

## CHAPTER IV

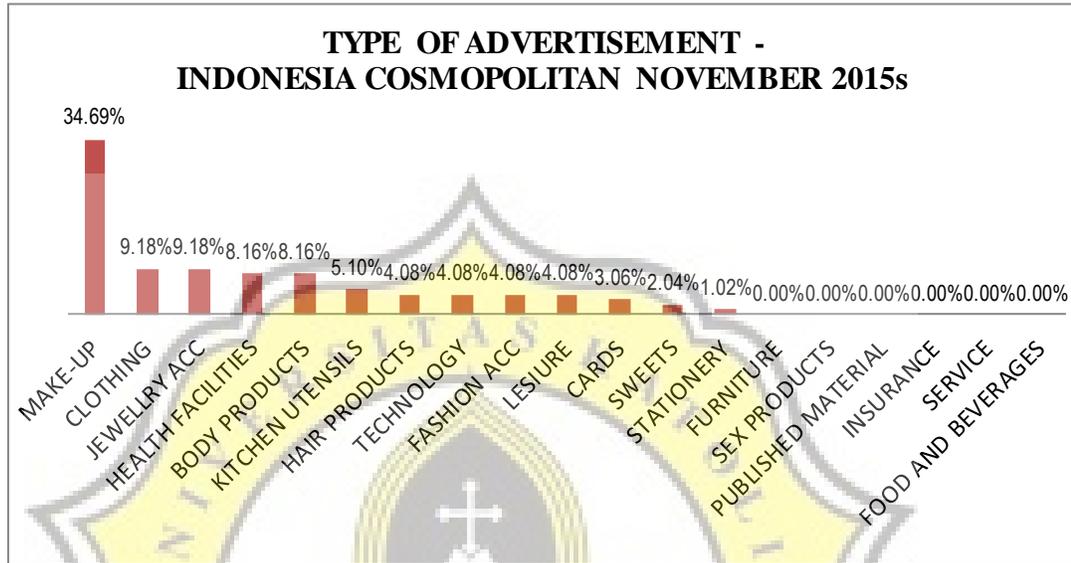
### DATA ANALYSIS AND INTERPRETATION

#### 4.1. Type of advertisement found in *Indonesia Cosmopolitan* 2015 and 2016

In viewing the *Indonesia Cosmopolitan*, scholars such as Dukut (2015) and Leiliyanti (2006) finds that the magazine represents the popular upbeat style of women. The kind of advertisements that appears in the *Indonesia Cosmopolitan* where is categorized into 19 types which are health facilities/ products, make up, food and beverage, body products, clothing/fashion wear, hair products, technology, jewelry accessories, fashion accessories, sweets, kitchen utensils/home appliance, cards, leisure/holiday products, furniture, sex product, published material, stationery, insurance and service finds that top type of advertisement in *Indonesia Cosmopolitan* November 2015 and 2016 is in make-up/cosmetic advertisements. The following is the details of the findings.

In the November 2015 issue, 98 out of 260 pages (see chart 4.1 pages 37) are used for advertisements. From these 19 types; the highest is in makeup which makes 34.69%. Whereas, the second highest is in clothing/fashion wear and jewelry accessories that takes 9.18% and the third goes to health facilities/product and body products which are in 8.16% each. This three highest rank more or less shows that Indonesian women are projected to be people who would consume beauty products to

elevate not only the external but also internal beauty, which is possible by consuming health products.

