

**A SEMANTIC ANALYSIS ON THE LANGUAGE AT THE LABEL OF
NIVEA PRODUCT**

THESIS

Presented to
State Islamic Institute of Kediri
In Partial fulfillment of Requirements
for the Degree of *Sarjana* in English Education



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2019

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I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

This thesis is to fulfill the requirement for the degree of *Sarjana (S1)* in English Study Program, State Islamic Institute of Kediri.

Kediri, August 15th 2019

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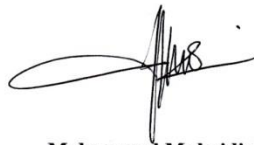
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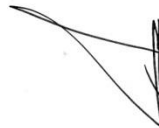
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Bersama ini terlampir satu berkas naskah skripsinya, dengan harapan dalam jangka waktu yang telah ditentukan dapat diajukan dalam sidang Munaqasah.

Demikian agar maklum dan atas kesediaan bapak, kami ucapkan banyak terimakasih.

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Setelah diperbaiki materi dan susunannya, sesuai dengan beberapa petunjuk dan tuntutan yang diberikan dalam sidang munaqasah yang dilaksanakan pada tanggal 24 Juli 2019, kami dapat menerima dan menyetujui hasil perbaikannya.

Demikian agar maklum dan atas kesediaan bapak, kami ucapkan banyak terimakasih.

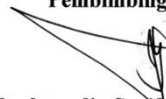
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MOTTO

*Allah has a purpose for your pain, a reason for your struggles,
and a reward for your faithfulness.*

Don't give up.

Dr. Bilal Philips

يَا أَيُّهَا الَّذِينَ ءَامَنُوا اصْبِرُوا وَصَابِرُوا وَرَابِطُوا وَاتَّقُوا اللَّهَ
لَعَلَّكُمْ تُفْلِحُونَ

(Ali 'imran : 200)

*O ye who have believe ! Persevere in Patience and constancy, vie in
such perseverance, strengthen each other, and fear Allah. That ye may
prosper. Written by Abdullah Yusuf Ali*

DEDICATION

With all of my love, I dedicated my thesis to :

- My beloved Allah SWT and prophet Muhammad SAW who always guide me and take care of me to be a good person.
- My beloved father (Sumadi) and my mother (Suparmi Ariami) who always has honesty sincerity to support me up, educate, accompany and pray to me until getting success and their greatest live for me at all until I can accomplish this script.
- All of my family which I cannot mention one by one. They who love me very much and because of their help, support and big love, so I can finish my paper well. Thanks you are always beside me in certain condition.
- My beloved best friend (Lelya Hedriana, Esty Ma'rifatul Faridhah, Rovita Jayaning Shoimah, Aula Nuril Hadiani, Diana Kartika Fajarini).Thanks for your love, help, motivation, opinion, and pray for me. Thank you for everything, Love you dear.
- My beloved group in PEJUANG TOGA (Lelya Hedriana, Novi yasintarini, Rosy Agusti, and Hilya). Thank you for everything, Love you dear.
- My beloved group in TIGA CEWEK CANTIK (Susi Wibawati, Widya Fibrihana) Thank you for your support.
- My beloved classmates in TBI class A, and big family of TBI, KKN, PPL that I cannot mention one by one. Thanks for your giving support and giving me a wonderful togetherness.

- All of my people who ever existed in my life, thanks for your memories and experiences you have given me.
- My Almamater IAIN Kediri, Thanks for everything.

ACKNOWLEDGMENT

Alhamdulillah, this thesis has been completed because of blessing, merciful and almightiness of Allah SWT.

Shalawat and salam may be given to prophet Muhammad SAW who has taken all human being from darkness to the lightness. It is my pleasure to acknowledge the following people for their contribution to the writing this thesis.

