

## **VERBAL AND VISUAL SIGNS FOUND IN Y.O.U COSMETIC ADVERTISEMENTS**

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**Abstract**– The aim of this study is to find out verbal and non-verbal sign in Y.O.U Cosmetic advertisements. While these Y.O.U Cosmetics Advertisements aim to sell us products, they also communicate powerful messages through the clever use of semiotics, the study of signs and symbols. Verbal and non-verbal signs, especially in advertisements, are very important, which function as intermediaries for the intent and purpose of the advertisement. The method that was applied in this research is descriptive qualitative method. The result of this shows 30 denotative meanings and 21 connotative meanings for verbal and nonverbal signs

**Keywords:** *Advertisements, Cosmetic, Connotative, Denotative, Verbal*

### **1. INTRODUCTION** *Advertisements, Cosmetic, Connotative, Denotative, Verbal*

In the dynamic world of advertising, where products vie for attention amidst the constant barrage of information, cosmetic advertisements stand out as a unique blend of verbal and visual communication strategies. Semantics is also clearly related to advertising because semantics can also be interpreted as the study of meaning, also semiotics is the science of signs and also how their function, their relationship with other words, their delivery and reception by those who use semiotic signs (Van Zoest (in Sobur 2001, p. 96). semiotics is also used to see how different communication methods (for example, apart from language, there are visuals, or gestures) can create meaning. And these advertisements not only promote beauty and personal care products but also encapsulate cultural ideals, aspirations, and desires. By employing a combination of linguistic and visual elements, cosmetic advertisements effectively engage consumers and convey brand messages. This synthesis of verbal and visual signs forms the crux of cosmetic advertisements, allowing for a comprehensive and captivating approach to capturing the audience's imagination.

The phenomenon that supports the opinion above is, with attractive advertisements of course people who see these advertisements will be interested in buying these products, especially in commercial advertisements that aim to sell a product. Cosmetic advertisements can be broadly categorized into two main types: print and digital. Print advertisements primarily include beauty and skincare products featured in magazines, newspapers, billboards, and posters. These advertisements leverage the power of visuals to showcase the product's benefits and effects, often accompanied by concise and persuasive textual descriptions. Y.O.U Cosmetic advertisements emerge as a remarkable fusion of verbal and visual communication strategies. As a prominent player in the beauty and personal care industry, Y.O.U Cosmetic employs a unique blend of linguistic and visual elements to craft advertisements that not only promote their products but also, desires, and the essence of self-expression. Self-expression here means that someone, especially women who use cosmetics can increase their self-confidence and also be able to express themselves, This opinion is supported by research from Negrin (2000) which states that cosmetics are part of self-expression for a woman. Women can be said to practice beauty, or "beauty work", to improve their physical appearance, such as applying cosmetics, skin care, the phenomenon of this study is that women as "beauty work" are mostly dependent on cosmetics. Beauty work can function when self-expression changes other people's perceptions and, in turn, influences marketing. Therefore, beauty work has something to do with cosmetic advertisements and analysis of verbal and visual signs in advertisements. By seamlessly integrating verbal and visual signs, Y.O.U Cosmetic advertisements stand as a testament to the power of cohesive marketing in capturing the imagination of consumers. Y.O.U Cosmetic advertises consistently blend verbal and visual signs to convey messages that resonate with their diverse audience.