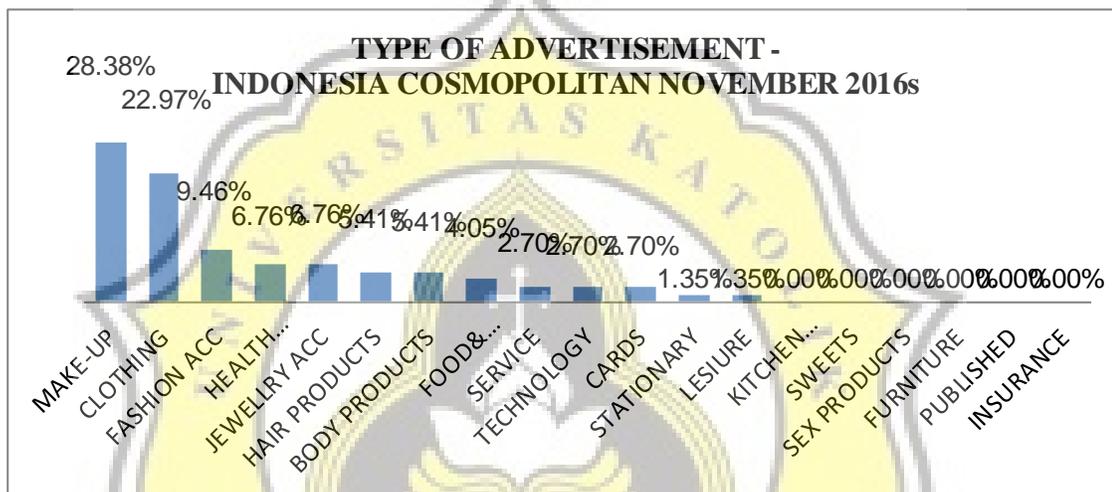


**Chart 4: Type of Advertisement in *Indonesia Cosmopolitan* November 2015**

According to Nelson (2006, p. 74) and Dukut (2015, p. 131) *Cosmopolitan* as a global female magazine often advertises three top products which are makeup/cosmetic, clothing/fashion wear, and jewelry. Thus, with the findings in *Indonesia Cosmopolitan* November 2015 with the top three being makeup, clothing/fashion wear and jewelry, they are supporting with the findings from Nelson and Dukut.

By comparison, in the November 2016 issue, 78 out of 180 pages are filled with advertisements (43%). A little different from the 2015 issue, with make up having 28.38%, and clothing/ fashion wear 22.97%, the third top rank is in fashion accessories (9.46%) rather than on health facilities/products. Perhaps people have

learnt that to be beautiful it means that the inner beauty must also support the outer beauty made by applying cosmetics. It is interesting to learn of Shuo and Zhenmei is argument that appearance and beauty is an everlasting subject among women (2014, p. 44). This becomes understandable to find when asking consumers what makes them buy a *Cosmopolitan* magazine, Shuo and Zhenmei (p. 44) reports that advertisements of cosmetics and skin-care products on *Indonesia Cosmopolitan* take



**Chart 5: Type of Advertisement in *Indonesia Cosmopolitan* November 2016**

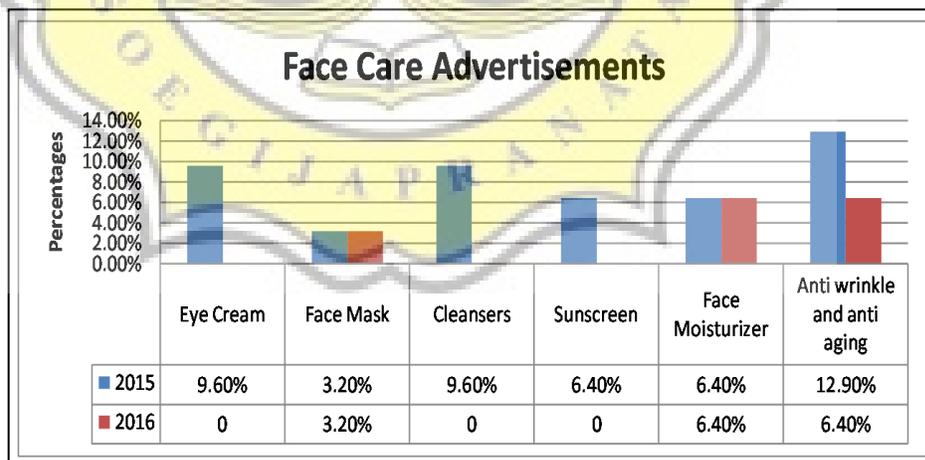
There are many kinds of cosmetics that can be applied on a woman’s head to toe. The next sub chapter discusses this further.