The writer would like to express her genuine thanks to :

1. Dr. H. Nur Chamid, MM. as the chief of the State Islamic Institute (IAIN) of Kediri.
2. Dr. H. Ali Anwar, M.Ag as the dean Faculty of Education and Teacher Training IAIN Kediri.
3. Dr. Ary Setya Budhi N, M.Pd as the Head of English Education Program who has given some information so the writer can accomplish this thesis.
4. Mohammad Muhyidin, M.Pd and Burhanudin Syaifulloh, M. Ed as my advisors who gave me suggestion and guidance in completing this thesis.
5. Kristanti as my investigator who help me to give me support.

6. All lecturer of IAIN Kediri for their guidance and knowledge that have beengiven during the writer study at IAIN Kediri.
7. My beloved father and my beloved mother who give me love, attention, motivation and pray along of my life.
8. All of my family who gave me prayer and support in finishing this thesis.
9. All of my friends who gave me support and criticism in completing this thesis.

The writer expresses her enormous appreciation for any assistance you gave. Sincerely realize that this work is not the perfect one. The writer hopes this thesis will be useful and give advantages for everyone who deals with teaching and learning English especially for teaching Semantics. The writer opens up her heart for any critic to make it better.

Kediri, August 15th 2019

The writer

ABSTRACT

HANDAYANI, LILIK TRI. 2019. *A Semantic Analysis of The Language at The label of Nivea Product.* Department of English Language Education, Faculty of Tarbiyah, State Islamic Institute (IAIN) Kediri. Advisors: (I) Mohammad Muhyidin, M.Pd, (II) H. Burhanudin Syaifulloh, M. Ed.

Key words : semantic,denotative meaning,connotative meaning.

This study is semantic analysis of *Nivea* product found in the advertisements website. Semantics is the study of meaning and linguistics semantics is the study of meaning as expressed by the word, phrases,and sentence of human languages. In *Nivea* product ,there is a meaning of the word. The word is part of meaning in *Nivea* product .The aim of this research to identify types of meaning on *Nivea* product through advertisements website.

The research method used in this research is descriptive qualitative. The data source used in this study are 7 *Nivea* products. The researcher is the main instrument of this research. To collect data the researcher uses picture female hand body lotion product, by *Nivea* company. The data were analyzed using some steps as observer,analysis,and make a conclusion. The researcher tries to analyze semantics meaning on hand body lotion product to know the meaning of the word.

The researchers found two types of meaning on female body lotion product. The result of the research has shown that there are two types of meaning for data through semantic analysis based on the content of message. There are two types of meaning in this study are denotative meaning and connotative meaning. All of product totally there are 7 denotative meaning and 7 connotative meaning on *Nivea* products.

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CHAPTER I

INTRODUCTION

This chapter explains such as the background of the study, research problems, the purpose of study, the study, scope and limitation, and definition of key terms.

A. Background of the study

Linguistics is the scientific study of the structure and development of language in general or of particular languages. A scientific study must be empirical, it must be possible in some way to test and verify the statements made within it. It is easy enough to apply to phonetics can observe what is happening, can listen to a person speaking. moreover, describe the operations of the vocal organs or with the aid of scientific instruments can measure precisely the physical characteristics of the sounds that are emitted. But there is, unfortunately, no similar, simple way of dealing with semantics. It is not all clear what constitutes evidence for a statement about meaning, and some of the theories that have laid most claim to being scientific have proved to be the most unsatisfactory. Precisely what is meant by scientific or empirical in the context of linguistic study is a matter some debate.

Semantic is study of meaning in a language at a level higher than phonetics and phonology, morphology and syntax. It is generally defined as the study of meaning in language.

Advertisements is one of the communication tools used by companies or producers to convey information about services to the public. According to Machfoedz (2010) advertisement is giving information and promotion by sponsors to offer ideas, things or service to the community. Advertisement aims to provide information and persuade consumers to try or consumer products and services offered by companies or sponsors. In any kinds of Advertisements, one of the Advertisements is an online advertisement.

Online advertisement is one way using a website to offer a product on using internet or website for sale of the product and service. The aim to get many advantages on the internet. The customer used media online advertisement can see offer product, the product hopes to get any target for sale the product.