We have chosen this advertisement from Y.O.U Cosmetics as the data source, Y.O.U Cosmetics is an international beauty brand from HEBE Beauty Group that has been established and is well-known since November 2018. It has developed very rapidly and can attract the interest of people who see the advertisement to buy Y.O.U Cosmetics products. Buyers are also interested in buying Y.O.U Cosmetics products starting from seeing the benefits that exist in these products, to the many and very attractive color choices in this Y.O.U Cosmetics advertisement. Not only to beautify yourself, this Y.O.U product has several meanings that can be conveyed through the images implied in the cosmetic advertisement. Namely contained words or sentences that inform images and colors that are different from the advertisement. Reviewing some of the past research on the term cosmetic advertisements will undoubtedly be helpful for this research and the process of conducting this research was greatly influenced by prior studies will greatly assist this research in examining matters relating to the semiotics of verbal and non-verbal signs, especially in commercial advertisements. This research process will be greatly assisted by previous studies. Three verbal signs and three visual signs combined to attract the attention of the audience in understanding the message of this advertisement found in the research by Ni Made Ariani (2021 ). The findings from Ayu Pertiwi (2016) also reach a similar findings. Yolinda (2022) and Pratami (2022) produced the same results, analyzing verbal and visual signs along with their connotative and denotative meanings. Putra et.al (2022) found two meanings of denotative and connotative in WiFi Internet Advertisement, the research also found that there are many conceptual meanings from verbal signs, and connotative meanings are found in many visual signs. From the previous studies above, it can be concluded that the most important things that must be present in advertisements are verbal and non-verbal signs. The uniqueness of this research from previous studies is in terms of data sources taken from advertisements by Y.O.U Cosmetics, which create advertisements that not only promote their products but for the essence of self-expression and “Beauty Work”.

## **2. RESEARCH METHODS**

The data used in this study were taken from Y.O.U Cosmetic advertisements from <https://youofficial.com/>. The writer chose the Y.O.U Cosmetic brand used in this study because the brand is well known to many people and also has many meanings behind the messages conveyed to consumers through advertisements, and also has verbal signs and non-verbal signs that can be studied more deeply for this research. Saussure's theory (1983: 65) is the first theory used to find out the verbal and non-verbal signs contained in Y.O.U cosmetic advertisements. The second theory is from Barthes (1977: 89) this theory is used to analyze the meaning of verbal and non-verbal signs. verbal in Y.O.U Cosmetic advertisements, and also this theory can support these advertisements to examine the colors in these advertisements (1996). Formal and informal methods are also used in this study namely to present the findings described in this analysis.

## **3. RESULT AND DISCUSSION**

### **3.1 RESULT**

In this section, this study describe the classified verbal and visual signs contained in Y.O.U Cosmetics, specifically there are 8 advertisements that have been selected by researchers. And here will also explain the relationship between verbal visual signs and Beauty Work. Beauty work itself can be of particular concern, especially for women. The link between beauty work and verbal non-verbal signs is to convey messages through these advertisements, especially in cosmetic advertisements because not a few women want to look perfect and attractive to get the title of beauty. In fact, it is not uncommon for a woman to be willing to do things that are not easy to be beautiful, use cosmetics etc. Here is the data:

**Table 1. Result of Verbal and Visual Sign in Y.O.U Cosmetics Advertisement**

ADVERTISEMENTS	VERBAL SIGN	VISUAL SIGN
Classic Colors Advertisemen	<ol style="list-style-type: none"> <li>1. Classic Colors</li> <li>2. 04 Choco</li> <li>3. 06 Scarlet</li> <li>4. 08 Midnight</li> </ol>	<ol style="list-style-type: none"> <li>1. Picture of lips that show the color of choco</li> <li>2. Picture of lips that show the color of scarlet</li> <li>3. Picture of lips that show the color of Midnight</li> <li>4. Pictures of lipsticks that show the variants of each color</li> <li>5. Background of this advertisements is pink</li> </ol>
Y.O.U Colorland JuicyPop Lipstick	<ol style="list-style-type: none"> <li>1. Y.O.U Colorland</li> <li>2. Juicy Pop Lipstick</li> </ol>	<ol style="list-style-type: none"> <li>1. The picture of woman who slightly opened her lips with a smile and one hand touching the lips and also one hand holding 3 variants of lipstick</li> <li>2. Background of this advertisement is cream with a shelf attached to the wall</li> </ol>
Y.O.U Perfect Blush Contour Palette	<ol style="list-style-type: none"> <li>1. Y.O.U Official Store</li> <li>2. Perfect Blush Contour Palette</li> </ol>	<ol style="list-style-type: none"> <li>1. Picture of the product showing the 4 different colors in the Perfect Blush Contour Palette</li> <li>2. Background of this advertisements is gray</li> </ol>
Basic Collection Supreme Matte Lipstick	<ol style="list-style-type: none"> <li>1. Basic Collection Supreme Matte Lipstick</li> <li>2. Weightless Matte Texture</li> <li>3. Anti-drying &amp; Moisturizing</li> </ol>	<ol style="list-style-type: none"> <li>1. Picture of the product show the red color is the color contained in the lipstick</li> <li>2. The background in this ad is light pink filled with colorgradations</li> </ol>
Y.O.U Radiance Up Brighter Skin	<ol style="list-style-type: none"> <li>1.Y.O.U Radiance UP</li> <li>2.Brighter Skin In 14 Days</li> <li>3.8x SYMWHITE</li> <li>4.5% NIACINAMIDE 377</li> <li>5.Based</li> <li>Y..O.U Radiance Up! Anti-oxidant Serum</li> <li>6.Y.O.U Beauty</li> <li>Ambassador Kim Soo Hyun</li> <li>7.Limited Edition</li> </ol>	<ol style="list-style-type: none"> <li>1. This Y.O.U Radiance UP advertisement, features a picture of Korean artist Kim Soo Hyun as its brand ambassador.</li> <li>2. In this advertisement, there are 3 pictures of packaging On options and Y.O.U Radiance UP cosmetic variants. The Y..O.U Radiance Up Pure Cica 1 is in a pet bottle, the second is in a glass serum bottle, namely Antioxidant Serum 2, and the third is in a cosmetic jar packaging which contains Radiance Up 3 Moisturizing Cream.</li> </ol>
Colorland Soft Stroke Lip Clay	<ol style="list-style-type: none"> <li>1.Y.O.U</li> <li>2. Long Lasting Beauty</li> <li>3.Colorland Soft Stroke Lip Clay</li> </ol>	<ol style="list-style-type: none"> <li>1.The picture of the product</li> <li>2. The picture of the product , is a picture of a lipstick with the lid open and the inside showing red, which is product color.</li> <li>3. The picture of a woman who is smiling and applying ColorlandSoft Stroke Lip Clay lipstick on her lips.</li> </ol>
The Simplicity Eyeliner Pen	<ol style="list-style-type: none"> <li>1.The Simplicity Eyeliner Pen</li> <li>2.Precise Tip Liner</li> <li>3.Smudge-proof &amp; Water-resistant</li> <li>4.Quick Dry Eyeliner</li> </ol>	<ol style="list-style-type: none"> <li>1. The Picture of a woman wearing makeup and also wearing simplicity eyeliner pen and holding the eyeliner product in her right hand and placing it next to her eye</li> <li>2. The color of this product is light pink</li> </ol>
Prebiotic-Infused Micellar Cleansing Water	<ol style="list-style-type: none"> <li>1.Prebiotic Love At First Wipe</li> <li>2. Prebiotic-Infused Micellar Cleansing Water</li> <li>3.Dermatologically Tested</li> <li>4.Prebiotic-Infused</li> <li>5.4 in 1 Healthy Skin</li> </ol>	<ol style="list-style-type: none"> <li>1. The picture of a product that is poured and packaged into a plastic bottle containing a description of the product</li> <li>2. This product is a light pink liquid</li> <li>3.There are water dots</li> </ol>

### 3.2 DISCUSSION

#### Data 1 :



**Figure 1.** Y.O.U Perfect Blush Contour Palette Advertisement

The opening line of this advertising is a verbal clue. “Y.O.U Official Store”. This statement to show that a logo is an important identity for a company. A company's basic beliefs can be compellingly communicated through a logo, which can rapidly grab people's attention. as the consumer's initial contact with the business. It might pique customers' curiosity in learning more about the business if it is thoughtfully developed. A logo is the first thing customers will look for when they see any communication from a brand. It should be placed in the most visible part of all Y.O.U Official Store marketing materials. The second is the statement “Perfect Blush Contour Palette”. This describes the product name of the advertisement being marketed. With the name of this product, buyers will know the function of the Perfect Blush Contour Palette. It is 4 in 1 contour palette consisting of blush, contour, and highlights to produce firm and long-lasting facial makeup. By using this product, someone especially women can express themselves