#### **4.2. Type of cosmetic advertisement found in *Indonesian Cosmopolitan* 2015 and 2016**

In this section visual and textual message in makeup advertisements found in the November 2015 and 2016 *Indonesia Cosmopolitan* magazine analyzed by giving attention to the signified and signifier by the help of semiotic approach which goes through a denotation and connotation aspect of meanings.

#### 4.2.1. Face Care

In order to keep the face healthy and attractive, face care product and treatment that can reduce dirt, sebum, dead cell, and other detritus (skin problems). According to Rieger there are varieties of face care products which consist from eye cream; face mask; cleanser; sunscreen; face moisturizer; anti wrinkles and aging (2000, pp. 350-427). From all of the face care types shown in *Indonesia Cosmopolitan* November 2015 and 2016 issues is found that the highest is in anti-wrinkle and anti-aging which makes 12.90%. Whereas, the second highest are in eye cream and cleansers that takes 9.60% and the third goes to sunscreen and face moisturizer which are in 6.40% each. Lastly, face mask takes 3.20%. By contrast in the November 2016 the first rank of face advertisement is anti-wrinkle and anti-aging; and face moisturizer which makes 6.40% with the second position in face mask with 3.20%.



**Chart 6: Face Care Advertisements**

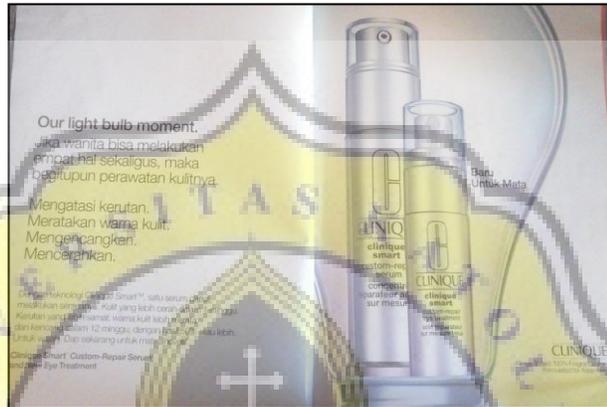
The eye cream, cleansers, and sunscreen, however, are not shown on the 2016 issue (0%). Anti-wrinkle and aging is the most popular product that is advertised in the magazine because consumers use anti-wrinkle cream to reduce the appearance of wrinkles (Rieger, 2000, p. 377). Anti-wrinkle and aging cream has been used throughout recorded history. The roman attempted to youth and beauty because they use astringent mixtures that are made from large beans cooked in butter, to remove wrinkles on people's skin (Butler, 2000, p. 26). The publication of the advertisement shows that consumers want to have smooth, beautiful and youthful skin that must be free from wrinkles around the face. In this why advertisers keep on advertising anti-wrinkle and aging advertisement because the growing population of older people and the increase in life expectancy has also indirectly affected the marketing of anti-wrinkle and anti-aging products (Willet, 2010, p. 21).The following paragraphs discuss about the analysis of the face care products.

**a. Eye Cream**

In the November 2015 issue, 3 out of 31 pages are used for eye cream advertisements which make 9.60%. Eye cream can make the face's skin especially around the eyes healthier by maintaining its young, fresh and smooth look. In 2015 *CLINIQUE*, *SKII*, and *The History of Whoo Hwa* eye cream advertisements are advertised in the magazine. However, by comparison in the November 2016 issue, there are no pages that filled with eye cream advertisements (0%). This comparison shows that in 2015 eye cream not that popular because it is not advertised in 2016.

In figure 1 *CLINIQUE eye cream*, the visualization of the eye cream is in the center of a light bulb. Light bulb denotes the eye cream is source of energy. For the

consumer connotatively, if women apply the product she will have the source of energy to keep young. This is because if women have wrinkles on the eyes, they will make her look old. With eye cream, the wrinkle around the eyes can be made to look fresher and brighter. Mostly the color of this ad is white which symbolizes complete, pure, clean, and peace. White also gives the refreshment for new idea.



