

Semiotic Analysis Of Beauty Representation In Pantene Miracles Supplement Daily Advertisement Version Of Maudy Ayunda

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ABSTRACT

Semiotics Analysis of Beauty Representation in Pantene Miracles Supplement Daily Version Maudy Ayunda advertisement through Youtube media which aims to analyze, describe and know the meaning of beauty advertisements hosted by Maudy Ayunda based on icons, symbols and also indexes in Pantene Miracles Supplement Daily advertisements using research in the field of semiotics. This research aims to analyze the overall beauty in the Pantene Miracles Supplement Daily advertisement version of Maudy as the advertisement model and identify signs of beauty through icons, indexes, and symbols contained in the advertisement using Charles S. Pierce's semiotic theory. The research method used in this research is descriptive qualitative research. This is because this research activity will produce descriptive data in the form of written or spoken words from something observed. Qualitative research is more descriptive. The data collected is in words or images, so it does not emphasize numbers. Based on the results of research and discussion, the representation of beauty in the advertisement Pantene Miracles Supplement Daily Version Maudy Ayunda, there are 19 icon signs, 5 index signs, and 12 symbol signs. In the icon, index, and symbol type signs of beauty, one of them is represented through Maudy Ayunda's appearance with hair conditions and in the form of a narrator's voice from Pantene advertisements.

Introduction

Representation comes from English representation, representing, picture, or depiction. Representation is how the world is socially constructed and represented to and by us. Through representation, humans can interpret the concepts in the human mind; representation is using language to express something meaningful or present to others. Representations can be words, images, or stories representing ideas, emotions, or facts. Representation is crucial to how meaning is produced and exchanged among culture members. The objects involved in representation are language, signs, and images (Dassy et al., 2010). The concept of representation is used to describe the expression of the relationship between advertising texts (media) and reality. Representation is the process by which culture members use language to produce meaning. In this case, language is defined more broadly as any system that uses signs. Signs here can be verbal or non-verbal.



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The lifestyle of today's modern society must be distinct from the mass media, which follows existing developments. Mass media has become a phenomenon in the communication process because it has become a tool/medium for delivering messages to a broad audience. Mass media is used by everyone and in various places as a means of conveying messages and obtaining information. With mass media, we will know the various developments that occur worldwide. One of the most widely used mass media today is Youtube. Almost everyone uses Youtube as a medium for obtaining information. By using Youtube, people no longer need to read or hear the news delivered but can directly witness the communicator. Youtube's broad reach can be reached simultaneously; the messages and information conveyed through Youtube can reach its target audience. Youtube contains elements of sound, image, and motion. Therefore, the message conveyed can attract public attention.

Advertisement has a function to popularize a product through which consumers can find out and recognize the products quickly (Handayani & Indah, 2022). Advertising is an inseparable part of human life. We can find advertisements anywhere and anytime because advertisements are everywhere. The recent advertisements have shown how effective they are to influence society through the many ways of advertising their product (Qadafi, 2014). Advertising is a form of broadcast used as a promotional tool to influence the audience. Advertising is an effort to use the media to convey sales messages with a persuasive approach to potential buyers (Pratama et al., 2022). Promotion is the art and science and one-way flow of information or persuasion that can guide organizations or individuals to create a relationship between buyers and sellers (Rouf et al., 2021). Advertising is a form of non-personal communication about an organization, product, service, or idea paid for by a known sponsor (Meidiati, 2016). Entrepreneurs utilize advertisements in the mass media to promote their products so that the public is interested in buying and using these products. With all forms of creativity, advertisements are made as attractive as possible to create a good image for the product and the company. In addition, advertising aims to create a different brand from the same product type.

Youtube is a platform created in 2005 by Chad Hurley, Steve Chen, and Jaweb Karim to remove the obstacles of sharing videos in an easier way for the community through the website. Youtube's capabilities have grown far beyond its first features to become a meta-businesses media. Media meta-businesses are a form of business sector innovation that uses new media to develop the value of information into profits for the creator of the information (Raniah, 2022).

The use of women in advertisements aims to attract the audience. The use of women in advertising is so that advertisements can sell. Women are believed to be able to increase product sales. If the target market is female, her presence is an actualized face representing her identity/existence. Women and mass media have a strong relationship in the meaning of symbols of femininity and beauty. Given that women cannot be separated and always want to look beautiful, the mass media measures the standards of female beauty. A simple example of mass media's role in beauty, especially advertising, is that various kinds of beauty product advertisements are displayed on

television every day. They started with bath soap, face wash, moisturizer, shampoo, powder, and so on (Nuril, n.d.).