The product image in this commercial, which displays the four distinct colors in the Perfect Blush Contour Palette, serves as the first visual cue. This face palette from Y.O.U Makeups consists of 2 blushes, 1 highlighter, and 1 contour that you can use as a bronzer or eyeshadow. The size is small so it is easier to carry around. This palette packaging is also equipped with a mirror. Unlike most face palettes, Y.O.U Makeups actually released shades, Peach Tones and Orange Tones for brown skin and Pink Tones for fair skin. The last visual sign in this advertisement is the background of this advertisements is gray. This product photo uses gray because this color is also considered a neutral color for the background. The use of this color makes the product photo stand out more because the background is calm. Gray is also often used as a background in fashion shops to 3D mannequin products.

Based on the results obtained from data analysis 1 the meaning contained is the dominant denotative meaning, because denotative meaning is the real meaning, for example Y.O.U Contour Palette, it includes denotative meaning, and this is very important for buyers to know what exactly the product will be purchased

**Data 2 :**



**Figure 2.** Y.O.U Radiance Up Brighter Skin Kim Soo Hyun

The statement “Y.O.U Radiance Up” is sign of the advertisement. This statement to show this product is a Series that formulates the best brightening agent ingredients such as Symwhite 377, niacinamide, licorice and other potential ingredients in a series of skin care series by combining scientific and technological sophistication and taking goodness from nature. Y.O.U wish Radiance Up can be a solution to the problem of dull facial skin and not only makes the skin brighter but also strengthens the skin barrier so that its health and beauty are always maintained. Radiance Up skincare series consists of exfoliating essence, serum, and moisturizing cream. All products contain brightening agents, such as Symwhite 377, 5 percent niacinamide (B3) and 2 percent vitamin C. The brightening agent content in each series of Radiance Up effectively brightens the skin 8 times in 14 days. The second is the statement “Brighter Skin In 14 Days”. This statement shows that Kim Soo Hyun's Y.O.U Radiance Up Brighter Skin product is able to brighten the appearance of facial skin in just 14 days. The Y.O.U Radiance Up! product line provides solutions to dull skin problems due to sun exposure, acne scars or air pollution. The next statement is “Based On Y.O.U Radiance Up Antioxidant Serum”. This statement showing the Radiance Up! It also contains licorice extract. This ingredient is known to have antioxidant properties, and helps inhibit the production of the tyrosinase enzyme which promotes melanin production. Radiance Up Antioxidant Serum is enriched with Korean camellia extract which is rich in antioxidants to prevent free radicals, as well as Carnosine which can help repair collagen and elastin in the skin. Sixth statement is “Y.O.U Beauty Ambassador Kim Soo Hyun”. On this occasion, Y.O.U Beauty announced its newest Brand Ambassador, namely Kim Soo Hyun, to be able to introduce products more broadly to the public. The hope is that by joining Kim Soo Hyun as a Brand Ambassador, he can become the new face of the brand and can play an active role in introducing the product more broadly. The last verbal sign in this advertisement is the statement “Limited Edition”. The purpose of this statement is that because Y.O.U Radiance Up is an ambassador for Kim Soo Hyun, this product is exclusive for a limited number of owners, and provides an overview of the best quality of the many products it releases. This skincare can also help someone who uses it to express themselves because by using skincare someone who previously lacked confidence because of skin color or something else can become more confident.

