistics,

sociology, social psychology, geography, and media studies.” The unit of analysis in language landscaping is the sign. That is a particular specimen of a visible language found in public online or offline spaces. An image can contain multiple signs, and one sign can be captured in multiple images at the same time. Language Landscape is a sociolinguistic study of outdoor signage language first introduced by Landry and Bourhis (1997). The term linguistic landscape refers to all semiotic signs seen in public places. In addition, Shohamy and Gorter (2008) expanded the scope of this LL by including language in the environment, words, and images displayed in public places. This includes not only the printed, written, engraved, sprinkled, or visible language that occurs in the physical world, but also images, colors, logos, graphics, and other meaningful signs. It is a set of semiotic signs that make up the linguistic landscape of a particular region.

Signs in images such as advertisements are discussed in this study, where the depiction of advertisements represents the purpose of the message itself or visual communication. In terms of message production, individuals use communication theory that focuses on cognitive processes to design messages to achieve their goals. This theory emphasizes that humans make territorial decisions about what they want to achieve and then plan strategies to do so.

All activities carried out by people are always judged by others, including various gender characteristics. In general, there are two types of gender in this world, male and female, with men representing masculine and women representing femininity. Feminine or femininity from French, femininity is an adjective, an adjective meaning “feminine” or indicating female nature. The qualities in question are usually gentleness, patience, kindness, etc. The opposite is masculine. This term is different from “femaleness” (which is the opposite of “manliness”). Femininity is formed based on the restructuring of society that distinguishes between function and masculinity. Femininity is generally inherent in women, but it is not uncommon for men to have this characteristic. Femininity is intelligence and achievement, or a way of enacting and reviving accepted gender norms (Bartky, 1997, p. 95). According to Bartky (1997) practices that result in the body in attitudes and practices that are considered feminine.

JAFRA Cosmetics Indonesia also officially launched all of its products in Indonesia with the MUI Halal logo label. Because it has obtained a Halal Determination Certificate for JAFRA products from the Indonesian Cleric Council (MUI) and obtained Halal Assurance System Status (SJH) for JAFRA’s factory in Mexico, with an assessment category Very Good (“A”). This brand is quite popular among Indonesian people today. JAFRA found some unique facts apart from the high awareness of the audience for cosmetic products. In other words, JAFRA establishes itself as a natural cosmetic product and proposes a very feminine beauty product in her advertisements. JAFRA Cosmetics has many products, ranging from body care and skincare, makeup, to perfume. JAFRA cosmetics not only provide products for women but men can also use them.

In addition, women are also the target consumers, still in the form of housework, and the target consumers are often women. These advertisements often support men to support their families, and the role of women is transformed into a gender division of family roles. The role of the family as a woman’s social image includes making food that is liked by all family members, raising children, decorating the house, as well as beautifying the body and face. This stereotype distinguishes the gender of your ad. For example, in-car advertisements, men are always placed in the driver’s seat, but women are often shown as targets to sweeten or lure men. Products related to housework, on the other hand, always target women as “queen of the house”.

Therefore, not a few women feel insecure about themselves when compared to others, especially those who display their beauty through social media by sharing photos and videos. Advertising is also one of the media that indirectly displays beauty standards through advertising models. Therefore, the researcher is interested in examining the feminine side of women with the semiotic landscape of analysis in beauty advertisements from Jafra skincare that are spread across some marketing social media.

This study aims to the representation of femininity in womens' beauty advertising through semiotic analysis, with discussing the relationship between signs, including speech and text, and their specific intended meanings in visual elements and linguistic advertisements. In addition, this study reveals the interaction of these elements to create a picture of feminine meaning which is defined as being feminine, concerning, or resembling a woman. Specifically in how signs" are used to convey meaning and to shape our perceptions of life and reality. Signs are used to convey meaning to their intended recipients and find ways to ensure that meaning is conveyed effectively, how messages are used to influence people's behavior.

Based on the background mentioned above, the formulation of the problem is as follows. This article will explore the representation of femininity in women's beauty advertisements, specifically focusing on Jafra's beauty product advertisements on social media through a semiotic analysis. The article aims to address the following questions: How are signs and markers used in the advertisement texts for Jafra's women's beauty products? Additionally, how are the visuals and advertisement texts related to Jafra's women's beauty products?

## **LITERATURE REVIEW**

### ***Gender advertisement***

Gender ads are images in advertisements that represent stereotyped gender roles and appearances. Gender display is widely used in advertising to define the role of one gender concerning another, and some experts claim that advertisers are obsessed with gender. The study of femininity is categorized as a gender study. The study of gender in advertising was introduced by the sociologist Erving Goffman (1979). He was born in Canada in 1922 and died in Philadelphia in 1982, under the title "Gender Advertisement".

In his study, Goffman investigated how gender images were portrayed in advertising imagery in the 1970s. More than 500 different photo ads were analyzed with different human poses, body positions, clothes, etc. He categorizes gender stereotypes into six main groups; namely relative size, class of women, the rank of occupation, family, the ritualization of subordination, and licensed withdrawal, cited in Signoretti (2017, p. 1). In this work, Goffman's major is an early statistical measure of the prevalence of gender patterns in print advertising. The aim is to observe the changes that occur in the gender stereotypes displayed in advertising images.

One example of a study focusing on this topic is Lawton (2009) analyzing Goffman's phenomenological tradition; criticizing the appearance of gender in advertising, the main phenomenon that shows the infantilization of women's culture and their ritual subordination in advertising, Lawton investigates modern commercial advertising to update Goffman's work and determine the emergence of a new phenomenon, the mechanization of women. Lawton's research on Facebook photos aims to give the social networking site a deeper meaning. With the increasing popularity of

social networking sites, it is critically important to understand how people view and use these sites, as well as how they view and interpret photos of themselves and others.

Besides, Dina (2017) discusses gender features used in women's and men's skincare advertisements. Her research applies the theory of gender features from Lakoff and Mulac to analyze the data. The results show that women's and men's ads have some differences in the use of gender features even though they are used in reverse. The difference lies in the use of adjectives. Although men use this feature, they use neutral adjectives such as cool and strong, while women still use feminine adjectives such as delicate, gentle, and beautiful.

Gender expression in advertising, on the one hand, is not only limited to advertising sweeteners but also to provoke a general reaction to see advertising talent and present the products offered in advertising. Using female talent in these advertisements often brings up new faces. It is different from advertisements which mainly use well-known actors and artists in print advertisements. Therefore, the appearance of women in advertisements is often used as a "decoration" to attract the attention of viewers when they see the advertisement.