Cosmetics is material used on the body or human skin. Cosmetics has any function in life such as increase attractiveness, protect skin in good condition, and to improve dry skin. The product of beauty cosmetics is produced to protect or renew arrival to body

unwittingly cosmetics given a different color to human life. The description of beauty cosmetics is ingredients beauty to transfer force on beauty and healthy for skin body. According to (Jellinek,1970)tells about the laws of physics biology microbiology chemistry for the purposes of making storing.

Female beauty product is women avail to wish for tending foodstuff tin make brighter skin. Female beauty product feels like cringe pores and eliminates bad skin scars. The preserve stiffens skin, hard skin and assuages facial skin. The women want the skin concentration products crop can be able to check wrinkles as needed.

The reason for choosing this topic is the writer wants to analyze and to find out the meaning behind the word by semantic language. The writers can find some meanings in the advertisement. semantic can analyze everything can be taken as a meaning. It is only the word in the advertisement .The writer interests with female beauty product in the advertisement because in a female product have several function and meaning in the product. So the writer interests to know about type of meaning into a female beauty product.

B. Research Problem

According to the statement in background of the study the researcher wants to know “What types of meaning are found in female beauty product advertisements?”.

C. Purpose of the study

Based on the research problem, the purpose of this study is identify types of meaning on female beauty product advertisements.

D. Significance of the study

The finding of this study is expected to explain in female beauty product advertisement. For the researcher, this study is very useful because it can give more knowledge about the function of the meaning of word in female beauty product advertisement.

The result of this study gives the information the meaning of the word on the female beauty product Nivea company for English teacher and English student based on the analysis. For the readers of this study more useful when using the meaning of the word on female beauty product advertisement after getting some information from this study, the researcher hopes the reader more carefully to take the benefit in a beauty product.

E. Scope and limitation

In this study, the writer just focuses on semantic meaning of the word. The writer just takes data online advertisement so the data is from the internet. The writer just wants to take hand body lotion. The writer analyzes semantic meaning of the word which occurs in beauty product advertisement. Semantic meaning in this study is using theories which are used in this study from

F. Definition of Key Terms

The writer wants to explain the sign of the word in this research to avoid misunderstanding because it is essential to give the definition of key term. The definition of key terms are presented.

1. Linguistics

According to Lim (1975:3) defines that linguistics is the scientific study of language. Linguistics has also the framework or theoretical methods that could be categorized as the scientific method. The scientific method for human and social studies. Language analysis is done systematically within the framework of some general theory of language structure.

2. Semantics

According to (Palmer, 1981 : 1) semantics is the technical term used to refer to the study of meaning, and meaning is a part

of language, semantics is a part of linguistics. Unfortunately meaning covers a ment about the nature of language and there is no general agreement about the nature of meaning.

3. Advertisement

According to Machfoedz (2010) advertisement is giving formation and promotion by sponsors to offer ideas, things or services to the community. Advertisement aims to provide information and persuade consumers to try the products and services offered by companies or sponsors. Advertisements can be recently found in social life for every people. One of advertisement is an online advertisement. Online advertisement is promoted through by internet network, in online stores are places where shopping and buying contain advertisements which offer products and services.

4. Female Beauty Product

Female beauty product is available for women to any product for sale at the store and any variant as a need for daily activities. The company of hand body lotion product is Nivea. The hand body lotion is one of cosmetic moisturizer for hand and body. Form all of the cosmetic product, hand body lotion is the important thing. Actually, hand body lotion has any functions for skin.

One function is to protect skin using female hand body lotion, to avoid air pollution make the skin to get infected or dry to skin. So that, as women must buy female hand body lotion product not to make damaged or dead skin exposed to sun exposure.

G. Previous Study

The previous study come from Journal of Language and Literature The tittle is “ Denotative and Connotative Meaning in *One direction’s* Songs Lyric: A Semantic Perspective “written by Ariska Sari, Paramita Kusumawardhani. Department of Language BSI, Jakarta(2015). This research is aimed to find out some words that contains with connotative and denotative meanings on specific object in the three one direction’s songs lyric based on Withers and Keami as the activity in semantic class. The result of the study to find some lyrics contained with connotative and denotative meaning on referring a specific object, and connoatve meaning found more dominant compare that denotative meaning.

