Revealing The Women's Characteristics Presented In L'oreal Paris Shampoo Advertisements: A Semiotic Study

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Abstract: Nathaniela Anita Kiroyan(2023). Visual and Verbal Signs Found in L'oreal Paris Shampoo Advertisements. S1. Thesis. English Department. Widya Kartika University. Surabaya. Advisor I: Yulius Kurniawan, S.Pd., M.Pd.; Advisor II: Endar Rachmawaty Linuwih, S.Hum., M.Pd. The purpose of this research is to find out the visual and verbal signs in L'Oréal Paris shampoo advertisements and to explain the visual and verbal signs and meaning that are represented in L'Oréal Paris shampoo advertisements by using semiotics theory by Roland Barthes. This research used a descriptive qualitative method to analyze the collected signs in the whole picture of the advertisement of L'Oréal Paris shampoo. In addition, the researcher collected the data from Pearl Chemist Group which had the best of five of L'Oréal Paris shampoo advertisements. The findings indicate denotative meanings of signs revealed were black hair, long hair, wavy hair, woman, smiling face, purple dress, purple shirt, orange background, black belt, and products of L'Oréal Paris shampoo. The connotative meanings of the signs revealed elegance, friendliness, confidence and self-esteem, freedom of expression and creativity, and empowerment of women.

Keywords: Advertisements, Semiotics, Verbal Signs, Visual Signs

Abstrak: Nathaniela Anita Kiroyan (2023). Tanda Visual dan Verbal Ditemukan pada Iklan Shampo L'oreal Paris. S1. Tesis. Departemen Inggris. Universitas Widya Kartika. Surabaya. Pembimbing I : Yulius Kurniawan, S.Pd., M.Pd.; Pembimbing II : Endar Rachmawaty Linuwih, S.Hum., M.Pd. Tujuan dari penelitian ini adalah untuk mengetahui tanda-tanda visual dan verbal dalam iklan sampo L'Oréal Paris serta menjelaskan tanda dan makna visual dan verbal yang direpresentasikan dalam iklan sampo L'Oréal Paris dengan menggunakan teori semiotika Roland Barthes. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis tanda-tanda yang terkumpul pada keseluruhan gambar iklan sampo L'Oréal Paris. Selain itu, peneliti mengumpulkan data dari Pearl Chemist Group yang memiliki lima iklan sampo L'Oréal Paris terbaik. Temuan menunjukkan makna denotatif dari tanda-tanda yang terungkap adalah rambut hitam, rambut panjang, rambut bergelombang, wanita, wajah tersenyum, baju ungu, kemeja ungu, latar belakang oranye, ikat pinggang hitam, dan produk sampo L'Oréal Paris. Makna konotatif dari tanda-tanda tersebut mengungkapkan keanggunan, keramahan, kepercayaan diri dan harga diri, kebebasan berekspresi dan kreativitas, serta pemberdayaan perempuan.

Kata Kunci: Iklan, Semiotika, Tanda Verbal, Tanda Visual

INTRODUCTION

1.1 Background of the Study

Semiotics, often familiar as semiology, is the study of signs. Semiology, according to Ferdinand de Saussure, is the discipline that analysis the life of signs in society. Instead of linking the sign in the text to the interpreter's cultural and personal experience, Saussure's notion focused on the text. As a result, his concept cannot be applied to modern culture. Interpreting signs in Barthes's theory has two levels. It is primer level (denotation) and the secondary level which is developed into E (metalanguage) and C (connotation) (Asih, 2016). The metalanguage happen when there is development between E and C in the secondary and

connotation in culture. The connotation in Barthes's theory is the tone of the text of the advertisement. Then, the denotation is the image captured in the advertisement.

In a semiotic analysis, there is a symbol. A symbol, like everything else, shows a dual aspect. A sign that illustrates the natural relationship between signifier and signified. Therefore, we must make a distinction between the symbol's "sense" and its meaning. All of the historical symbolic systems, great and little, appear to have operated simultaneously on three levels: the corporeal of waking awareness, the spirituality of dreams, and the ineffable of the utterly unknowable (Situmorang, 2016). Semiotics is the study of meaning, which is created through the diversity between symbols and their meanings. A symbol can be something that denotes another idea, such as an image that stands in for another idea or a word that is graphically represented. It needs knowledge to gain and present the result by producing and interpreting signs.