### ***Advertising on social media***

In the context of depiction, the meaning in the delivery of messages from an advertisement is very much taken into account, because advertising is one of the media in communicating which in the context of this visualization this implicit meaning can be conveyed correctly, to the recipient of the message, namely the consumer. Thus, each producer must be on target to provide information and be able to influence to use of the products offered from an advertisement. Therefore, it is undeniable that social media is needed which is media sharing, namely the media for its users to share information, thoughts, and even business promotions

Social media is online media that makes it easy for users to conduct social interactions online. There, people can communicate, network, share, etc. Popular online media today include Instagram, Facebook, YouTube, and Twitter. Likewise with advertising where the advertisement is a text that aims to announce something to be of interest to many people and therefore the product is known by all the general public. Advertising becomes a medium in everything that attracts the attention of the audience to the things that are offered (goods or services). In other words, advertising is in the form of news orders to encourage, persuade the general public to be interested in the goods and services offered. A product needs advertising to help promote it, where the more often we do promotions, the faster the product will be recognized.

Advertising is a way to promote a product, program, or activity. In everyday life, people often encounter advertisements in various formats and distribution media such as television, radio, newspapers, online media, and billboards. Advertisements should be interesting as well as informative. For this, the elements of advertising must be met. Advertisements should be as attractive and creative as possible. That's how the audience gets the audience's attention as a potential consumer. Attractive advertising makes the advertised product program or activity more widely known and accepted. Therefore, the advertising element should not be ignored.

To analyze media advertising, people need to keep the following in mind, Markers and signs, Images, indexes, symbols, sociological phenomena: Demographics of people who appear in advertisements and who are targeted by advertisements that reflect economic class and lifestyle, Type of attraction created to sell products by people

involved in scripts and promotions, advertising design including face type, color and other aesthetics to use, and publications found in advertisements also scams expected by publications.

The images conveyed through advertising are demanding and compelling and can make a huge difference in our experience and understanding today because when studying advertising, special attention should be paid to visual images as nonverbal symbols. In social life, the visual images provided by the media must have a strong impact on our attitudes, values, beliefs, and behavior.

That is why, an advertisement must be made interesting, informative, clear and use words that are inviting. To get people's attention, highlight the main information as much as possible and don't need to be too wordy. Advertising must meet the elements of advertising to attract the attention of the general public and consumers. The promotional element includes many of the keys to successful advertising and consumer acquisition.

Therefore, it is important to pay attention to advertising elements to ensure that promotions are conducted effectively. One crucial element is the brand name, which people use to identify the family of products or services you offer or a single line of products or services. This includes the product name, which must be prominently displayed in the advertisement as the identity of the product being offered. The product name information must stand out to be easily recognized by the general public, making it necessary to prepare a good and creative product name to attract potential buyers and ensure they remember the marketed products through unique and characteristic advertisements. In addition to the product name, product pictures are essential. Ads that consist only of text can be boring. Including visual elements, such as pictures or moving images (videos), makes the advertisement more attractive to the public. Combining text, images, moving images, video, audio, and music can make your ad more engaging and up-to-date. Furthermore, highlighting the product's advantages is vital in advertising. The advantages of the advertised products and services must be clearly explained and emphasized, as they provide a compelling reason for target consumers to buy or use these products.

The elements of print advertising, as outlined by Supriyono (2010, pp. 131–133) and cited in Dewi (2013, p. 67), generally include the following: The headline, or head of writing, is the most prominent verbal message in the advertisement. Headlines are the pieces of text that the target audience expects to read first and can be positioned anywhere, not necessarily at the top. The sub-headline or subtitle is an explanatory sentence or continuation of the headline, usually located beneath it. If placed above the headline, it is called an overline. Both headlines and subheads should be concise and reflective of the content. The body-copy or body text describes product information in more detail, aiming to persuade and provoke readers to buy the advertised product. The tagline or slogan is a short sentence that consistently and repeatedly conveys the spirit, quality, and advantages of the product, making it memorable to the public. A product shot is a photo of the product or brand being offered, which can be the main visual or a smaller image placed on the baseline. In advertisements for jewelry or cosmetic tools, the model wearing the product is often highlighted. Visual elements, such as illustrations, photos, or pictures of models or still life, relate to the creative concept. Mandatories refer to including the organizer's or company's address, distributor, or producer as a form of responsibility for the advertisement's content. This section allows readers to contact the advertiser for questions

or complaints. Major advertising companies always include mandatory fields, which may specify a website address and email address (Kusrianto, 2007, p. 328). Besides, Jefkins (2016) states that media ads are divided into two categories: top-line ads and bottom-line ads. Topline Advertising is a form of advertising that pays a fee to advertising agencies, such as advertisements in print, television, radio, billboards, etc. Bottom-line advertising, on the other hand, is free advertising such as trade shows. Advertisements, pamphlets, information sheets, etc.

Furthermore, Knoll (2016) presents an up-to-date review of academic and empirical research on advertising in social media. He identified 51 related studies. The identified survey results are organized according to seven new topics: use of social media advertising, attitude and exposure to advertising, targeting, user-generated content in advertising, electronic reviews in advertising, and consumer-generated advertising and effectiveness.

Therefore, the vision of social media displayed in an advertisement is a social phenomenon that is often captured as a social code that is used as the actual setting of an advertising relationship. Each advertisement has its way of expressing and shaping the meaning it conveys to consumers. It should generate suggestions for the consumption of the advertised product.

### ***Representation***

The term representation itself refers to how certain people, groups, ideas, or opinions are presented in media advertisements. Representation is one of the important practices that produce culture (Hall et al., 2003). Culture is a very broad concept, culture concerns “sharing experiences”. Cultural Studies is essentially the study of how cultural practices relate to wider systems of power. It looks at social phenomena such as ideology, class structures, race, gender, and religion, to understand everyday life in contemporary society.

Research on women’s political representation as Krook and Zetterberg (2014) conducted a brief discussion of the main trends in quota research to date, focusing on the main findings related to gender quotas and women’s political representation. It then presents an overview of the articles in the special issue, detailing their research strategies and theoretical and empirical findings. The last part of the research section discusses the implications of this research, and discusses gender quotas more generally, namely to shape a new research agenda on political representation.

Recently was research on Suleiman (2021) about Representation of Masculine Identity in Birell Egyptian Television Advertising. Birell’s non-alcoholic beer was mentioned in their ad campaign for men. He represents the advertising campaign slogan of all television. They say, “Man Up and Drink Birell,” and showmen before and after drinking Birrell’s to emphasize its powerful effect on men. In this article, the TV commercials and analyze the behavior of male actors before and after drinking Birell. This is because previous actions are judged and liked. The next act is celebrated and encouraged as a powerful macho. His writing tries to express the expression of the famous features of macho men through semiotic tools. Applying the semiotic tools of words, non-linguistics, and letter symbols to Egyptian television commercials helps to uncover the misrepresentation of masculinity and the disastrous consequences of these portrayals on individuals.