Other studies come from the studies which have advertisement as the object. The tittle is “ A Semantic Analysis on AvrilLavigne Song.” writtenby Siti Romlah Puji Rahayu Srudji. English Department of Letters and Humanities Faculty, State Islamic University Sunan Ampel Surabaya (2014).This research is

aimed the researcher choose literary works like songs. Song is any poem even there is an attention of it being sset to music. In this research, the researcher chooses the literary problem about sng. It was Avril Lavigne song. The study was limited on lexical meanings and contextual meaning. The result provides several significant contributions to the reader that can be enjoyed with the song. Especially,in knowing about the lexical meaning and contextual meaning are used in the lyric of Avril Lavigne songs.

CHAPTER II

REVIEW OF RELATED LITERATURE

The communication an important function for every people in social life. Form communication every people will be understanding the meaning of the content.

A. Linguistics

According to Lim (1975:3) cited in (Jufrizal) defines that linguistics is the scientific study of language. Linguistics has also the framework or theoretical methods that could be categorized as the scientific method. The scientific method for human and social studies. Language analysis is done systematically within the framework of some general theory of language structure.

According to (Kracht) the part of linguistics that deals mainly with the question of what is meant by saying something is called semantics. Semantics is the study of the meaning of meaningful units. It is notoriously difficult to define what meaning is, and linguistics through it has offered several partial solutions. It is searching for a satisfactory definition.

B. Semantics

According to Cann (1994:1) cited in (Suhardi, 2015) semantics is the study of meaning and linguistics semantics is the study of meaning as expressed by the word, phrases, and sentence of human languages.

According to Charles W. Kreidler (1998:3) cited in (Srudji, 2014) semantics is the systematic study of meaning and linguistic semantics is the study of how languages organize and express meanings. It means that, meaning in linguistic semantics was very needed for us to limit ourselves to the expression of meanings in a single language. Charles said there were three disciplines were concerned with the systematic study of meaning, in itself, psychology, philosophy, and linguistics. It means that, psychologists were interested in how individual humans learn, how they retain, recall or lose information. Philosophies of language were concerned with how we know, how any particular fact that we know or accept as true was related to other possible facts. And then, the last systematic study of meaning is about linguistics, linguistics want to understand how language works.

The study of linguistic meanings of morphemes, words, phrases, and sentence is called semantics. Semantics is considered with aspect of meaning in language. According to Charles W. Kreidler (1998:41) cited in (Srudji, 2014) the dimensions of meaning

include reference and denotation, connotation, sense relations, lexical and grammatical meaning, morphemes, homonymy, polysemy, lexical ambiguity, sentence and meaning.

In this study, the researcher focuses on the two types of meaning are denotative meaning and connotative meaning.

1. **Denotative meaning**

According to Charles K W (1998:43) denotative meaning is the potential of a word to enter into such language expression. Denotation is the knowledge they have that makes their use successful. A denotation identifies the central aspect of word meaning, which everybody generally agrees. The denotation is the relation to phenomena outside of language, including imaginary phenomena. A meaning is more than denotation. Thus, the denotation is reasonable meaning, the original, which appeared first known, meaning it is appropriate and in accordance with the meaning of reality.

2. **Connotative meaning**

According to Charles K W (1998:45) connotation refers to personal aspect of meaning, the emotional association that the word aroused. Connotation of individuals have common experience, some people has a shared word connotations. Connotations can arise between the meanings of synonyms and

connotations also can appear in a word. Therefore, the connotation and there appears to be done on a historical significance and descriptive.

In any other example are :

1). Home is denotative meaning, it means place where we live.

Home is connotative meaning, it means such as family, love, comfort or security.

The explanation above, home is one of place for long period to human or animal. For animal is not called home but such as cage, nest, and stable. Home is not building but also has any criteria for life. Home can be understand as protection place, to enjoying for life, rest area with family, and gets moral message from life. Home must be able certify for family, home can make communicate to each other with neighbor. Home have to comfort area, home is social process for every people in the norm and in the culture.