Advertisements and products are always associated with society as consumers. As an act of promotion for selling products and services using persuasive texts, advertisement is a plan to persuade and convince viewers about its advantages. So, since the advertisement might be full of the idea to persuade the viewers to use or buy the product, the advertisements could have some symbols and untold meaning. It is crucial to comprehend how advertisements are made and how messages are delivered to consumers, particularly when using visual production methods (Gunawan, 2017).

One of the primary goals of advertising campaigns is to educate consumers about the goods or services that a business wants to market while also influencing their preferences and choice to choose the advertised option over competitors (Forest, 2015 as cited in Mahdavi et al., 2019). That's why, a large company need the advertisement to promote their product to the customers. The success of a company's advertisement can be impacted by a number of significant factors. These variables include exposure to advertising messages, company spokespersons, product endorsements, duration, and frequency of the advertisement (Mahdavi et al., 2019). When customers are exposed to advertising messages, their feelings and intentions are set off. The company spokesperson, product endorsing celebrities, duration, and frequency of the commercial are anticipated to have an impact on how consumers interpret the marketing message. When the consumers can understand the meaning of the campaigns, the message of advertising, product endorsements, duration, and frequency of the ads, it would be easy to remember the brand or the product.

Based on the explanation above, advertisement is a tool to share the information from the company to their customers. So, advertisement has been used by so many brands or

companies to promote their product to the customers, including the cosmetic brand. In this case, the researcher focused on how large companies promote their products.

In this research, the researcher focused on the semiotic analysis of the L'Oréal Paris shampoo advertisements. The reason to choose shampoo advertisement from the L'Oréal brand is that L'Oréal started its business in hair colour before the company growing business into the cleansing and beauty products (UKessays, 2015). Then, women's beauty not only talks about their face or skin, but also their hair. In this case, women naturally are interested in having strong, healthy, and shiny hair because hair is one of the most attractive parts of the body (Oktarina, 2019). So, as one of the world's leading cosmetic brands, L'Oréal Paris offers solutions to help women to get beautiful hair. Besides that, the advertisements are the "bridge" used by the brand to promote their product. The researcher analyses the advertisement using semiotic analysis. The researcher might discover the untold meaning of the advertisements, especially on the L'Oréal Paris shampoo advertisements. Then, by doing this research, the researcher wanted to explore the meaning of visual and verbal signs in L'Oréal Paris shampoo advertisements. So that they can meet the women's expectations of having the beautiful and healthy hair as they want.

Based on the explanation above, the researcher wanted to do a semiotic analysis of L'Oréal Paris shampoo advertisements by using Barthes's theory. Barthes (as cited in Rahayu, 2020) mentions that each object has a meaning based on its higher purposes. It means that objects inside printing advertisements have meaning to be discussed. From the semiotics perspective, signs in the printing advertisement would be deeply analysed, so the researcher can get a better interpretation. Then, by doing this research, the researcher wanted to explore the meaning of each sign in the L'Oréal Paris shampoo advertisement based on the rules of Barthes' semiotic theory. This research used not only one L'Oréal Paris shampoo advertisement, but the researcher used five ads from different shampoo products owned by L'Oréal Paris. Therefore, this research entitled, "Revealing the Women's Characteristics Presented in L'oreal Paris Shampoo Advertisements: A Semiotic Study."

LITERATURE REVIEW
2.1 Ferdinand de Saussure's theory of sign in semiotics

The central idea and main point of Saussure's theory is the idea that language is a system of signs, and that there are numerous additional sign systems used by humans in addition to language. In his perspective, the system of linguistic signals or languages is the most advanced sign system when compared to other sign systems that are used in the real world since it is crucial to the creation of reality. In contrast to language use (parole or speech), he concentrates

on the underlying structure of language (langue). Saussure's theory of signs is based on a number of fundamental ideas, including the two-dimensional system, the consensus or conventional system, the networking of signs system, and the arbitrary system. The analysis of Saussure's structural semiotics focuses on the paradigmatic and syntagmatic dimensions. Paradigmatic is the relationship between signifiers and signified (Pujiningsih, Prastiti, & Syariati, 2017).