### ***Femininity Portrayal***

Femininity (also called femininity or girlishness) is a set of attributes, behaviors, and roles that are usually associated with women and girls. Although sociologists believe that femininity is socially constructed (Shehan, 2018) it is also generally recognized that some behaviors regarded as femininity are affected by cultural and biological factors. Moreover, Femininity means “feminine” or shows female characteristics. The traits in question are usually gentleness, patience, kindness, being feminine. Femininity is considered typical of women or “very girly” resulting in a sweet look. The extent to which femininity is affected by biology or society is controversial (Martin & Finn, 2010). It is different from the definition of biological female gender (Ferrante, 2014);(Organization, 2015) because both males and females can show female characteristics.

Women are branded with feminine characteristics. The meaning of Feminine woman is a woman who emphasizes the nature of femininity or the characteristics of women in herself. Feminine women are generally seen from their appearance, body language, and also the way they think or judge things. Feminine women are said to have the following characteristics, such as a gentle nature and temperament, tend to be more sensitive, motherly, patient, sweet and spoiled, tend to be independent (independence is synonymous with masculine nature), likes bright or soft colors. Likes to wear skirts over pants. Loves to dress up and take care of myself, and many others.

Thorpe (2008) examine the micropolitics of the discourses of femininity in particular texts, use map broader trends across the various forms of media; An evolving pattern of discourse that can be tracked in various forms of snowboard media (magazines, websites, movies, television, newspapers). Discourse has historically been associated with verbal communication strategies, but Thorpe discourse approach is visual (eg, a photo of a snowboarder in a magazine), verbal (i.e. a TV interview and dialogue with a snowboarder or a snowboard movie), and consideration of writing (i.e. interviews and editing). Text (i.e. in magazines and websites). Therefore, in examining the micropolitics of the discourses of femininity in particular texts, We should map broader trends across the various forms of media.

### ***Womens' beauty in Jafra's product advertising***

With the presence of globalization, the meaning of beauty then becomes uniform in every region and country. The whole society recognizes beautiful women are those who have criteria with the symbols that have been mentioned. From the many advertisements about beauty, this is what makes women vying to be perfect beauty. The beauty that these women have obtained also has social impacts such as being easy to get a job, easy to get a boyfriend, easy to be accepted in social circles and becoming more confident.

The beauty of a woman also comes from her intelligence. this is not a wrong mindset. A woman will look elegant and graceful when she has her intelligence. Like, personality is one of the things that show how a person lives his life, and physical differences from a woman, especially with a man, are certainly very different. Walking limp-swaying, graceful, spoiled, and pretentious sweet. This also applies to the sound that is issued. A feminine woman will speak in a soft and low voice. In addition, the feminine voice of a woman will make those who listen feel warm and familiar.

One of the studies that use JAFRA as data is Istikomah's research et al., (2019) discusses the role of Facebook as a marketing medium for Jafra products. The data used are primary data and secondary data, the source of data collection is taken from the

product consultant Jafra in Jambi City. The results of the research and discussion concluded that the role of Facebook as an online marketing medium for Jafra consultants was maximized. Jafra consultants who run online businesses have all used Facebook as their medium.

In addition, Devi's research (2019) Her study aims to determine the effect of brand equity on purchasing decisions for Jafra products in Madiun. The population in this survey is JAFRA Madiun users. Samples were taken as many as 220 respondents. Sample selection using a random sampling technique. Data collection was carried out using an ordinal scale questionnaire. The requirements analysis test used the normality test, Kolmogorov-Smirnov method, heterogeneous dispersibility test, Geysir method test, autocorrelation test, and multicollinearity test. The data processing in this research is simple multiple linear analysis with the help of the SPSS version 16 program. The results show that there is no significant effect on brand equity (brand awareness, perceived quality, brand relevance, brand loyalty) on purchasing decisions for JAFRA products in Madiun.

### ***Semiotic***

The term semiotics comes from the Greek words semeio (interpreter of symbols) and tikos (to connect). The main proponents of this theory were Ferdinand de Saussure (1857-1913), a Swiss linguist who studied the meaning of symbols in certain groups or societies, and Charles Sanders Peirce (1839-1914), an American philosopher and logician who studied the expression of symbols. which form understanding. These two people developed the science of semiotics separately and did not know each other. European Saussure and American Peirce. His scientific background was linguistics, and Peirce studied philosophy. Saussure called the science he developed symbolism (semiotic).

Semiotics studies how to use symbols to convey meaning and shape our perceptions of life and reality. They pay close attention to how to use symbols to convey meaning to their intended recipients and look for ways to ensure that meaning is conveyed effectively. Their work can be practically applied in everyday life, such as designing more intuitive road signs and marketing surveys that are easier to navigate. Semiotics also studies how information affects people's behavior, such as when providing educational content in the classroom and when managing their emotions in times of crisis.

To avoid script similarities and plagiarism in this script, the researcher search previous scripts that refer to this script. Searching the written literature is needed to identify similar writings that have been produced. Thus, the researcher can distinguish between his writings and these writings. As a reference to distinguish writing, here are some writings that are used as a literature review, including:

First, a paper by R. Gora from the University of Satya Negara Indonesia (2017) entitled "Representation of women in television commercials (Roland Barthes Semiotics Analysis on Beng-Beng Advertisement Great Date Version)". This research is descriptive qualitative research with semiotic analysis of Roland Barthes which identifies the symbolization of signs. The results of R. Gora's research show that television advertising is still considered as an audio-visual communication medium that conveys messages with high effectiveness values to produce feedback to the public. Therefore, television advertising must pay attention to aspects of the advertising message conveyed to the audience. From the text of the 'Great Date' version of the ad, there is a tendency for women to position themselves. Based on the results of research using Roland Barthes' semiotics, it was found that the use of markers and signifieds by looking at the meaning



of denotation and connotation represents the materialistic female traits associated with these items (men's dreams, flowers, romantic music, cool cars, and chocolates). In addition, the depiction of women in the Beng-Beng advertisement is constructed as an object of marginalization related to material views.

The similarity between R. Gora's research and the researcher are lies in the subject, namely from an advertisement modeled by a woman. The difference between R. Gora's writing and the writer is the type of approach used if R. Gora uses Roland Barthes' semiotic approach. While I use the semiotic approach of Charles Sanders Peirce, and I reveal the feminine side which refers more to femininity in the model, while in R. Gora's research it is not only general characters, as well as the different data used.