Based on the background explanation above, the researcher formulates the problem in the research "How is the Representation of Beauty in the Pantene Miracles Supplement Daily Ad Version of Maudy Ayunda."

Literature Review

This research relies on previous studies that have relevance, especially in discussing the topic of female beauty. First, a study entitled "Representation of Beauty in Make Over Beauty Beyond Rules: Art Collaboration" concluded that the characteristics of female beauty in Make Over Beauty advertisements in the form of female beauty are no longer limited by existing and developing beauty standards in Indonesia. Beauty is no rule or standard that must be fulfilled, and women dare to express themselves and be confident because beauty has no limits.

Method

The research used in this study is descriptive qualitative research. This is because this research activity will produce descriptive data in the form of written or spoken words from something observed. Qualitative research is more descriptive. The data is in words or pictures, so it does not emphasize numbers (Prof.Dr.Sugiyono, 2013). This research is used to find out about the analysis of beauty in the advertisement Pantene Miracles Supplement Daily Version Maudy Ayunda in more depth. The data used in this research is not statistical but descriptive, with words, not numbers. Because it uses semiotic methods, researchers prioritize interpretation and qualitative analysis and cannot be separated from the nature of interpretative research.

Primary data in this study were obtained from the advertisement of Pantene Miracles Supplement Daily Version of Maudy Ayunda. Primary data in this study is audiovisual advertisements obtained by downloading from the Youtube social media page. In comparison, secondary data supports research and is obtained from other reference sources such as books, articles, and other sources relevant to this research. Data collection conducted by researchers is by direct observation, namely observation. The object under study is the Pantene Miracles Supplement Daily Version of the Maudy Ayunda advertisement.

The analysis technique used in this research is semiotic analysis. The author uses Charles S. Pierce's semiotic model, called Triangle Theory, in this research. The semiotic analysis reads signs and symbols considered significant in describing beauty.

Findings and Discussion

PT P&G Company Profile

P&G's presence in Indonesia was initiated by PT Richardson Merrel Indonesia (RMI) in 1970 through the Vicks brand, which was later acquired by P&G in 1979. The presence of RMI in Indonesia was replaced by the establishment of PT Procter & Gamble Indonesia in 1989. Then it became PT Procter & Gamble Home Products Indonesia in 1997 until now. P&G Indonesia's product range includes world-renowned

brands, including Pantene, Downy, Gillette, Head & Shoulders, Olay, Oral-B, Pampers, Rejoice, Vicks, Wella, and others. P&G is an international company that produces fast-moving consumer goods. P&G's headquarters was in Cincinnati, Ohio, United States, in 1837. The company employed 140,000 workers in 2005. Today, P&G is a rival of Unilever

The Results of the Discussion of Analysis on The Signs And Meanings of Icon Types

Based on the Pantene Miracles Supplement Daily advertisement analysis, there are 19 icon signs. In some of the icon signs in the Pantene Miracles Supplement Daily Maudy Ayunda Version advertisement, beauty is represented through the figure of Maudy Ayunda, color selection, and product packaging. Maudy Ayunda has been Pantene's brand ambassador since 2019 until now. Maudy Ayunda was chosen as a brand ambassador because she has a vision and mission that align with Pantene, which is beautiful with a good heart. Maudy has a beautiful, intelligent face and is a busy career woman.

This is used in the Pantene Pantene Miracles Supplement Daily advertisement to invite female audiences that modern and busy women are women who can still maintain the health and beauty of their hair. Hair care products, especially shampoos, are not new to female consumers. However, with the increasing number of women who do not have time to take care of their hair, Pantene created a new formula so that they can still take care of it without having to go to the salon.

The Pantene Miracles Supplement Daily advertisement's color selection displays colors that are often associated with women's colors or feminine stereotypes. The white color symbolizes purity, freshness, purity, and cleanliness. The choice of white color is found in the color of Maudy's clothes and the color of Pantene Miracles Supplement Daily product packaging, which symbolizes happiness, prosperity, and splendor and makes it one of the signs of beauty representation. The design and color of the packaging are shaped in such a way that this product looks beautiful and looks elegant.

The shooting technique indirectly also represents beauty by displaying images focusing on Maudy Ayunda's healthy and long hair, emphasizing the characteristics of a beautiful woman. In this case, the medium shot and extended format techniques are most often used, which show the subject of the person from the hands to the top of the head. The extended shot technique records the whole image from toe to head, which can also be interpreted as an image composition focusing on the face or product.

