

CHAPTER I

INTRODUCTION

A. Background of the Study

The current phenomenon was still happening among women in particular for having white and glowing skin like Korean women. Women tried to get both white and glowing skin thru various ways. Because the myth circulated in Indonesian society believed that beautiful women were those who had white or bright skin. Women seemed good looking with an attractive physical appearance especially glowing skin took people attention. It had a matter of great concerned and considered brought its own privilege for people who were belonging to the good looking valued as beauty (Akinro and Memani 2019). Beauty itself defined as something that couldn't be separated from woman existence. Every woman attempted to get the highest level of beauty considered ideal and required seen to be lovely even indeed for older women as well. They thought they also had to looked young and stayed beautiful by took care of their skin used anti-aging products (Laware and Moutsatsos 2013).

It made many women was occupied by glowing demand and they did everything to gain became good looking. Women were willing to spend a lot of money did a treatment routine on their skin such as plastic surgery, whitening injections, laser skin resurfacing, facial treatment in salon, eyelash extension or used some skincare products in order looked like Korean people (Edmonds and Leem 2020).

Skincare treatment helped women get healthy skin, brighten and make skin moisturized for more confidence. In addition, skincare was also needed as a matter for overcoming various skin problems that occurred starting from acne, black spots, scars, and so on. Thus many skincare brand companies had already built skincare products purposely to help women solve their problem and should've competed to the other brands. One of skincare product brands that related to the current phenomenon was MS Glow. MS Glow had created every product of skincare and developed well, so they deserved women's notice that offered glowing skin. But it proved the quality products of MS Glow they were needed to create an advertisement and posted it on several media platforms as a form of marketing strategy.

Advertising broadcast was a needed part to introduce MS Glow brand much more. Advertising played every important role in the world of marketing (Wang, Fu, and Wu 2020). The use of good language, attractive pictures and excellent video editing determined the success of an advertisement. In other situation, advertisement also communicated visual and verbal signs that had own meaning (Saidi, 2017). Signs delivered the messages to readers about understood the meaning contexts. So these signs of meaning were known as semiotic symbols.

In order to grab more attention, MS Glow had chosen some actors who were getting famous in entertainment that recognized as the model figure for brand ambassador used in advertisement such as Keanu and Ivan Gunawan. Brand ambassador called for an actor or artist without a contract about manner promoted a product by video or pictures. Most of women certainly recognized the figure of

them both because their face often appeared in various types of advertisements. Moreover it turned out with their presence in MS Glow advertisement they were able made MS Glow's content visited by many viewers lately. They were known had a pleasant character did commercials because their acting and also the behavior were very funny at the same time.

On this study, there had found three video advertisements as sources data was uploaded on YouTube channel of MS Glow Beauty entitled "*MS Glow x Keanu – Cakep Itu Nasib, Good Looking Itu Pilihan!*", "*Solusi Kulit Glowing Bercahaya (Anti Kusam!) Dari Kak Ivan Gunawan*", "*Night Skincare Routine Ivan Gunawan x MS Glow*" which already made good collaboration concepts. It was leaded of the visual signs assisted pictures, verbal signs even for textually called as tag line or spoken called as dialogue, and acting of model figure existing in the MS Glow advertisement was perfect created. For the example the highlighted by the tag line and dialogue had given indicated to present meanings itself. So it couldn't separate from the used of semiotic values.

Semiotics was the key to advertisement decoding. Semiotics referred to the study how sign had communicated meanings (Bignell 1997: 30-32). (Pujiati, 2015) Barthes developed the signifier (Signifier) and the signified (signified), into an expression (E) for a signifier (Signifier) and content (C/Contenu) for a signified (Signified).