A sign symbolizes real-world objects, and so it is used to refer to other objects in a way that is more easily understood. The study of meaning, which is produced by the variety of symbols and their meanings, is known as semiotics. A symbol is something that symbolizes another notion, such as a word that is graphically expressed or an image that represents another idea. The signified, in contrast, might be genuine or illusory and represents the rational side of a notion. The signifier need not always be an actual thing or thing that happened (Jadou & Ghabara, 2021).

The structure of signs was how Ferdinand de Saussure saw language. A sound-image and a concept are combined via the linguistic sign, a tool for meaning-making (or concept encoding). As an illustration, the word "cat" (a mental image of an animal with certain traits) includes the sound image [kaet] as a fundamental component. The "signifier" is the sound image, and the "signified" is the idea. It is not intrinsic, but rather usual, how the signifier and signified are related. In other words, it is predicated on societal customs and is arbitrary. The signifier and signified relationship is also arbitrary, which means that it is subject to change or development through time (Reda, 2016).

Structuralist approach of language from Saussure's gives his thought on the dynamic form-meaning relationship. This points out the relationship between the signifier and signified, rather than the signifier and signifiers in the language system. It is seen to establish the meaning (or value) of a word. He distinguished between the speakers' actual use of the language system (called "parole") and their abstract knowledge of it (called "langue"). According to Saussure, the study of language should be a priority for linguistics (Reda, 2016).

As mentioned in the previous paragraphs, the development of Saussure's theory of linguistic in sign is the cognitive approaches of the meaning and grammar in that, they:

1. Investigate the internal organization and comprehension of signifiers by examining how they relate to other signifiers in the linguistic system.
2. Give a dynamic representation of language that emphasizes meaning-making while taking into account the experiential foundation of language, the objectives of communicative exchange, and the context of use.
3.

2.2 The Roland Barthes Theory of Sign in Semiotics

The proposed successor to Saussure is Roland Barthes. Saussure was captivated by the complex process of phrase construction and the way that meaning was dictated by sentence structure, but he was less intrigued by the idea that the same statement may have different meanings to different persons depending on the context. Roland Barthes elaborates on this notion by emphasising the relationship between the text's conventions and the conventions that the users have encountered and expected, as well as the interaction between the text and the readers' personal and cultural experiences. The "order of signification" is a concept developed by Roland Barthes, which includes denotation (the dictionary's definition) and connotation (the actual meaning) (a dual meaning resulting from culture and personal context) (Rahayu, 2020).

The concept of denotation and connotation is crucial in Barthes' semiotic analysis. The relevance of the first stage, according to Wibowo (as cited in Siregar, 2022), is the association of a sign signified (content) and signifier (expression) with outside reality. Barthes refers to denotation as the sign's most specific meaning. Contrarily, connotation carries a meaning that is either subjective or at the very least intersubjective. In other words, connotation refers to how something is portrayed, but denotation refers to what a sign displays on an object. From the Greek word "semeion," which means "sign," comes the word "semiotics." The study of signs is the subject of semiotics. The symbol represents a representative object. Semiotics is frequently used interchangeably with semiology. The first phrase refers to a field of study, whereas the second is a scientific field. The term semiotic is more closely associated with the Saussure tradition, whereas Barthes prefers the term semiology. Semiotics and semiology are literary fields of study or scientific approaches to the study of sign relationships (Siregar, 2022).

In order to make the poster appealing as a bundle of advertising, the nonverbal signs are the graphics that accompany the verbal signs.