Discussion of Analysis Results on Signs and Meanings of Index Type

The analysis results on the Pantene Miracles Supplement Daily Maudy Ayunda Version advertisement contained five index signs. In the ad, beauty is represented through healthy hair condition. The ad shows that the condition of damaged hair is caused by not being maintained due to fatigue and using shampoo is insufficient. The problem can then be solved using Pantene Miracles Supplement Daily, Pantene's shampoo-conditioner that specifically addresses various hair damage problems; after using Pantene, the hair looks twice as healthy and robust.

Pantene also makes Maudy Ayunda confident. In the advertisement, Maudy Ayunda is seen walking steadily while shaking her healthy and beautiful hair and showing in detail that her hair is not dull. This shows that she got her healthy hair by using Pantene conditioner.

Discussion of Analysis Results on Symbol Type Signs and Meanings

Based on the Pantene Miracles Supplement Daily advertisement analysis, there are 12 symbol signs. The symbol signs in the ad are in the form of verbal signs of Maudy and the narrator's voice, the sentences spoken in the verbal sign arrangement follow the real meaning and are spoken with precise but soft intonation and can be one of the representations of beauty because soft is synonymous with female beauty. Interpretant lies in the use of English because Pantene is a global product. The use of English shows a desire to call this product from the West, where the West is synonymous with technological advancement and quality. It can be seen that the Pantene Miracles Supplement Daily advertisement gives a message that women must maintain and care for their hair to keep it healthy and look beautiful.

Beauty Representation of Pantene Miracles Advertisement Supplement Daily Versi Maudy Ayunda di Media Youtube.

From the analysis of Pantene Miracles Supplement Daily television commercials, each scene has icons, index, and symbol signs. In several icon signs in the Youtube advertisement for Pantene Miracles Supplement Daily Version of Maudy Ayunda, beauty is represented through Maudy's figure, color selection, and shooting techniques. Maudy Ayunda has been Pantene's brand ambassador since 2019 until now.

The color selection in the Pantene Miracles Supplement Daily Youtube ad features colors that are often associated with women's colors or colors that have meanings close to feminine traits or stereotypes. The shooting technique and lighting indirectly represent beauty by displaying images that focus on the part of Maudy's hair that is considered healthy and robust, confirming the standard characteristics of beautiful hair for women.

Pantene seeks to target career, beautiful, young, and modern women as its target audience through advertising. If previously Pantene used Anggun C. Sasmi, with a mature to middle-aged woman, this time there was a change in strategy by the Pantene brand by using Maudy Ayunda, who is known among young people from teenagers to adults so that she is considered capable of representing the beauty of modern women today. In the Pantene Miracles Supplement Daily ad, people are invited to look perfect and confident without thinking about the problem of dull and tired hair. In the ads Maudy Ayunda says, "My hair is often tired, is it because I just use shampoo? Now not anymore, I use Pantene new conditioner supplements every day after shampooing". This indicates that no matter how good the look is, if the hair is dull and tired, it will not look perfect.

Conclusions

Based on the results of the analysis with a semiotic approach, it can be concluded that the representation of beauty in the advertisement Pantene Miracles

Supplement Daily Version Maudy Ayunda can be seen in the following icons, indexes, and symbols:

Icon

Beauty is represented through the iconic figure of Maudy Ayunda, where Maudy represents the beauty standards of beautiful women. This is because Maudy has healthy, long, and black hair, following the hair types of people in Indonesia. The color of the product packaging also plays a role in shaping stereotypes of feminine women, where gold dominates the product packaging color. Gold, which means happiness, prosperity, and splendor, is associated as a color for women. The shooting also strengthens the impression of beauty by displaying images focusing on healthy, strong, and long hair, which can further emphasize the characteristics of beautiful women.

Index

The representation of beauty is shown through the index in the form of hair condition. Healthy hair is certainly hair that is not blisters, rough, or dull. The advertisement shows the condition of dull, damaged hair where such hair is unhealthy and not beautiful. For this reason, Maudy, who is busy with activities, shortens the time by using Pantene. This is further reinforced by efforts to improve the condition of the hair using Pantene products, that dull hair will return fresh and strong.

Signs

Beauty is represented through symbols in the form of a narrator's voice with precise but soft intonation. This is one of the stereotypes where women are synonymous with gentleness. The back sound and text used also support the representation of beauty.

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