2). The Rain is denotative meaning, it means such as water falls

from the cloud. The Rain is connotative meaning, it means such as freshness or coolness.

The explanation above, based on KBBI rain from black cloudy in the sky that indicate heavily rain. Rain has

criteria in any characters like such bad mood, cry, get the problem, easy going, and cool without a smile in life. So if someone gets any problem in life make someone angry too much, and there is no smile. From the face can be indicated that someone has feeling very sad.

- 3). White is denotative meaning, it means meaning as the color white. White is connotative meaning, it means as innocence or purity.

The explanation above, based on KBBI, white is basic of color such as rise, cotton, the uniform of nurse, doctor for health, the white color can show same color a cotton, the white color can show pure, holy, especially for face is pale. In additional, the white color shows apologies, religious, perfection, and safety. for building home, the white color gives is minimize home, but the white color over can make cold of feeling. Any another example is cold of feeling.

- 4). The Rose is denotative meaning, it means as a flower with a sweet aroma. The Rose is connotative, it means such as special days, love, or romance.

The explanation above, Rose is one of universal symbol to show about love. Rose has expression emotional, feeling very depth. Rose can also used to respect or

dedication. Rose can be used to sent the message such as regret and sadness.

- 5). The wolf is denotative meaning, it means meaning as an animal The wolf is connotative meaning, it means such as special days, love, or romance.

The explanation above, wolf is wild animal resemble as the dog usually life in the forest, wolf sometimes life alone not with a group. Wolf shows someone has character like stupid, and pushover. but actually ruthless, evil, and deceitful.

- 6). The Green table is denotative meaning, it means as the color of the table is green. The Green table is connotative, it means as court

The explanation above, every table has different color. One of table color is green. Green color is one of color as grasses. Green table is natural symbol and environment, Green table like policy. Green table as football competition , the atmosphere of green table like Ministry of justice gives punishment to criminal people with action in the court.

7). The Flower Village has the denotative meaning as a flower in the village. The Flower Village has connotative meaning such as a girl who grows in the village.

The explanation above, Flower Village is flower grow up in the village. The girl who life in the village, and the girl most beautiful life in the village.

C. Advertisement

Electronic media is an electronic channel using equipment such as recording, radio, and television. Television is visual system can send visual messages with sound as electromagnetic waves and change becomes visual message by television set. Digital media is a computer-based system such as internet is a network to access to the computers around the world. The world wide web an internet information server consisting of site ages and files are interrelated can be accessed using a program called a browser.

The advertisement has become the most recognizable and most interesting mass communication in the community. The advertisement has contained message meaning conveyed by advertisements describing contemporary social. The advertisement comes from 'advertere' means directing to pay attention. Advertisement is an announcement to sale promotes of particular product or services. According to Machfoedz (2010)

advertisement is giving formation and promotion by sponsors to offer ideas, things or services to the community. Advertisement aims to provide information and persuade consumers to try the products and services offered by companies or sponsors.

Based on KBBI advertisement is news to persuade be interested in goods and service offered for every people. Some of the main component in the advertisement are persuading and encouraging, the advertisement have to nature of persuasion. Advertisement is promotion of goods, services, company, an idea paid by sponsor. The marketing sees an advertisement part of promotion strategy. Other component of promotion include publicity, public relation, sales, and sales promotion. According to Dendi, the definition of advertisement is information from producer to the customer using to achievement a product marketing . In addition advertisement to introduce a product or raising awareness of brand image, company image, persuading people to buy the product offered and providing information.

An advertisement communication is a communication tool to show an images, color, and sound. There are two types of mass media in the advertisement,

The first is print media as a magazine, brochure, billboard . The second is electronic media like radio, television, and film. Advertisement form of communication. According to Tilman & Kirpatrick, advertisement is mass communication to the customer. The advertisement using persuasive message about existence of goods and service. According to Wright, advertisement is a medium of mass communication. There is the differences advertisement with marketing communication technique. The advertisement uses space and time media. The role of advertisement is giving advice for every people or society to buy the product.