A thesis Nurnanengsi 2016, entitled "*REPRESENTASI KONSEP CANTIK DALAM IKLAN TELEVISI (Analisis Semiotika dalam "Iklan Pelembab Wajah Fair & Lovely Versi Gita Virga")*" used Roland Barthes' semiotic had result that

the any visual signs of Fair & Lovely advertisement could be interpret the linguistic messages. The previous study had mentioned about signifier and signified with as followed by shocked expression to strengthen the meaning had explored. Besides that, semiotics also defined for analyze an advertisement interpreted the language context.

In “MS Glow x Keanu – Cakep Itu Nasib, Good Looking Itu Pilihan!” advertisement, this study found there had signs as data sample that had been taken. The data could be noticed this below:



Figure 1. 1 Preliminary Data

Signifier		Signified	
An ugly man came up with messy dress.		It was sign presented as someone wanted to complaint something.	
Visual Signs	Verbal Signs	Denotative	Connotative
	1. dialogue “ <i>kak ken aku diputusin gara-gara aku gak good-looking.</i> ”	The picture was about a man came with messy dress and felt sad.	Face acne was indication for ugly man sadness because didn't good looking and cause being broken.


	2. "Keanu netizen"	The man was named Keanu.	It was signed as netizen presented as meaning of someone who had problem.
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Table 1. 1 Preliminary Data

This study chosen advertisement of MS Glow Beauty on YouTube and then took a man as model figure represented for both of men and women were same needed stood for being good-looking so it felt interested to be analyzed. MS Glow made a new idea in beauty where MS Glow wanted to change of human culture who thought that beauty standard only belonged to women but now it was also turned out for men that being needed for took care of their skin became handsome as well. So MS Glow had through the signs frame. This study gladdened for Roland Barthes' semiotics theory which talked about the *signifier* contained signs visually and verbal signs such as tag line and dialogue in advertisements and *signified* were about signifier meanings being presented. Therefore denotation and connotation meanings itself could be explained one to another and then established the myth that used in MS Glow advertisement. (Şen 2014: 57-58).

B. Problems of the Study

According to the background that had been stated above, the problems could be formulated as the following questions:

1. How is Barthes' semiotics realized in MS Glow Beauty advertisement on YouTube?

2. What the representation of myths is used in MS Glow Beauty advertisement on YouTube?

C. Objectives of the Study

Based on the study above, the objectives were:

1. To knowing denotative, connotative realized in MS Glow Beauty advertisement on YouTube.
2. To identify the myths' representation used in MS Glow Beauty advertisement on YouTube.

D. Scope of the Study

The scope of this study was analyzed the semiotics from the three MS Glow Beauty advertisement on YouTube entitled "*MS Glow x Keanu – Cakep Itu Nasib, Good Looking Itu Pilihan!*", "*Solusi Kulit Glowing Bercahaya (Anti Kusam!) Dari Kak Ivan Gunawan*" and "*Night Skincare Routine Ivan Gunawan x MS Glow*" based on Roland Barthes' theory which focused on classified the visual signs such as picture included background, colors, text in picture and verbal signs consisted tag line in video content had leaded of *signifier* as reality sign and *signified* could be culture classified denotative and connotative as well found the myths' representation used in MS Glow Beauty advertisement on YouTube.

E. Significances of the Study

This study was expected to provide several benefits both theoretically and practically as followed:

Theoretically Perspective

The results of this study was expected to increase scientific knowledge in university for examined the phenomenon in signs skin treatment thru skincare series of MS Glow Beauty advertisement on YouTube consisted denotative and connotative, and myths' representation that used in MS Glow also analyzed both of visual signs and verbal signs regarded to the advertisement as semiotic analysis.

Practically Perspective

This study included some scientific references about semiotic in advertisements, expected could be useful:

- a) To the university students, this study could be one of kinds reference field of semiotic approach focused on advertisement.
- b) For lecture this study also could be a teach material about semiotic, advertisement, visual communication or marketing to analyze the signs or symbols in advertising.
- c) For readers this study could help their curiosity how to analyze semiotic in video advertisement.