**Figure 1 : CLINIQUE**

(Nov 2015, p.3-4)

The white area in this advertisement connotatively present how the new eye treatment as a makeup can do four things at once in treating the skin especially in the region of the circumference of the wrinkles. Clinique eye makeup serum makes the skin appear lighter and the color of the skin around the eyes evenly toned. In attracting reader's attention, the advertisement uses a Calibri (body), 48pt font size with bold letter to write the information that eye serum is comparable to "a light bulb moment". This font uses a display/ decoration. In doing thesis, the advertiser hopes that the reader will buy the product as the eye cream promises youthful and brighten eyes.

The second advertisement figure 2 *The History of Whoo Hwa. Hwah yun* is a master piece of perennial for immortality. This product is made of ginseng and snow lotus that makes skin look youthful, perennial, and permanent. Visually, the artistic

touch of the series of fancy gold-color denotes the importance of the eye cream that promises the consumer to be clean and shiny around the region of the eye to look more natural and luminous.



**Figure 2: *The History of WhooHwa***

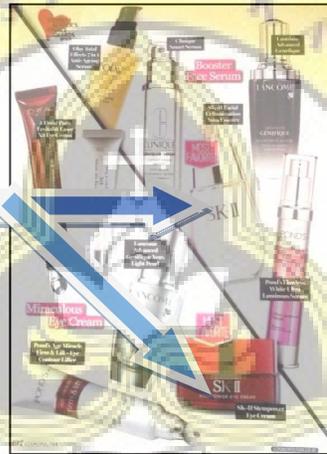
(Nov 2015, p.104)

The gold color also gives the impression of elegance, wealth, and extravagance for consumers who buys and use the product. The gold color supports the expensive price promises the quality to reduce wrinkles and uneven skin color around the circumference of the eye.

Textually, the advertisement uses Rockwell Bold type and 48pt font size. Denotatively, the Serifs font promises that the product is used only for formal situation. Through a second level of analysis the domination of the golden color and white at the background makes the consumers feel valued when buying this product. This is supported also by the black color in advertisements that denotes sophistication for the consumers.

The last advertisement of eye cream to discuss is shown in figure 3: *SK II*. Visually this advertisement is seen in the page with the heading "*Cosmo Reader's*

*Choice Awards 2015*”. There are two SK II products, that has a pink heart to indicate that they are the most favorite SK II product. The pink heart connotes that consumers will feel awarded when buying the product. As has been discussed, the white background in figure 3 also promises a free-wrinkle, bright and clean face if applying the SK II eye cream product. Analyzing the product in the middle, the advertiser uses gold color to denote a promise of love, energy, braveness, and strength, if using the product. Connotatively this product promises great power to overcome wrinkles’. This is why there is a text written “*The most favorite of miraculous eye cream*”.



**Figure 3: SK II**

(Nov 2015, p.192)

In the advertisement, the text uses Baskerville Old Face font with 18pt font size, white font color and pink highlight to attract the reader. The White font color denotes simplicity and cleanliness. Thus, connotatively this advertisement is saying although the product looks simple, it could meet the needs of consumers that is to make their skin feel dewy and bright. The pink highlight on the font type denotes that the product is concerned about how it can make the face clean and healthy.

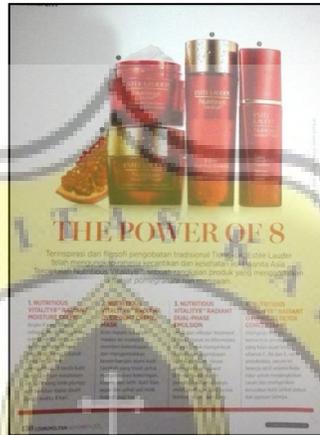
The other SK II product that is also advertised in this page is colored red. The size of the bottle is a little bit larger and not using a round bottle shape but rather a square bottle shape. The red and the square bottle shape connotes strength. So, it signifies that the consumer buying this eye cream product will have eyes that are strong. The next analysis of the face care advertisement is the face mask advertisements.