Advertisement can motivate someone to buy and promote for the product. Advertisement support to think or acting based on to the advertiser's wishes. According to Paul Copley, advertisement is an art of persuasion, defined design of communication financed to provide information and persuade.

The advertisement has two components are the first principal consumer advertisement is promote the product. The second advertisement is contribute to sale a portion in online media. One of advertisements is online advertisement. Online advertisement is a service of advertisement which provides service to the internet media user.

The basic of advertisement is communicated by communicator from company or producer to convey information about goods and service to the public especially for the customer using mass media. All of advertisement has same purpose namely giving information and persuading to the customer can follow in the advertisement do. The form of consumer product and service.

According to (Sudiana, 2002) advertisement consist of information and idea for every people. The purpose of advertisement is doing good attitude to share information, and making every people believe in the content. There are any kinds of advertisements depend on idea and unique concept According to Marchand, cited (Noviani, 2002). There is no advertisement can take real meaning in social life but can take idea of advertisement. There is one function to give symbolic meaning through visualization in the advertisement. The advertisement has any element such as the social, culture, politic and etc.

There are two types of advertisement namely :

1. Commercial advertisement

Commercial advertisement is promotion service item in production through mass media. The form of image and language produced by film, and story. an example advertisement for medicine, clothing, and food.

2. Public service advertisement

Public service advertisement is the shape of pictures, film, and music.. An example the tourism of advertisement, disaster contribution, to pay television, health program and so on. Public service advertisement is social marketing have the purpose of selling idea and giving benefit service for the community. The message of public service advertisement is making interesting statement for the public doing an action . commonly change bad behavior to good behavior .For example environmental hygiene issues, the differences of opinion, family planning, etc.

According to Kasali (1992), the official message of public service advertisement is to raise awareness problems , condition can threat harmony and life. The other message of public service advertisement intends to provide the result in certain condition are positive and ne gative. According to Liliweri (1992) the first to development of public service advertisement is not too attached to the strict, planning an elaborate hard message in the media, until the target from the audience in the place and good time.

According to Roman, Mass & Nisenholtz (2005) the world of advertisement would be more any firms crash out

public service advertisement to completely altered a new effort to bring a message of solidarity to social public service the advertisement , the way to set up a professional as second time for commercial advertisement.

There are some types of advertisement purpose of bond issuance will be :

1. Commercial advertisement

Commercial advertisement is an advertisement for marketing a product or service. Commercial advertisement consist of two parts are a strategic advertisement and tactical advertisement.

a. Strategic advertisement

Strategic advertisement is advertisement make a brand. The strategic advertisement has the value of the brand and benefit for the product. The strategic advertisement focuses on building market a brand. one of the benefits uses strategic advertisement is to share a strategy for the customer , brand used by user.

b. Tactical advertisement

Tactical advertisement is encourage the consumer to immediately make contact with a certain brand. The tactical advertisement provides a special

short term offer that encourages the consumer to respond the same day.

2. Corporate advertisement

Corporate advertisement aims to build the company's image be expected to build a positive image of a product or service produced by the company. Corporate advertisement will be more effective if supported by relevant fact from the community, has news value and usually always associated with community activities. A corporate advertisement is a form of advertisement from strategy advertisement when companies carry out promotion to communicate the corporate value to the public. The corporate advertisement describes of company value, company commitment to handle, launching a new trademark, logo company, communicating the company concern for the surrounding environment.

3. Public service advertisement

Public service advertisement is part of social marketing,. The aimed for sale idea and getting benefit in service for the community. Public advertisement usually into the form of solicitation, statement, appeal to

the community , do action and not take an action, public interest change bad behavior to good behavior.

Based on advertisement, there is a creative concept. The advertisement gives attention to make a creative concept in the advertisement. There are three types of advertisement concept, they are: The first, technique of producing idea. It means making on creative process writing The second, literal thinking. It means to explore a new relationship and create a new idea. The last, tell to story. It means tell about advertisement more persuasive for all of component to make a short story. According to (Lee & Johnson 2007) good advertisement can be called lyric and having good quality to share the legend of story or myth.