Visual sign in this advertisement is the Y.O.U Radiance UP advertisement, features a picture of Korean artist Kim Soo Hyun as its brand ambassador. It is known that Kim Soo Hyun managed to get the Daesang which is the highest nomination at the award ceremony, namely at the Asia Artist Award after 2 years of carrying out military service. This actor managed to keep his promise ten years ago which said he would become the best actor. So, by choosing Kim Soo Hyun as Beauty Ambassador, it is hoped that it can inspire the public, especially Y.O.U Beauty consumers, to always pursue their dreams and continue to feel confident. Second visual sign in this advertisement is the 3 pictures of packaging options and Y.O.U Radiance UP cosmetic variants. The first, Radiance Up Pure Cica 1 is in a pet bottle, the second is in a glass serum bottle, namely Antioxidant Serum 2, and the third is in a cosmetic jar packaging which contains Radiance Up. This means Y.O.U Radiance Up! packaged in white and orange box packaging with various information about each product on each side, making it easier for users to know the ingredients, how to use them, and the benefits they will get. Radiance Up! Pure CICA Essence is presented in a 100 ml glass bottle with a plastic cover on the top hole so that the liquid inside does not leak easily. Radiance Up! Antioxidant Serum is packaged in a 20ml glass dropper bottle. While Radiance Up! Deep Moisturizing Cream is also



presented in a 30g glass jar. The third variant of Y.O.U Radiance Up. Deep Moisturizing Cream enriched with Ceramide 1-3-6, Powerful Brightening System and Snow Mushroom Extract to strengthen skin protection system, brighten and maintain skin moisture.

From the results of data analysis 2 found more connotative than denotative meanings, for example "14 days" this could mean 2 weeks, but in this ad it means it can brighten the face in 2 weeks. This is important in advertising as a way to attract the attention of buyers with the slogan "Brighter Skin In 14 Days".

### Data 3 :



**Figure 3.** Y.O.U Prebiotic-Infused Micellar Cleansing Water

Verbal sign in this advertisement is the statement "Prebiotic Love At First Wipe". This statement to show this is the slogan of Y.O.U Prebiotic-Infused Micellar Cleansing Water where the makeup on the face will just disappear with love at the first removal. Prebiotic love at first wipe!" 100% naturally derived ingredient & skin microbiome balancing fragrance free, alcohol free, paraben free. The second verbal sign is "Prebiotic-Infused Micellar Cleansing Water".

First visual sign in this advertisement is the picture of a product that is poured and packaged into a plastic bottle containing a description of the product. the product image must explain in detail the product description Y.O.U Prebiotic-Infused Micellar Cleansing Water so that it can attract consumers and can be easily understood. can then capture a moving audience with a message. Posters are usually designed to convey a message, but they also have to be aesthetically pleasing to passers-by. Second visual sign in this advertisement is This product is a light pink liquid. Y.O.U Prebiotic-Infused Micellar Cleansing Water uses a pink color because it is a color that is synonymous with femininity. This color also symbolizes affection, so it is often chosen as the color of products used by women. Apart from buying skincare based on its ingredients and benefits, it must be admitted that sometimes people even unknowingly like to buy products that have cute packaging and interesting colors. The last visual sign in this advertisement is There are water dots. The water dots according to the Y.O.U Prebiotic-Infused Micellar Cleansing Water product because this product is in liquid form like water. Not without reason, micellar water is believed to be effective in shedding dirt on the face to the fullest, even in waterproof make-up which doesn't disappear immediately if you just rinse it with water. Apart from cleaning the face, micellar water also functions as a moisturizer and can help nourish the skin, therefore this skincare can also increase one's self-confidence so that people who use it can express themselves.

Data 3 dominant in denotative meaning because the words in the advertisements have the same true meaning. The actual meaning is very important in the ad to provide information on the content and what are the functions of the product to the buyer

## 4. CONCLUSION

The analysis's findings lead to the conclusion that Y.O.U cosmetic commercials In particular, eight advertising from three Y.O.U cosmetic advertisements have been

chosen by researchers and separated into 30 verbal cues and 21 visual signs. The data analysis revealed 30 denotative meanings and 21 connotative meanings for verbal and nonverbal signs. The model's emotion, the advertisement's image, and the color all contribute to the connotative meaning of this study. The statement in the commercial, the product's name, and the product's purpose, on the other hand, make up the denotative meaning. The connotative significance is the primary interpretation of the head vertical in. From the data analyzes above, the success of the signs and meanings in this cosmetic advertisement that emphasize Beauty Work can be seen from how many people buy and also use this product as seen on the www you.official website. Thus, it means that the verbal and visual signs are successful in emphasizing Beauty Work through the signs and meanings in the cosmetic advertisement..

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