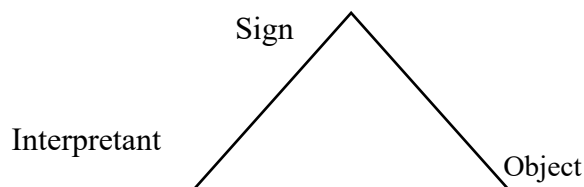
Second, a paper by K. Pounders, She's from University of Texas at Austin, by *Journal of Advertising Research* (2018) entitled "Are Portrayals of Female Beauty In Advertising Finally Changing". Kathryn Pounders' research focuses on consumer behavior (especially emotions and self) and gender. She studies these topics in the context of communication. At the micro-level, she looks at consumers. As a recipient of information on social causes and health problems. At the macro level, she studied the unintended consequences of advertising and marketing communications on consumers and society as a whole. Through this contribution, she studied the portrayal of women's roles in advertisements. She emphasizes the dilemma of the advertising business, pointing out that "one size doesn't fit all." Some brands use realistic mirror images to portray women, while others generally use very thin models, often with airbrushes, for idealized beauty. Continues to the more traditional model. Advertisers don't want to keep their audience away, but the evidence suggests that no one is happy with realistic or idealized images. Her research focuses on the role of emotion and identity in the context of communication-strategy effectiveness and health communication, Her research interests align with the courses she teaches: advertising law and ethics, psychology of advertising, and the graduate consumer-behavior seminar.

## **METHOD**

In this study, the researcher uses a qualitative descriptive research method using a qualitative approach to describe a situation or event and explain some of the problems that exist in advertising. The descriptive purpose of this research is to provide a systematic, factual, and accurate picture of certain facts. That particular fact is about the feminine side of women's femininity in Jafra beauty advertisements. This qualitative research method must focus on subjective meanings, definitions, metaphors, signs, and explanations of certain cases so that one can capture aspects of the social world.

This study uses Charles Sanders Peirce's semiotic analysis to translate the meaning of symbols in Beauty Jafra's skincare advertisements. According to Peirce, a set of semiotics consisting of three main elements is called the triangle theory of meaning (sign, context, and meaning) (Peirce, 1991). Signs in images can be classified into icons, indexes, and symbols. Charles Sanders Peirce divides symbols into icons, indexes, and symbols. An icon is a symbol that indicates that the relationship between the signifier and the signified is a natural form of concurrency. On the other hand, an icon is a relationship between a sign and an object or reference of similar nature; for example, a portrait and a map. The index is a sign.

To find the meaning of a sign, Peirce created a triangular meaning theory consisting of a sign, an object, and an interpretant. One form of a sign is a word, while an object is something that is referred to by a sign, while an interpretant is a sign that is in someone's mind about the object referred to by a sign. When the three elements of meaning interact in a person's mind, then the meaning of something represented by the sign emerges (Bergman, 2007, p. 98).



**Figure 1: Peirce's**

### **Trichotomy/Elements of Meaning**

The object in this research is a commercial advertisement that is displayed on social media, from a Google internet search, namely JAFRA women's beauty products advertisement. In this article, the researcher obtains data sources in the form of original data or first-hand data, namely data obtained from the first data source (original data that must be reprocessed into meaningful information) (Kriyantono, 2006). The data sources that are the subject of this article are image formats, namely Jafra beauty product advertisements downloaded from social media in the form of a Google search, and the "JAFRA" brand in the form of beauty product descriptions and advertising images.

In collecting data for research purposes, the researcher uses the following methods from Cresswell (2014): In qualitative research, the samples taken are more selective. (purposive sampling) Researchers based on the theoretical basis used, personal curiosity, empirical characteristics encountered, and so on. Snippets are not used in an attempt to generalize statistics or simply represent the population, but rather lead to theoretical generalizations. The data sources used here are not representative of the population but are more likely to represent the information.

First; Use Selective Techniques; The researcher collects JAFRA-related advertising material that uses a female character as the centerpiece of the ad in question. In qualitative research, the use of symbolic interactionism emphasizes observation, interaction, and continuous technology as a form of continuous observation. Research facts in these fields are social life activities, symbolic forms, and linguistic facts. Based on its implementation as a symbol and interpretation of the characteristics of its interaction, researchers can explain the ideas of individual members of social life, possible systems, social groups, and communities in society, Second; perform Observative Techniques; This research was carried out by observing advertisements related to the research that the researcher did, especially only women's beauty products from JAFRA only. The researcher use some products from JAFRA, such as beauty spa (facials or face masks), facial serum (Cleanse, Treat, Moisturize, and Protect revitalize), lipstick, foundation (powder), and Parfum. Lastly, the use of Literary Studies; Data collection techniques are not directly addressed to the research subject but through documentation. Provide a theoretical basis in this research, namely by looking for library materials and revealing theories or previous research related to the research title. This research is based on the assumption that JAFRA women's beauty advertisement contains semiotic elements and contains a feminine side, the depiction shown is always graceful,

beautiful, spoiled, and attractive to look at. This depiction represents the meaning in delivering the message from the intent of the image displayed on the advertisement, which will be analyzed based on semiotic elements used pierce model. Peirce's triadic model shows three main elements forming a sign, namely representamen (something that represents something else), object (something that is represented), and interpretant (someone's interpretation of the sign) (Piliang, 2010, pp. 266–267).

## FINDINGS AND DISCUSSION

### 1. Analysis of Signs and Meanings in Jafra's Advertisement

Advertising is one of the media texts that has many signs, and semiotics is an approach to studying something related to signs. Therefore, semiotic analysis is the right approach to decipher and find the meaning of letters in advertising texts. Semiotic analysis tries to find the meaning of a character, including what is behind it (text, advertisements, news). Because the sign system is highly contextual and depends on the sign user. The thinking of sign users is the result of the influence of various structures in which sign users are located (Kriyantono, 2006, p. 262).

JAFRA's beauty product advertisement consists of a collection of signs that can be divided into two parts: visual (images) and verbal (words) throughout the ad. When analyzing ad visualizations, it is necessary to identify the symbol as the unit of analysis. However, before using semiotics to analyze JAFRA's beauty products, it is necessary to first know the elements of advertising (see figure 2).



Figure 2: Advertising Elements on Jafra Women's Beauty Products

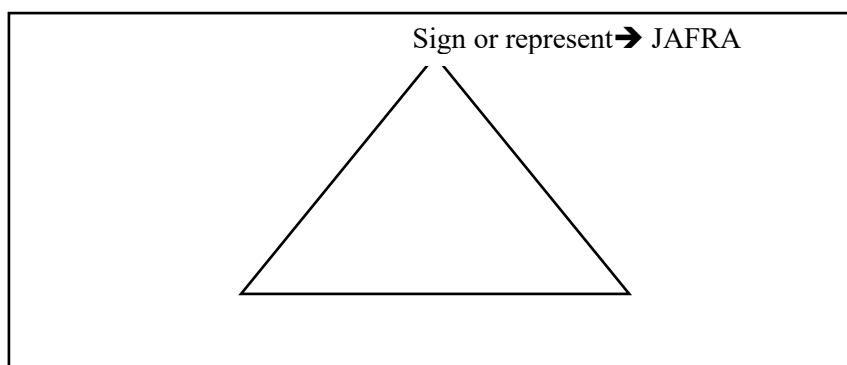
These elements form the visualization of JAFRA women's beauty product advertisements, including, *brand name*: the name of the product offered is JAFRA brand, *Visual; Illustration*; use of background: the photo or image here describes the use of mats made of natural leaves, foliage plants and flowers are always identically dominant by women, who like the natural beauty of nature signifying love, care, happiness, and affection because women always want to get attention and pampered and leaves from

plants that signify a beauty where the use of the background displays the beauty that is full of coolness by relaxing the body through the treatments used.