1. Denotation

   Denotation is the universal perception of something that no one connects to their community, culture, or ideology (Bouzida, as cited in Isfandiyary, 2017). Denotation, then, is a fundamental meaning of visual signs. The initial level of significance is the denotative meaning encompasses all of the items designed by the words as well as the explicit relationship between the mark by reference or actuality of marking the denotative stage. For instance, there are paintings of people, animals, houses, and trees in the colours red, yellow, blue, and white. At the denotative stage, only the data information is provided. A smile may be interpreted as happiness or shame, for example, whereas the connotative meaning of colour includes elements of colour related to sentiments and emotions, cultural values, and

a community's point of view. The other aspects must be grasped in order to comprehend the meaning of the connotative (Rachman et al., 2019)

2. Connotation

It defines the interaction that takes place when a sign interacts with a user's feelings or emotions as well as cultural norms (Fisk, as cited in Isfandiyary, 2017). According to Roland Barthes, "connotation itself is a system of signifiers, signified, and the process that connects the former to the latter".

4. Myth

The study of myth, referring to Barthes, is often undertaken under the field of semiotics, which can be characterized as a method of investigation into the implicit signs inherent in the mental element of interaction with nature, or within a community. Therefore, semiological analysis can be described as the study of meanings that are conveyed in daily communication systems. The object of study in semiotics analysis is not the signs but rather a general theory of signification, where the semiotician constructs models of the circumstances of production and reception of meaning. Myth in media analysis refers to the way words and pictures are systematically used to convey cultural and political meanings through literary works such as advertisements, periodicals, films, or TV shows (Isfandiyary, 2017).

John Fiske (as cited in Isfandiyary, 2017) explains *myth is a story used by a culture to explain or comprehend some aspects of reality or nature.* Additionally, Barthes elaborate myth is the ways of a culture in conceptualizing or comprehending something. Barthes perceives myth as the links of related concepts. Furthermore, Barthes state *myth is also called as popular belief. Barthes is rather specialized in that one of the terms of myth refers to a chain of concepts widely accepted throughout a culture and are used by its members to conceptualize or interpret a certain subject or aspect of their social experience.*

The understanding between denotations and connotations is distinguished in the linguistic sciences by its linguistic charge. The component of the expression in the connotations is more significant than the understanding-related information in the denotation. Therefore, using a denotative understanding is more appropriate for the language of scholarship or information. Regarding the exposure of artistic expressions like books, poems, essays, or poetry, the use frequently has connotations. Similarly, it frequently appears in denotative visual indicators in technical drawings, information or production-related features, therefore it is not considered a part of visual language. Meaning refitting takes place. As for objects with charged

expressions, such as shape, image, motif, ornament, or items in contact with the humanities, these objects frequently use connotative signs (Rachman et al., 2019).

The Barthes theory uses the theory of *significant* and *signifier* which is developed into a theory of metalanguage and connotation. The term *significant* becomes expression [E] and *signifie* becomes content or meaning [C]. In addition, Barthes explains there should be a certain relation [R] between E and C to create sign [Sn] (Lamusu, 2016). The ERC system can be divided into two levels, for example the woman holding a bag with Gucci logo on it:

Denotative level:

E1   : Bag

R1   : Which hold by someone

C1   : As a container where the woman puts her stuff, such as wallet,

      make-up, phone, and other things.

Connotative level:

E2   : Bag

R2   : Which hold by someone

C2   : As a tool to promote the "Gucci" brand

The connotative meaning of the bag is not only as a tool to put the things, but it is also as a tool for advertising because there exists the logo of the brand, which makes people notice the brand of the bag. The map sign of Roland Barthes theory of semiotic can be seen in the figure 2 below.

Language First Order: Denotation	a. Signifier (Denotation)	b. Signified (Connotation)	
	c. Sign (meaning)		
Myth Second order: connotation	1. Signifier	2. Signified	
	3. Myth		

Figure 2.1 Map sign of Roland Barthes

Source: (Rahayu, 2020)

According to the map of Barthes' semiotic theory, the denotative sign (3) is made up of a marker (1) and a marker (2). (2). However, the denotative sign also functions as a connotative marker (4). In other words, it is a material component since only when we perceive the sign "lion" are associated with boldness, ferocity, and self-confidence feasible (Cobley & Jansz, as cited in Rahayu, 2020). According to Barthes' theory, connotative signs comprise both denotative signs that explain their existence to the additional meanings that accompany them.