D. Female beauty Product

According to Tranggono (2007) cosmetic is material used for giving beauty impact and health for the body. Cosmetic is known since the old era. On 19 old era, usage cosmetic starting get attention to beauty and also for health. The term of cosmetic from Kosmetikos has a meaning expert of decorating.

According to Wasitaatmadja (1997) material used to make beauty from the natural substance in the environment. Cosmetic in

this time made by human not only from a natural substance but unnatural substance to remind beauty According to Wall & Jelinek, 1970, Human known cosmetic since in old era. According to Tranggono (2007) on 19 old eras, starting to use cosmetic get respond namely for beauty and health The development of industry cosmetic started on 20 old eras.

According to Wasitaatmadja (1997) cosmetic is one of knowledge treatment or health as traditional healer, indigenous medical practitioner and family counsel of castle. According to Minister of Indonesian health has cosmetic role is material or mix material for cooled, addicted, poured. Fragment, or syringe for inside body or part of the human body to clean, to care, give an additional, changing face and not include kind of medicine. According to Tranggono (2007) cosmetic is material or mix material used for body as epidermis, hair, fingernail, tooth, and mouth. In additional giving a power, change appearance, to protect, to repair the small body, but not include to treat or cure a certain disease. According to Faust (1982) argues term of cosmetic is medicated cosmetic like a type of cosmetic to repair and hold for body skin such as anti-dandruff, deodorant, antiperspirant, blood smear to influence of skin color and blood smear for anti-acne

According to Retno (2007: 7) the main purpose using cosmetic is to clean own self, to increase give additional power through make up, to increase confidence self , calm feeling, to protect for skin, to protect for hair because of ultraviolet ray, pollution any factors environment, prevent aging , in general cosmetic helps someone more enjoy and appreciate for life.

In general material of cosmetic divide into two types are natural cosmetic and chemistry cosmetic. The material of natural cosmetic is cosmetic using the material herbal . The material of chemistry cosmetic is using mix chemistry cosmetic especially to care human body. Both of cosmetic have advantage and disadvantage. The advantage of natural cosmetic are :

1. Sometimes get the effect of risk, because natural cosmetic is not have dangerous material for skin and health.
2. Prevent aging, because the factor of environment, sunlight, and pollution.so cosmetic have womb anti high oxide to preventing free radical to skin. Every organic cosmetic has the womb of anti-oxide.
3. Save to sensitive skin. Sensitive skin hard to get good cosmetic. Sensitive skin sometimes gets allergy, like acne. So using the natural cosmetic product not close up to pore.

4. Continue the environment., using natural cosmetic not induce water pollution to wash face.
5. Save from ozone and environment
6. The sachet can be an ability to cycle.
7. There is no effect on skin, hair, fingernail, eye, and the duct of breath. The disadvantage of natural cosmetic is material of natural cosmetic more limited, must be detail to buy natural cosmetic product because similar with chemistry cosmetic.

The advantage of chemistry cosmetic are taken dirty essence which soil skin area, keep liquid competition in the skin, make skin protection of ultra violet radiance, retard aging and dulcify of any crude skin. The disadvantage of chemistry cosmetic are to increase risk of cancer disease, effect to get high allergy to someone have high sensitive , get problem about reproduction system, get microbe antibiotic, irritation in eye and skin, drop off in hair, appear dandruff because any product of chemistry cosmetic have dangerous material such as paraben, phthalate, triclosan, imidazolidine urea, Diazolidinyl Urea, sodium lauryl sulfate, pvp VA copolymer, and stearylalkonium chloride.

Female beauty product is one of treatment for every people used to enhance the appearance or aroma of the human body. Beauty product are usually used from natural ingredient, made from a natural source, and herbal ingredient. The beauty makeup

product is generally used make up for face such as powder, lipstick, eyebrow pencil, blush on, eye shadow, and mascara. The beauty care product includes products used to treatment for body, including skin cream, hand body lotion, deodorant, perfume, soap, face, mass, and so on. One of female beauty product advertisement is hand body lotion. Hand body lotion or moisturizer is formulated to moisturize for the skin. It is recommended for all skin type, it means the moisturizer for dry skin, but also people who have a normal skin condition.