*Visual:* femininity; showing a beautiful woman, white skin, clean appearance without acne is used as an illustration model, here the model (person) uses a woman with a very feminine appearance, which is very identical, the habit of putting a bath towel on the head, and wearing a bath towel half-open from the state of the body, which displays the sexiness of a woman's figure, which by wearing a scrub on the face when you want to take a shower it shows a spoiled and sexy feminine side. With the *Headline:* or the theme "Mud Musk" or a face scrub mask. This mask is made from mud from the dead sea and vitamin E which is widely known to have benefits for skin health. *Taglines;* sentences that call for product excellence, as in the ad "100% Original."

*Product shot;* photos of products or brands offered; namely a facial scrub mask in the form of a JAFRA mud mask. With the *Subheadline:* which states the content of the mask is 250 grams, and with the appointment of a *body copy:* can be for 5 months, here describes the product information in more detail, and *Mandatories;* the manufacturer states that the product is already a BPOM (food and drug regulatory agency) from an Indonesian agency tasked with supervising the distribution of drugs and food in Indonesia, as a form of responsibility for the content of the ad. If there are questions or complaints regarding the advertised product, the reader can contact or check the address on the BPOM website, whether this item/product has been registered or not.

In this study, Charles Sanders Peirce's theory specifically pays attention to the signs and objects he refers to. If you observe the signs and meanings that are present in JAFRA's women's beauty advertising products, you will see an object that expresses something. The trichotomous or triadic sign model developed by Peirce is outlined simply through three points, namely representamen or signs, objects, and interpreters. Then it can be seen as follows:



**Figure 3. Peirce's trichotomy in JAFRA advertisement**

The sign here is JAFRA, with the object that JAFRA is one of the cosmetic brands produced by PT JAFRA COSMETICS INDONESIA. While the interpretation is an image of JAFRA women's beauty advertisement in the JAFRA cosmetic product catalog in the "JAFRA Mud Mask, facial serum, foundation or powder, lipstick and perfume" series.

#### ***Identify the sign in the advertisement***

In analyzing the signs in this section is to identify the signs themselves. Based on the object, Peirce divides the sign on the *icon*, *index*, and *symbol*. By referring to the three types of signs, several types of signs can be identified as the unit of analysis under study.

Identification of signs can be seen in Table 2 from the initial catalog display in the form of online commercial advertisements, and table 3 from the display of existing advertisements from social media below;

**Table 1. Identification of Marks on JAFRA womens’ beauty advertisement in the JAFRA cosmetic product in the “JAFRA Mud Mask” series.**

Description	Type sign: Icon
<p><b>Explanation</b></p> <p><b>Sign Identification</b></p>	<p>Signs: relate to objects because of their resemblance.</p> <ol style="list-style-type: none"> <li>1. Image; Model (person) female.</li> <li>2. Image; The model (person) has been active wearing a mask on her face.</li> <li>3. Pictures; background; using the beauty of mats and leaves from plant trees.</li> <li>4. Pictures; Background; In JAFRA itself, the blurring highlights the similar side for products that are displayed more focused.</li> <li>5. Image: Face mask, namely the JAFRA Mud mask which is a mud mask containing natural ingredients.</li> </ol>
Description	Type sign: Index
<p><b>Explanation</b></p> <p><b>Sign Identification</b></p>	<p>There is a close existence between the sign and the object or a causal relationship.</p> <ol style="list-style-type: none"> <li>1. The object used by the model (person) (female) is the "JAFRA Mud Mask" facial scrub mask.</li> <li>2. The style of shooting on the behavior of the model (person) (female) which is very detailed explained by the use of light colors in the advertisement (the color on the model's lips is like wearing red lipstick, and carved eyebrows).</li> <li>3. The clothes used are in the form of towels tied to the head, highlighting the nature of a woman who is always spoiled with the use of a towel with a half-open chest, she looks so sexy as a woman.</li> <li>4. The type of writing used is very suitable to explain in detail.</li> </ol>
Description	Types Sign: Symbol
<p><b>Explanation</b></p> <p><b>Sign Identification</b></p>	<p>Signs in certain agreements between users of the sign</p> <ol style="list-style-type: none"> <li>1. As for the sign, in form;                             <ol style="list-style-type: none"> <li>a. JAFRA “Brand” text.</li> <li>b. Mud Mask “Headline” text.</li> <li>c. Text “Tagline” 100 % Original.</li> <li>d. Text “Subheadline” 250 gr.</li> <li>e. Text “Body Copy” Can be for 5 months.</li> <li>f. Text “Mandatories” POM NE34130700105.</li> </ol> </li> <li>2. As for the sign in the form of a beautiful background that is displayed with the use of natural mats and leaves</li> <li>3. The sign is in the form of a female model (person) who emphasizes her feminine side in an identical spoiled style, wearing a towel over her head and showing a half-chested body part that looks sexy, graceful, looks beautiful, and very feminine.</li> </ol>

**Table 2. Identification The classification of signs from other JAFRA women’s beauty product advertisements include;**

No.	Frame	Sign Type & unit of analysis
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1.



**JAFRA cosmetic product in the facial serum “Cleanse, Treat, Moisturize, and Protect revitalize,” series.**

**Icon;**

1. Image; use model (person) Female .
2. The female model (person) seems to use the product, both white and tan (slightly black) are suitable for all skin types.
3. Pictures; background use white color symbolizes purity or innocence. This color is often used for wedding dresses as a symbol of a woman's virginity; White, an inherently positive color, is associated with purity, chastity, light, (it is synonymous with the female figure).
4. Picture; all products displayed bearing the JAFRA brand. both of the forms 1, 2, 3, and 4. which are white, peach, light green, and light blue.
5. Image: photo of the activity of the models using cosmetics.

**Index;**

1. Female models (people) seem to have used these products, regardless of the color of their skin type, but they look beautiful.
2. The shirt that is used is a slightly open model, showing smooth shoulders and hands.
3. A pose that looks very beautiful, elegant and charming, because it shows the feminine side of the image by adding a little style to the graceful and spoiled pose (models pose while using their fingers and hands, holding hands, and holding chin).
4. The type of font used in the advertisement is very detailed, showing the product that is sweet to the eye and pleasing to the eye to read.