In fact, Barthes made a considerable contribution to the development of Saussure's semiology, which halted at denotative marking.

Therefore, based on the explanation above, the researcher carried out the advertisements of L'oreal Paris shampoo to be analyzed. The advertisements in this study have many words and sentences in the pictures. According to Barthes in Isfandiyary(2017) everything in the advertisement is an element of linguistics itself because it has its own meaning. In analysing the advertisement there are some things that must be considered include markers and markers, pictures, indexes and symbols as well as the sociological phenomena.

RESEARCH METHODOLOGY

3.1 Data Sources

The object used in this analysis are the posters of L'Oréal Paris Shampoo advertisements. In this research, the researcher chose the posters from the best L'Oréal Paris shampoo. The categories of the best L'Oréal Paris shampoo had been taken based on the list by Pearl Chemist Group. The Pearl Chemist Group is the group that has branches in pharmacy services, cosmetic products, and over the counter medicines. According to Pearl Chemist Group (2023), five best L'Oréal shampoo are L'Oréal Paris Total Repair 5 shampoo, L'Oréal Paris Dream Lengths shampoo, L'Oréal Paris 6 Oil Nourish shampoo, L'Oréal Paris Fall Resist shampoo, and L'Oréal Paris Colour Protect shampoo. The reason these shampoo products were categorized as the best loreal Paris shampoo products was they offered the best results for the treatment of damaged hair. This was related to the desire of every woman to have healthy, shiny hair. The researcher chose this list because the Pearl So, this shampoo product was considered to be able to meet these needs in accordance with their individual needs to repair hair damage. So, the data used in this research were retrieved from:

1. L'Oréal Paris Total Repair 5 shampoo from:

    http://www.celebrityendorsementads.com/celebrity-endorsements/celebrities/lea-michele/

2. L'Oréal Paris Dream Lengths shampoo from:

    http://egyptiandrugstore.com/index.php?route=product/product&product_id=544

3. L'Oréal Paris 6 Oil Nourish shampoo from:

    https://news.abplive.com/entertainment/movies/whoa-bollywood-actress-breaks-ties-with-the-famous-brand-after-3-years-815173/amp

4. L'Oréal Paris Fall Resist shampoo from:

    https://www.kathrivera.com/2013/07/loreal-paris-fall-repair-3x.html

5. L'Oréal Paris Colour Protect shampoo from:

   https://id.pinterest.com/pin/312296555392369135/sent/?invite_code=a1ed4a4edb9240269d0239673ba8f187&sfo=1

3.2 Data Collection

Data collection method is the way used by the researcher to collect the data. However, in this research, the data is the posters of some L'Oréal Paris shampoo advertisements, such as L'Oréal Paris Total Repair 5 shampoo, L'Oréal Paris Dream Lengths shampoo, L'Oréal Paris 6 Oil Nourish shampoo, L'Oréal Paris Fall Resist shampoo, and L'Oréal Paris Colour Protect shampoo. The procedure of data collection method in this research as follows:

1. The researcher selecting the posters of L'Oréal Paris shampoo advertisements that would be used in this research.

2. The researcher collected the data by downloading each poster of each L'Oréal Paris shampoo advertisements.

3. The researcher conducted data analysis by analysing the connotative, denotative, and myth meaning from each part of advertisement by using Roland Barthes' theory.

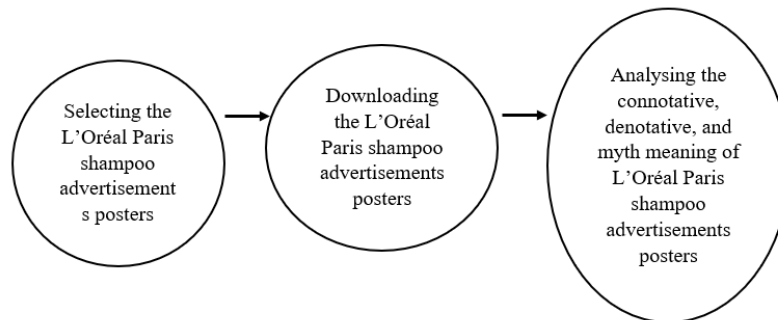The steps are briefly shown in the following diagram:

Figure 3.1 Data collection steps

3.3 Data Analysis Technique

After the researcher collected the data, the researcher categorized the signs as verbal and visual signs. Afterwards, the researcher divided the signs into pictures and the utterances from the taglines in the L'Oréal Paris shampoo advertisements. Then, based on the data of visual and verbal signs, the researcher elaborated the connotative and denotative meaning from each sign. This first order of signification produces the denotation and it becomes the signifiers in the second order of signification that produce connotation. However, from those connotative meanings, the researcher obtained the concept of dream in the advertisements of L'Oréal Paris shampoo. Finally, the researcher found the answer to the problem in this research.

DISCUSSION

4.1 Myth meaning of the signs in L'Oréal Paris shampoo advertisements

4.1.1 The myth meaning in L'Oréal Paris total repair 5 shampoo

The first data is L'Oréal Paris Total Repair 5 shampoo as shown in the picture above.

Figure 4.6 L'Oréal Paris Total Repair 5 shampoo advertisement

Times magazine named her one of the 100 most influential people in the world in 2010. L'Oréal Paris chose Lea Michele, the tanned skin woman as a model of the L'Oréal Paris Total Repair 5 shampoo because the sun-tanned skin and brown hair represent the common myth of beauty for Western women.

In addition, Lea Michele is shown as a woman who has long brown hair, smooth and healthy. This is tried to be shown by the model with beautiful hair styling that is neat and smooth. In this picture, the model is trying to show the beauty of her long hair, shiny and easy to manage, as if she had gone to the salon. This is deliberately shown so that potential customers are interested in the L'Oréal Paris Total Repair 5 shampoo brand so that they can have hair like that of model Lea Michele. Benefits of L'Oréal Paris Total Repair 5 shampoo to fight the five signs of hair damage: breakage, dryness, dullness, brittleness, and split ends. Then the customer will get the impression of a woman who is elegant and full of confidence when you see this L'Oréal Paris Total Repair 5 shampoo advertisement, because Lea Michele's facial expressions show facial expressions that are full of confidence, confidence looking to the future and a smile without doubt that marks a successful.

Another myth in Total Repair 5 Shampoo from L'Oréal Paris is a special shampoo to fight the five signs of hair damage: breakage, dryness, dullness, brittleness, and split ends. Based on the tagline of the advertisement above it can be seen that L'Oréal Paris Total

Repair 5 shampoo product offered to parties by L'Oréal to these potential customers have benefits to do world class hair care (international).

Based on the explanation above, L'Oréal Paris Total Repair 5 shampoo promotes the myth that this product is a luxury product that all women who desire lustrous healthy hair can use. This shampoo can be used to repair damaged hair. So, the consumers might have the healthy hair as they want. Then, since the model of the advertisement is a western actress, this advertisement should meet the western's beauty standard. According to International Socioeconomic Society as cited in (Bathina, 2022), the ideal of being pretty in the western means being slim and tall, long hair, light/tanned skin, big breasts, large eyes, small nose, and high cheekbones. So, the illustration in the L'Oréal Paris Total Repair 5 shampoo that showing the tanned skin woman with brown and long hair has been illustrated the beauty of western women.

4.1.2 The myth in L'Oréal Paris Dream Lengths shampoo

The first data is L'Oréal Paris Dream Lengths shampoo as shown in the picture above.

Figure 4.7 L'Oréal Paris Dream Lengths shampoo advertisement

L'Oréal Paris Dream Length is specially formulated to enhance length and seal split ends so you can make your long hair dreams come true. A cocktail of Keratin, Castor Oil and Vitamins are contained in L'Oréal Paris Dream Lengths Restoring Shampoo. It can make the repaired hair two times stronger by its creamy caring formula. The longer the hair, the more permeable it becomes and the more easily it is damaged.