CHAPTER III

RESEARCH METHOD .

In this chapter, the writer is going to explain the research method in conducting the study. This chapter will be divided into six main parts. The explanation is described as follows.

A. Research Design

In this study, the researcher uses descriptive qualitative research. According to Burhan (2003) qualitative research gives the possibility of change in accordance with interesting fact and also unique in the field. The data of descriptive qualitative research is data not involve by number. Qualitative research is one of a method using semiotics analysis method. The method is to analyze and giving meaning in the message context or text using semiotic analysis. The researcher uses qualitative research in this study because analyze the meaning, the reason, and the definition of a particular situation in a particular context. The analysis related to social life. Qualitative research is concerned with the process compared to the final result.

According to Meleong (2007) qualitative research is understanding the phenomenon of experienced by research subjects such as behavior, perception, motivation, and action. To find out qualitative research, the researcher describes in term of word and

language in specific natural context also utilize the various natural method. Qualitative research can not be obtain using statistical measurement as a quantitative method.

B. Data Sources

In this study, there is one of data source. It is the primary source, the selected online beauty product advertisement is the primary source. The writer uses primary data. The data in this study is meaning of the word in female beauty product advertisement. The researchers take 7 samples because those are familiar products in Indonesia and some of them are branded. The writer collects the data from the online choice female beauty product advertisement on the internet.

C. Research Instrument

In this study, the research instrument is the researcher as the main instrument. The researcher uses the meaning of the word analysis because to describe types of meaning in the e advertisement. The researcher also uses the internet to find the data source.

D. Techniques of Data Collection

The researchers collect data with three ways are: the first is observation, the researcher observes kinds of female beauty product advertisement especially hand body lotion product advertisement on the internet. The second is choosing, the

researcher chooses one by one the name brand of female beauty product advertisement on the internet. The third is classified, the researcher classifies the brand of female beauty product advertisement as hand body lotion on the internet.

E. Technique of Data Analysis .

According to Nasution, the definition of analysis is the process of completing data. Completing data means classify in the pattern and looking for a relationship between different concept. The definition of data analysis expressed by the expert above, it can be concluded that the definition of data analysis is a data activity categorization to produce a pattern of relationship, theme, interpreting meaning, conveying, reporting to the other who are interested.

The techniques of data analysis in this study is the researcher tries to analyze the meaning of the word on female beauty product to know the types of sign. The researcher uses theory's based on the content of the word. The technique of analyzing data uses semantic theories. The object of this study is female hand body lotion in the advertisement to find out types of meaning. The researcher tries to explain step by step for analysis data are :

The first, the researcher observes a wide variety of female beauty product advertisement on the internet. The second, the researcher choose a wide range of female beauty product advertisement about hand body lotion is available on the internet. The third, the researcher takes several kinds of female beauty product advertisement with a different brand to suit the researcher needs. The fourth, classify the data in accordance with the need to be researched using the theories.

F. Triangulation

Triangulation is a method used in qualitative research to examine and establish validity by analyzing from various perspectives. In this study, the researcher uses a method of triangulation. The researchers are able to emphasize using a qualitative method.

According to (Rasyid, 2015 : 298) triangulation is the technique of checking the validity of data collected by the researcher. According to Ary, D. et al cited in Fathor Rasyid (2015: 288) mentioned four triangulation are: 1. Data source triangulation, 2. Investigator triangulation, 3. Theoretical triangulation, 4. Methodological triangulation.

Triangulation as a technique to check the validity of triangulation data. It can be concluded as an effort to check the

data in the research. In this study, the researcher uses triangulation because to get a better result in the data analysis.

In this study, the researcher uses investigator triangulation. The researcher uses investigator triangulation because to check the result of data analysis. The investigator triangulation asked Kristanti as the investigator triangulation. If the data of the investigator is true, the data is valid analysis. If the data of investigator is wrong, the data is not valid analysis.