**Symbol;**

1. Brand text “JAFRA” in every product in the facial serum Cleanse, Treat, Moisturize, and Protect revitalize series.
2. The 1<sup>st</sup> Picture is text “headline” Revitalize Renew Transform” and 2<sup>nd</sup> picture is “ Erase the years” which means revive your glow.
3. Text “tagline” each under the headline mentions product benefits

2.



**JAFRA cosmetic product in “lipstick royal jelly” series.**

**Icon;**

1. Image; The female model (person) used in the ad image has long hair flowing forward.
2. Image: a beautiful model.

3. Picture: the product in the form of lipstick shown.

4. Image: background (use blank white screen); show the strong side of the product, very meaningful gentleness, and purity.

5. Pictures; the activity of using the product (as if already using the lipstick); looks beautiful, nice, and attractive.

**Index;**

1. The clothes worn are slightly open (so that, the breasts are slightly visible) with the addition of necklace accessories, showing the figure of a beautiful, spoiled, and sexy woman with a stunning smile appearance (showing the feminine side)

2. A pose that looks like an annoyance, by biting your fingers, as if showing the part of the lips that have used the lipstick product (very typical of women, spoiled and graceful)

3. The type of writing used is very clear with creative concepts, such as saying “a royal treat for your lips”

**Symbol;**

1. JAFRA “brand” text.

2. The “headline” text is a royal treat.

3. Text “Tagline” For your lips.

4. The text “subheadline” explains the continuation of the use of the lipstick product.

5. The text “body copy” on each lipstick color displayed (describes detailed product information).

3.



**JAFRA cosmetic product in the “Royal RJX Radiance Foundation” series.**

**Icon;**

1. Image; long-haired female model (person), parsed forward.

2. pictures; a beautiful woman holding a product affixed to her cheek.

3. pictures; background; The light of a lamp in a nice room is fenced with gold iron as if emitting light.

4. pictures; foundation (powder); the product itself.

5. pictures; such as activities that have been carried out after using the product (the model looks beautiful shining like light).

**Index;**

- 
1. The clothes are not visible in the ad image, but we find that the model is very smart in posing by covering her clothes with her hair flowing forward
  2. Beautiful and sweet pose, very interesting to look at
  3. The use of detailed written typefaces, so that it is clear and attractive

**Symbol;**

1. “JAFRA” brand text on the product
2. Headline Text “Jafra Royal RJX”
3. The text of the tagline “Radiance Foundation”

4.




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**JAFRA cosmetic product in the “Parfum Double Nature” series.**

**Icon;**

1. Image; long-haired female model, parsed forward.
2. pictures; a beautiful woman juxtaposed with the product.
3. pictures; Background; customized with the color of the perfume bottle (very suitable and attractive).
4. pictures; such as the activities that have been carried out after using the product (the model looks enthusiastic about doing daily activities with a charming soft sensation, according to activity).

**Index;**

1. The clothes worn by the first model are black with long sleeves, but the clothes with a short skirt above the thighs, the clothes worn by the second model are light blue with 1/4 length sleeves only up to the elbows, with short skirts, visible cleavage of the skirt. open so that the thighs are slightly visible, even in the third model, it is light purple with short sleeves and a short skirt above the thigh. (showing the figure of a woman who is sexy and graceful dazzling)
2. Hair color that matches the clothes and perfume bottle (product) shown in the advertisement image.
3. The pose shown by the model reflects the “very feminine” graceful, spoiled, and sexy look.
4. The type of lettering on the ad image (*type font*).

**Symbol;**

1. Brand text “JAFRA” on the product.
  2. Headline Text “Top Perfume”
-



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3. tagline text, on the black perfume bottle “Feel Sexy”, the light blue perfume bottle “keep cool”, and the light purple perfume bottle “Go Crazy”.

4. The text of the subheadline “each shows the superior sensation after its use.

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### ***Interpretation of Meaning Based on Identification of Types of Signs in Ad.***

Based on the identification of signs on advertisements for JAFRA women’s beauty products in the JAFRA cosmetic product “JAFRA Mud Mask, facial serum, lipstick, foundation or powder, and Parfum” series, it is done by adapting the types of signs proposed by Peirce, then signs are obtained in the form of *icons*, *indexes*, and *symbols*. After the identification process, the researcher interprets the meaning contained in these signs. The identification of signs that have been carried out on JAFRA advertisements, such as table 2 (mud musk) of the initial catalog display in the form of online commercial advertisements, and table 3 (facial serum, lipstick, foundation, or powder, and Parfum), of the display of existing advertisements from social media.

### **2. The interpretation of the meaning of table 2; JAFRA Spa Mud Musk Ad. Based on the identification of the type of icon (Spa Mud Mask Ad).**

In the first type of icon, there is a visual image of a woman, in the second type of icon who has a mask on her face wearing a towel over her head with a slightly open body half chest. Based on the relationship between the sign and the object in the picture, the picture is the same, namely the picture of a woman who has a mask on her face wearing a towel over her head with her body slightly open half-chest. Here the interpretant refers to a female figure who is identical or very female,” which is, it is always before or after taking a bath to put a towel over the head, in as if in the bathroom, with the appearance of a scrub mask for the face. Women in advertisements have been portrayed in bathrooms, kitchens, living rooms, backyards, and other homemaking roles, yet it is almost invariably men who advise women on the virtues of new household cleaning products, thus disempowering women even in the home and limiting them to roles of physical attractiveness and submissive domesticity (Knupfer, 1997, p. 394).

In a third of the icon, use a background that uses the beauty of mats and leaves from plant trees. In the fourth type icon with other backgrounds in writing JAFRA itself, the blurring highlights the similar side for products that are displayed more focused. And the fifth type icon shows the face mask, namely the JAFRA spa Mud mask which is a mud mask containing natural ingredients



**Figure 4: JAFRA Spa Mud Mask**

If the first to fifth icons are connected, the interpretation formed is that the JAFRA product is trying to convey natural beauty. With the comfort that is displayed on the female figure accompanied by plants and with a mat or regular background for massage beds, such as a traditional mattress made of leaves, this is very much interpreted by the beauty and naturalness of the product, which is environmentally friendly.

***Based on the identification of the type of index (Spa Mud Mask Ad).***

First, the object used by the model (person) female is the “JAFRA Mud Mask” face mask, the second is the index sign in the behavioral style of the model (person) female which is very detailed explained by the use of bright colors in the advertisement (the color on the model’s lips is like wearing red lipstick, and the eyebrow engraving is shown. Both of them related showing the feminine side. As well as the third index sign in the form of a towel tied to the head, highlighting the nature of a woman who is always pampered by using a towel with a half-open chest, she looks so sexy as a woman. the fourth index mark is the type of writing used is very suitable to explain in detail, the advertiser tries to express the intent of the product name to the content and durability of the product’s use.

From the first to the fourth type of index, when it comes to advertising for women’s beauty products from JAFRA, it is very clear that the producer or advertiser displays the feminine side where all the characteristics of women are included in the advertisement. The model’s behavior, the softness, and grace of the use of style, the use of backgrounds, the selection of colors, the adjustment of the typeface all refer to showing the nature of women.