The myth contained in the L'Oréal Paris Dream Lengths is about having beautiful and long hair a woman does not need to cut it. In fact, hair can be treated using L'Oréal Paris Dream Lengths. The word "dream" here means dream. All young women would want to have beautiful and well-groomed hair. One of L'Oréal Paris products is Dream Lengths. It was the best product from L'Oréal Paris to make beautiful and long hair is no longer just a dream, but can be realized in real situations. Since the model of the advertisement is the Brazilian woman, the long hair as the goal of L'Oréal Paris Dream Lengths meets the Brazilian beauty hair standard. In Brazil, the ideal of beauty concerns hair, with a preference for blonde and straight hair. Tagline L'Oreal Paris *"Because you're worth it"*

deserve to be a reminder and motivation for women who may be feeling down and down. The reason is, there is a value to be conveyed, namely that women should never feel worthless because they are worthy or worthy of doing anything. (Adventura da Brazil, 2023).

The line of inch in the advertisement also containing the myth that every inch of hair can be saved by using L'Oréal Paris Dream Lengths shampoo. It also proved by the model who raised her long hair up. So, having a long hair is not only a dream anymore because L'Oréal Paris Dream Lengths of have the solution to everyone who wants a long hair.

4.1.3 The myth meaning in L'Oréal Paris 6 Oil Nourish shampoo

The first data is L'Oréal Paris 6 Oil Nourish shampoo as shown in the picture above.

Figure 4.8 L'Oréal Paris 6 Oil Nourish shampoo advertisement
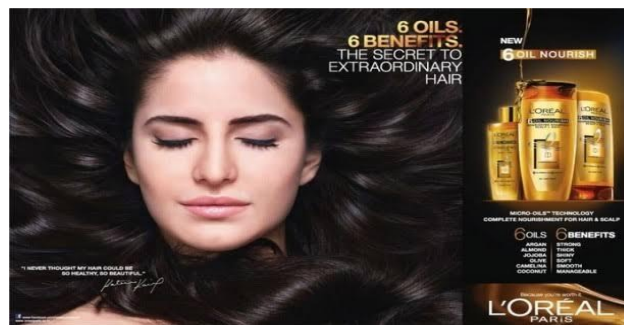
As can be seen on the shampoo advertisement there is a sentence or word that states *"6 oils, 6 benefits, the secret of extraordinary hair"*. From this quote, the ad wants to show the advantages of this shampoo to potential consumers that by using this shampoo, potential consumers will get hair care like a model. The use of a photo of a hot model who has good hair indicates that the photo is a support to show the superiority of the shampoo from L'Oréal Paris 6 Oil Nourish shampoo indirectly because the use of this model wants to give the impression that this product is very superior among international model women.

The myth meaning of the advertisement of L'Oréal Paris 6 Oil Nourish shampoo is that the product can be a solution to the woman who wants the healthy hair. The healthy hair in this case could be obtained because this shampoo product contained 6 oils that have been trusted to nourish the hair from inside. This advertisement used Kathrina Kaif who comes from India. According to the ideal beauty of Indian, a beautiful woman has fair to medium skin, a small waist but broad hips and chest, large eyes, bright red lips, and long dark hair. (Gells, 2011). So, the appearance of Kathrina with her long black hair in the advertisement of L'Oréal Paris 6 Oil Nourish shampoo is an illustration of the modern Indian women's beauty. L'Oreal Paris 6 oil nourishing shampoo and conditioner, are truly hair-scalp nourishing products. They gradually make hair healthier and lovely, preserving

its beauty for a long time. One has to be patient with this range, but it will do wonders for the hair.

4.1.4 The myth meaning in L'Oréal Paris Fall Resist shampoo

The first data is L'Oréal Paris Fall Resist shampoo as shown in the picture below.

