



**Dark-Skinned Woman's Image Represented in Avon's Catalog
2022 'WHAT'S NEW' Cosmetic Advertisements: A Semiotic
Study**

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ABSTRACT

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In this case the researcher wants to analyze 3 posters of advertising posters for the Avon Catalog 2022 product 'WHAT'S NEW' out of a total of 27 posters that represented a dark-skinned women using semiotic. The dark-skinned women who became the object symbolized that the advertised product was suitable for all skin types. This research uses a qualitative approach descriptive analysis. Therefore, the purpose of this study is to identify the signs (icon, index, symbol) and to find out the meaning of messages contained in advertising posters through Peirce's theory. The results of this study indicate that there are 13 signs on 3 Avon advertising posters. Besides that, the researcher also found the meaning of each symbol by using dark-skinned women which shows that they can also be a good impact in the world of beauty. It could be concluded that each advertisement had different sign and also different meaning. These differences had given different interpretation. From the semiotics analysis of 3 advertisements, the advertiser's complex idea can be easily delivered by the consumer.

Keywords : semiotic, dark-skinned women image, black feminism, advertisement

TABLE OF CONTENTS

STATEMENT OF AUTHENTICITY	i
APPROVAL 1.....	ii
APPROVAL 2.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT	vi
TABLE OF CONTENTS.....	vii
TABLE OF FIGURES	ix
TABLE OF DIAGRAMS	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	7
1.3 Purpose of the Study	7
1.4 Significance of the Study	7
1.5 Scope Limitation	8
1.6 Definition of Key Term.....	8
1.7 Theoretical Framework.....	9
CHAPTER II LITERATURE REVIEWS.....	11
2.1 Semiotics.....	11
2.2 Semiotics Theory of Peirce	12
2.2.1 Types of object.....	15
2.3 Black Feminism	17
2.4 Advertisement	18
2.5 Previous Study	19

CHAPTER III RESEARCH METHOD	23
3.1 Research Design.....	23
3.2 Data Source	23
3.3 Data Collection Procedure	24
3.4 Data Analysis Procedure.....	24
CHAPTER IV FINDING AND DISCUSSION	25
4.1 Semiosis process in Avon Cosmetics Campaign 2022 ‘WHAT’S NEW’	25
4.1.1 Avon What’s New “Eye Love It”	25
4.1.2 Avon What’s New “Luxury in the Shade of You”	31
4.1.3 Avon What’s New “Winter-proof Your Skin”.....	35
4.2 Meaning in Avon Cosmetics Campaign 2022 ‘WHAT’S NEW’	39
4.2.1 Avon What’s New “Eye Love It”	39
4.2.2 Avon What’s New “Luxury In The Shade Of You”	40
4.2.3 Avon What’s New “Winter-proof Your Skin”.....	41
CHAPTER V CONCLUSION	43
5.1 Conclusion.....	43
5.2 Suggestion.....	45
REFERENCES	
CONSULTATION PAPER PAGE	

TABLE OF FIGURES

Figure 2.1.1. Peirce’s Triadic Process.....	13
Figure 4.1. Avon “Eye Love It”	26
Figure 4.2. Avon “Luxury in the Shade of You”	33
Figure 4.3. Avon “Winter-proof your skin”	37



TABLE OF DIAGRAMS

Diagram 4.1. Icon's diagram of first advertisement	27
Diagram 4.2. Index's diagram of first advertisement	28
Diagram 4.3. Index's diagram of first advertisement	29
Diagram 4.4. Symbol's diagram of first advertisement	30
Diagram 4.5. Symbol's diagram of first advertisement	31
Diagram 4.6. Symbol's diagram of first advertisement	31
Diagram 4.7. Icon's diagram of second advertisement.....	34
Diagram 4.8. Icon's diagram of second advertisement.....	34
Diagram 4.9. Index's diagram of second advertisement.....	35
Diagram 4.10. Symbol's diagram of second advertisement	36
Diagram 4.11. Icon's diagram of third advertisement	38
Diagram 4.12. Index's diagram of third advertisement	39
Diagram 4.13. Symbol's diagram of third advertisement.....	40