***Based on the identification of the type of symbol (Mud Mask Ad).***

For classification of symbol type signs in advertisements for women’s beauty products from JAFRA in facial care spa products in the form of facial masks, then at the first sign of the symbol type namely as for the sign, in form; JAFRA “Brand” text; that the company name comes from the first names of its founders namely Jan and Frank (JA + FRA), and the symbol signs Mud Mask “Headline” text, is the most highlighted verbal message, and Text “Tagline” is 100 % Original, here the text that a short sentence that calls product advantages, Text “Subheadline” is 250 gr. Namely explanatory sentences about the product. Text “Body Copy” Can be for 5 months, which describes product information in more detail. Text “Mandatories” POM NE34130700105, namely a form responsible for the content of the advertisement. From all these symbols, the interpretants are interconnected and related to each other and have a strong meaning in displaying informative advertising content.

Moreover, the sign in the form of a background that is displayed with the use of natural mats and leaves interprets a meaning that the advertiser wants to give a message

that this product is natural and safe to use. Even with signs in the form of a female model (person) who emphasizes her feminine side with an identical spoiled style, wearing a towel over her head and showing a half-chested body that looks sexy, elegant, looks beautiful, and very feminine. advertisers interpret it with a soft and graceful female side.

### **3. The interpretation of the meaning of table 2; JAFRA facial serum Ad.**

In the first type of icon, there is a visual image of use model (person) Female, and the second type icon, the female model (person) seems to use the product, both white and tan (slightly black) are suitable for all skin types, interpretant of both icons when combined are them both of them are related to each other showing the feminine side of different skin types but looks beautiful.

Whereas the third icon uses a background white color, which symbolizes purity or innocence. This color is often used for wedding dresses as a symbol of a woman's virginity; White, an inherently positive color, is associated with purity, chastity, light, (it is synonymous with the female figure), and the fourth type icon all products displayed bearing the JAFRA brand. both of the forms 1, 2, 3, and 4. which are white, peach, light green, and light blue. When the two are combined, the interpreter is a product made clean and pure as light.



**Figure 5: facial serum Royal Revitalize**

The fifth icon sign is an image of an activity cut on a model wearing cosmetics. This visual shows the existence of a product that is safe when used at all times. It is also a persuasive invitation to consumers to use JAFRA cosmetic products. In addition, the picture shows the activity of wearing cosmetics which shows that women must always look beautiful wherever they are.

#### ***Based on the identification of the type of index (Facial Serum Ad)***

The first index sign is that the female model (person) seems to have used this product, regardless of the color of her skin type, but looks beautiful, then the second type of index sign is in the form of the clothes that the model wears are slightly open, showing smooth shoulders and hands, and the type of the third index mark is a pose that looks very beautiful, graceful and charming, as it shows sexy and the feminine side of the image by

adding a bit of style to the graceful and spoiled pose (model poses while using fingers and hands, holding hands, and holding chin). “females in advertising are frequently posing while using their fingers and hands to trace the outlines of an object, or to cradle it or to caress its surface”. This type of touch encourages the idea that women are sexually available, weak, and vulnerable to men (Signoretti, 2017, pp. 3–4).

The last is the fourth index sign, namely the type of font used in the ad is very detailed, this means that the advertiser wants to display a product that is pleasing to the eye and easy to read.

***Based on the identification of the type of symbol (Facial Serum Ad)***

For this type of symbol on the advertisement for women's beauty products from JAFRA, which is in the form of the text brand “JAFRA” in every facial serum product, such as Cleanse, Treat, Moisturize, and Protect revitalization series, then the type of symbol text in the first image is the text "title" Revitalize Renew Transform" and the second image is "Remove the years" which means reviving your light, as well as the third type of symbol, namely text in the form of a "tagline" each under the title mentioning the benefits of the product. Advertisers try to design as much detail as possible from the packaging appearance and content of the ad.

**4. The interpretation of the meaning of table 2; JAFRA Lipstick Ad.**

***Based on the identification of the type of icon (Lipstick Ad)***

The first type of icon visualized on the female model (person) used in the ad image has long hair flowing forward. The second icon is a beautiful model, and the third icon has visualized the product in the form of lipstick shown. When these three icons are combined interpreted displayed highlight “very feminine” because JAFRA products have other advantages, namely natural ingredients, and do not make the user-dependent. Does not make the skin peel, harmless for pregnant and lactating women.

Thus, the woman’s pose here is displayed so strongly with the feminine side figure that influences every woman to see and read this Ad. Although it is undeniable that JAFRA products are not only for women, however men can too. Advertisers provide messages and leave the meaning up to consumers to develop. Advertisers are interested in similarities and differences in how men and women receive and evaluate information. One difference involves the actual creation of meaning from a given advertisement (Meaning, 2013, p. 90).



**Figure 6: Royal Jelly Luxury Lipstick**

The fourth icon depicts the background (use blank white screen); shows the strong side of the product, meaningful softness, and purity, and the fifth icon shows the activity of wearing cosmetics which shows that women must always look beautiful wherever they are.

***Based on the identification of the type of index (Lipstick Ad)***

In the classification, the first type of index sign is clothes that are worn slightly open, so it can be interpreted that the advertiser might want the chest to look a little sexy with additional necklace accessories, showing the figure of a beautiful, spoiled, and sexy woman with a stunning smile display (showing the feminine side that is sweet, graceful and naughty), and the second type of index sign is a style or pose that looks annoying, so that the female model (person) bites her finger, but here it can be interpreted that the advertiser wants to appear to show the part of the lips that have been cut. using lipstick products (very typical of women, spoiled and elegant). These two index signs are closely related to their feminine traits, feminine, graceful, spoiled, and a little flirty.

***Based on the identification of the type of symbol (Lipstick Ad)***

As for the types of signs, the symbols are, firstly, the “*brand*” text of JAFRA, namely the name of the product being offered, then the second type of symbol sign in the form of “*headline*” text such as the sentence “*treat royal*” which is the most highlighted verbal message (a piece of text that the target audience expects to read). first) then the third type of sign symbol is “*Tagline*” such as the sentence For your lips, and the fourth symbol is the text “*subheadline*” explaining the continuation of the use of lipstick products, and the fifth type of sign is “*body copy*” text on each lipstick color displayed (describes detailed product information).

When combined and interpreted with the sign of all of these, the advertiser tries to represent the image in as much detail and detail as possible that the advertising image refers to the feminine side of women, with the appearance of objects or goods in the form of beauty products for lips, namely lipstick that can make a woman’s appearance more visible. beautiful, sweet, graceful, and can give a little sensation that makes it comfortable to wear every day so that you always look beautiful.