Figure 4.9 L'Oréal Paris Fall Resist shampoo advertisement

The myth in the advertisement of a L'Oréal Paris Fall Resist Shampoo contained the meaning that this product could protect the hair from the roots. Someone who used this shampoo product could solve her problem with hair damage. It might be trusted because the international singer Jennifer Lynn Lopez or Jlo, has proven it.It might be trusted because the international singer Jennifer Lynn Lopez or Jlo, has proven it Based on American beauty standards, people whose hair is wavy or straight in texture, soft to the touch, long and stretchy, and requires minimal treatment or product intervention are considered as good or pretty (Perception Institute, 2023). So, the appearance of Jlo with her long hair and ponytail style is the illustration of beauty hair according to American beauty hair standards.

Another myth in L'Oréal Paris Fall Resist Shampoo advertisement is the shampoo product can repair the fallen hair and make it strong like *keris. Keris* itself is a strong traditional weapon. Then, this shampoo product is a luxury and trusted product that can be used by the woman to repairing the fallen hair and make it strong and shiny.

4.1.5 The myth meaning in L'Oréal Paris Colour Protect shampoo

The first data is L'Oréal Paris Colour Protect shampoo as shown in the picture above.

Figure 4.10 L'Oréal Paris Colour Protect shampoo advertisement

The myth on using Julianne Moore as the model of advertisement is shown as a woman with long, silky, and healthy hair. The model is trying to show this by stroking her beautiful, neat and smooth hair. In this picture, the model is trying to show the beauty of her long, shiny and easy-to-manage hair, as if she had gone to the salon. This is deliberately presented so that potential customers are interested in the L'Oréal Paris Colour Protect shampoo brand if they want to have hair like Julianne Moore. Then you will get the impression of an elegant and confident woman when you see this advertisement for L'Oréal Paris Colour Protect shampoo, because Moore's facial expressions show full of confidence, looking to the future and a smile without a doubt that marks a success.

Based on the explanation above, the myth in the advertisement of L'Oréal Paris Colour Protect shampoo tries to promote that everyone should not be afraid to have coloured hair. Not only young women, older women are also permitted to follow their passion to have coloured hair. To follow the passion on colouring the hair, L'Oréal Paris Colour Protect shampoo can be a solution to protect the coloured hair (Loreal Paris, 2023)

CONCLUSION AND SUGGESTION

5.1 Conclusion

After analyzing the five best of L'oreal Paris shampoo using a semiotic method by Roland Barthes theory, the conclusion of this study was elaborated. The researcher found visual and verbal signs from the advertisement of L'Oréal Paris shampoo products, that are used to find denotative and connotative meanings. The findings indicate denotative meanings of signs revealed were black hair, long hair, wavy hair, woman, smiling face, purple dress, purple shirt, orange background, black belt, and products of L'Oréal Paris shampoo. The connotative meanings of the signs revealed elegance, friendliness, confidence and self-esteem, freedom of expression and creativity, and empowerment of women

Based on the representation of the use of colour, the five advertisements above show that L'Oréal Paris shampoo advertisements use black as the dominant colour. The myth meaning of black in the advertisement is luxury, refinement, and elegance. The color selection in L'Oréal Paris shampoo advertisements displays colors that are quite often associated as female colors or feminine stereotypes.

Based on the models used as representation, both of these advertisements used female models that excel in L'Oreal products. The models have different areas of success. The models used in these advertisements are, on average, world artists such as Jennifer Lopez and Julianne Moore, film players, and businessmen. However, the concept of the young woman featured in

an ad for L'Oreal products is the same, which is to show women's elegance by having healthy, beautiful and long hair that does not fall out easily.

Overall, the analysis provided insights into how these ads strategically use signs and symbols to convey messages about beauty, confidence, and femininity.

5.2 Suggestion

The researcher hoped this research could be another reference in founded connotative and denotative meanings in the advertisement. It will give the reader additional knowledge about semiotic signs appearing in many advertisements from the perspective of Roland Barthes's theory. The researcher hoped this research could be another reference in founded connotative and denotative meanings in the advertisement. It will give the reader additional knowledge about semiotic signs appearing in many advertisements from the perspective of Roland Barthes's theory. The researcher suggests the next researcher to conduct research about semiotics, not only about connotative and denotative signs, but also in a wider aspect. Moreover, future research could use other media, such as a social media network with numerous parts of the data.

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