#### **b. Face Masks**

In the November 2015 and 2016, face mask advertisement makes 3.20%. In the 2015 edition, *ESTEE LAUDER* is a face mask product that is advertised in November 2016 edition. In figure 4, *ESTEE LAUDER* face mask advertisement's visualization shows a piece of pomegranate on the left that denotes nature, so in connotatively the understood for being applicable to all types of skin because natural materials are believed to be safe for all types of skin. The use of fruit has been known as a component for traditional medicines and cosmetics and do not have any effects on people. The use of red color in the advertisement denotes power and strength.

Using the next level of connotation, a consumer who uses the mask is protected from humidity so, the skin tones become balanced and women will look fresher and healthier. The white color is also used in this advertisement to denote brightness, cleanliness, and purity. Connotatively, consumers may understand that using the mask will make them clean and fresh with dewy skin feeling. The cleanliness is felt because the mask helps to get rid of the poison on the face and can purify the skin from irritations due to pollution. This is why in the text there is the written "the power of 8" to signify that not only has the mask a power of 1, but it has

the power of 8 times more than anything in making the face clean, soft, and fresh. Although consumer is exposed to sunlight and pollution every day, the number 8 according to a Chinese culture also shows infinity (Septia, 2015, p. 130). So it means that women using the mask will infinitely be young.



**Figure 4: ESTÉE LAUDER**  
(Nov 2015, p.130)

In the text, the advertiser above uses Times new Roman 48pt font size with ‘red color’. The large size and the choice of color show that the headline which says “THE POWER OF 8” the most important part of the advertisement. The description uses Calibri (Body) 24pt font size with black color to show the formal side of the advertisement. Through in the information written in the text, it is learnt that *pomegranate8 complex* activates 8 sign’s of skin’s health in eight days so consumers are informed that they will get the result a healthy skin in just a week.

The next advertisement, shown in figure 5 is a continuation of the advertisement in figure 4. Although *Tsuri Ghassoul* is also promoted with a Japanese language, consumers can still understand by focusing on a model who is applying the mask on her face. The way she is relaxing herself shows that the face mask can make

her calm and put her mind free from all work activities. The words “blackhead” is large in size than any other text in this page informs that the advertisement agrees for it being problematic as it is developed from the dirt that gets into the pores making some face skin cells dead. So putting on the mask is a solution for the consumer to feel relaxed and be cleaned from all dirt and tiring activities that has to be done that day.



**Figure 5: Tsururi Ghassoul face**

(Nov 2016, p.76)

The headline saying “blackhead” of the advertisement uses Baskerville Old face with 48pt font size and black bold font color to suggest hardness and formality. However, this font uses display/decoration type writing to denote feminine, joyful, and beauty, so it suggests that although blackhead and oil can make unhappy feeling, the use of the mask will make consumers feel good and wonderful as they can have a clean and bright face.

### c. **Cleansers**

In the November 2015 issue, 3 out of 31 pages show advertisement on another kind of face makeup i.e. cleansers. The 9.60% cleansers found are from *Corine de Farme*, *FARIS*, and *SK II* brand. In comparison, the November 2016 issue there is no advertisements of cleanser face care. This suggests that consumers are not such a

great popularity to Indonesia because maybe a consumer feel satisfied with just washing their face with water. Figure 6 is in an advertisement on a *Corine de Farme* face cleanser.

Visually the advertisement shows a model putting on a big smile and holding a peony flower on her right hand. Peony flower extract becomes the main ingredient of cleanser, which promises to help clean excessive sebum without drying the face skin oil of consumers. The model smiles with bright eyes because she is happy with the result. The nature effect of the flower extract gives a soft feeling to the skin this is why the flower chosen is colored pink and supported also with the pink lipstick. Pink color connotes the soft, caring and understanding quality of someone. Thus, the advertisement is trying to tell consumers if they buy the product they will receive the soft, caring, and understanding quality of the cleanser for the best soft facial care they need. The other significant color in this advertisement is blue for the background. It denotes calm, distress, and mentally soothing effect in addition to supporting the brightening and cleansing clear water effect of the cleanser. The blue color is an invitation also to consumers of the calm and fresh feeling after using the cleanser.