**5. The interpretation of the meaning of table 2; JAFRA Foundation or Powder Ad. Based on the identification of the type of icon (Foundation or Powder Ad).**

The first Icon Sign is an Image; a long-haired female model (person), outlined in front, the second icon sign is a picture of a beautiful woman holding a product pasted on her cheek. When combined, the two icons can be interpreted as a style or a feminine touch from a woman’s figure as a result of using the foundation (powder) product offered. as Goffman (1979, Chapter Viii) states that hands, eyes, knees; facial expression, head posture, relative size; placement and placement, head-eye reluctance, finger biting, and sucking, as natural poses or part of behavior for either sex and then (he) Goffman has the last two or three pictures in the series showing the same, behavioral poses with changing gender.



### Figure 7: foundation royal jelly RJX

While the third icon sign is an image in the form of a background of the use of lamps in a good room lined with gold iron as if emitting light. The fourth icon sign is a foundation image (powder); the product itself, and the last one is the fifth icon, which is an activity that is visualized as if the model has used the JRX foundation or royal jelly powder (as seen in the picture, the model looks beautiful shining like light).

#### ***Based on the identification of the type of index (Foundation or Powder Ad)***

The clothes are not visible in the ad image, but we think the model is very smart in posing by covering her clothes with her hair flowing forward (this shows the meaning of a feminine touch from a woman) even with the second type of index sign visualized with signs Natural pose showing a beautiful and sweet face, very interesting to look at, moderate, the third index sign is the use of detailed typography, thus, it is clear and interesting for readers and those who are just seeing it.

#### ***Based on the identification of the type of the symbol (Foundation of Powder Ad)***

In the classification of this type of symbol, the first is the use of the brand text "JAFRA" on the product, which is made by a well-known manufacturer and has the manufacturer's label on it. While the second symbol is the "headline" text in the form of "JAFRA Royal RJX", which is the text that shows the nature of the article below it. And the last type of symbol is the third, namely the text of the Radiance Foundation "tagline" which refers to a brief description, describing a product as a whole.

## **6. The interpretation of the meaning of table 2; JAFRA Parfum Ad.**

#### ***Based on the identification of the type of icon (Parfum Ad)***

In the first visual, the icon displays an image in the form of a long-haired female model, outlined in the front, the second type of icon depicts a beautiful woman juxtaposed with the product, the third is an image; Background; which the advertiser has adjusted to the color of the perfume bottle (very suitable and attractive), and the last is the type of icon marks on the image such as the activities carried out after using the product (the model looks enthusiastic in carrying out daily activities with a charming soft sensation, according to the activity). If combined with the first to third types of icon signs, producers or advertisers want to display products in the form of women's perfumes with attractive female models of each perfume flavor offered in the product will give different sensations, but cannot be separated from the true taste of women's preferences.



### **Figure 8: Parfum Double Nature**

#### ***Based on the identification of the type of index (Parfum Ad)***

The first type of index sign is that the clothes worn by the first model are black with long sleeves, but the clothes with a short skirt above the thighs, the clothes worn by the second model are light blue with a length of 1/4 of the sleeves only up to the elbows, with short skirts, visible cleavage of the skirt, open so that the thighs are slightly visible, even on the third model it is light purple with short sleeves and a short skirt above the thighs. (showing the figure of a woman who is sexy and graceful dazzling). The second index is an image in the form of a hair color that matches the clothes and perfume bottle (product) listed in the advertisement image, while the third type of sign is a pose shown by the model reflecting a “very feminine” appearance that is elegant, spoiled, and sexy (expression sexual and conventional).

#### ***Based on the identification of the type of the symbol (Parfum Ad)***

In the classification of sign types, the first symbol is the brand text “JAFRA” on the product, a brand element that helps customers to identify and differentiate one product from another. The second type of sign symbol is the “*headline*” text in the form of the sentence “Top Perfume”. Here it can be interpreted in the first and second symbols to attract the target reader to read the contents of advertisements, news, or articles to the end. The third sign is the *tagline text or slogan* because here there are 3 variants of perfume, the black perfume bottle “Feel Sexy”, the light blue perfume bottle “stay cool”, and the light purple perfume bottle “Go Crazy”. the last is the fifth type of sign symbol in the form of Text “each one shows a superior sensation after use.

### **7. Results of analysis of signs and meanings in JAFRA women’s beauty product advertisements.**

From the analysis of JAFRA women’s beauty product advertisements, both from advertisements such as face masks, facial serums, lipsticks, foundations (powder), and perfumes, all of which are an absolute part of supporting a woman’s appearance (some of these products are identical to the needs of a woman’s skin and face care where women always want to look beautiful because of their femininity). There are twenty-four icon marks, eighteen index marks, and twenty-three symbol marks, for the icon type sign in the advertisement, consisting of an image, the icon sign in the form of an image is a woman as an advertising model.

The visualization refers to a female figure with the peculiarity of putting a towel on her head, this is a feminine behavior, which is reflected in the way she acts, then the image of a woman who spreads her long hair to the front of the shoulder to make it look sweet typical of a woman, This visualization refers to a female figure, this indicates is a facial serum product for women with the characteristic of always wanting to look beautiful starting from Cleansing, Caring, Moisturizing, and Protecting to revitalize the skin, especially on the face, the iconic sign on the female model (person) used in the advertisement image has long hair that flows forward.

## CONCLUSION

Based on the results of the analysis using a semiotic approach to signs in JAFRA women's beauty advertising products, it can be concluded that femininity in advertising is represented as follows: The visual appearance of a woman, wearing a face mask and a towel covering her head with a slightly exposed half-chest, refers to an identical female figure or behavior, such as always putting a towel over the head before or after taking a bath, as if in the bathroom, with the appearance of a mask on the face. A female model with long hair is often depicted smiling sweetly while holding the product in the advertisement, using her fingers with a touch of femininity. Models used are predominantly women, although it is acknowledged that the products can also be used by men. The backgrounds in advertisements often show the dominant side of femininity, with objects like natural leaves and feminine colors. The clothing worn by the models is elegant and beautiful, showcasing a sexy and feminine side. Poses that show femininity, such as charming, gentle, and elegant photo poses, make the models look beautiful and captivating. The products offered in the advertisements are predominantly care tools for women. The colors used in the advertisement images, such as white (chastity), black (courage, maturity), peach (romantic), light green (natural), light blue (soothing), and light purple (luxury), all refer to the nature of femininity. The font size and style in the advertisement images are softer and more comfortable to the eye. The products, ranging from facial masks, facial serums, foundations or powders, lipsticks, and perfumes, all highlight important aspects to support the feminine side of a woman's appearance, emphasizing their feminine nature through self-expression, makeup application, and face and body care. The researcher hopes this research will foster critical thinking about the media, not only about its existence but also about its mission as a mediator of change that plays a major role in the socialization of values in society. This could contribute to developing a more proportional image of women in the future.

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