

**Beauty Concept Represented in Wardah “Feel The Beauty” Video
Advertisement : Semiotics Approach**



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PREFACE

Praise be to God almighty for His grace and guidance that I have received while carrying out this thesis so that I can complete my thesis “entitled “A Semiotic Analysis of Advertisement Campaign Video for Wardah "Feel the Beauty”. This thesis was prepared as one of the graduation requirements for the Bachelor of English (S.S) degree in the Linguistic program (S-1) English Linguistic Study Program, Faculty of Education and Languages, Widya Kartika University Surabaya.

During the research and preparation of the report in this thesis, the author faced many obstacles, and she did not escape many obstacles. These obstacles and obstacles can be overcome by the author thanks to the help and guidance and support from various parties, therefore with humility and this opportunity the author expresses her gratitude to:

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ABSTRACT

Stefany Ellen Salindeho, (2023) “Beauty Concept Represented in Wardah “*Feel The Beauty*” Video Advertisement : Semiotics Approach”. S1. Thesis English Department. Widya Kartika University. Advisor I: Dr. Eka Fadillah, S.S, M.Pd., Advisor II: Yulius Kurniawan, S.Pd, M.Pd.

This study is focused to analyze the advertisement for a beauty product called Wardah. The objectives of the study are to find out the signs that contained in Wardah’s “*Feel the Beauty*” campaign advertisement. To analyze the signs, the researcher uses the theory of semiotics from Charles Sanders Peirce. This theory is used because it helps to explain three types of sign content in the advertisement, which is icon, index, and symbol. This study uses descriptive qualitative approach. The result of this study shows that the writer find out, from one advertisement that analysis, the writer finds out the three types of signs, such as icons, index and, symbols, the number of icons that has been found out in the advertisement is 6 (six) data, which all referring to the introduction of Wardah products that claimed can help enhance the confidence of women who use the product. The number of indexes in the advertisement is 4 (four) data, which all data referring to the confident beauty that can improve by using the Wardah product, the number of symbols in the advertisement is 5 (five) data, which all data referring to the confidence of beauty that can be improved by using Wardah products, and based on one video advertisement that analyzed by the writer, the sign that find out is referring.

Keywords: Semiotic, Advertisement, Sign, Symbols, Meaning. Wardah “*Feel the Beauty*”

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