**Figure 6:** *Corine de Farme*

(Nov 2015, p.127)

In the text right corner of the advertisement is used Berlin Sans FB pt 72 font size, black colored font face, with the writing “It’s my nature”. It denotes that the model is used to living clean with products that makes uses of natural resources, such as the flower as shown in the picture. With the highlighter text “Natural Cosmetic100% made in France” informs that the cosmetic is of high quality because France is well known as a country that produce good cosmetics.

The second advertisement shown in November 2015 *Indonesia Cosmopolitan* magazine page 106 in figure 7 *FARIS*. It is a moisture cleansing foam that combines Platinum Nano and Marine Collagen. The product offers a rich mixture of ingredients that can prevent aging. This is why *FARIS* claims itself as a moisture cleansing foam that is beneficial to fight skin problems such as dry skin, dull, and wrinkles around the face, which, connotatively, meant to says that the perfect skin face of the woman is a with youthful, clean, and moist face.

The image of a woman smile and wipe her cheek with *FARIS* suggest to consumers that there is a flow of emotion and happiness with this nifty cleansing foam.



**Figure 7: FARIS**

(Nov 2015, p.106)

Visually, the signifier of the advertisement is the woman figure with bright and clean face applying the foam onto her face with a cheerful expression. Connotatively shows that woman feels sense of joy when playing with from the facial cleansing product. The straight look of her eyes to the front with a big smile denotes how confident the model is in using the foam to enhance a fair face. On the product situated on beautiful, good and young look and the left side appears a red tube of written on it. *FARIS* is possibly chosen to make consumers relate to the country *Paris* which is a country known for its good cosmetic thus gives marketability. This advertisement uses a white background to signify cleanliness with a young model with brown hair applying the foam, shows that that the product is targeted at Asian woman. With red colored tube on a white background also signifies that the product is powerful to make consumers become peaceful and lovable because white connotes peace and red connotes love in addition to power. The text of this cosmetic has the written codes “Perfectly Clean” in *Baskerville old face*, 24pt and black color font that denotatively show a seriousness of the advertisement to give good results for a feminine, joyful, soft skinned, clean, and beautiful skin.

The third is figure 8, *SK II* facial cleanser advertisement which is in the *Cosmo Reader Choice Awards 2015* page it has the text *Extra Clear Cleanser*” and “*Powerful makeup remover*” written on it and is published in the November 2015 issue of *Indonesia Cosmopolitan* magazine on page 190. This advertisement is derived from *Indonesia Cosmopolitan* readers’ choices. “*Cosmo reader’s choice*

*awards*” is an annual reward for all of the products that has been advertised in the magazine as being the best of consumers’ choice.



**Figure 8: SK II**

(Nov 2015, p.190)

The purpose of the reward is the evaluation of the quality of the product that is advertised in this magazine. As an attention get the advertisement put in the phrases “*Extra Clear Cleanser*”; “*Powerful makeup remover*”; and “*Most favorite*” are written in *Times New Roman* font face with white font color, pink highlight, and 18pt font size. At the denotative level, the characteristics especially the size help consumers see that the products receiving the award is considered successful in attracting consumers so they are popularity awarded. Visually, on the corner of the page, a pink color is shown. This directly informs readers that all of the products advertised are agreed to be loved by consumers and must be among those chosen by consumers to have.

#### **d. Sunscreen**

Another kind of cosmetic that is considered as makeup is sunscreen. In the November 2015 issue, 2 out of 31 pages is filled with sunscreen advertisements (6.40

%) this is different from the 2016 issue which does not have any sunscreen advertisement (0%). Although not really popular, it is worthwhile for discussion because the Indonesian climate is potential for people to get sunburn. The heat of the sun rays is very dangerous for the skin if it exposed to the sun constantly become the effects of sun rays make the skin become thick, leathery and brown. So to avoid the sun's rays and maintain a fine skin people consumers are encouraged to choose an appropriate sunscreen product (Brown & Fardell, 2000, p. 473). The 2015 *Indonesia Cosmopolitan* has *La Mer* and *THE BODY SHOP* sunscreen advertisements. In figure 8, *La Mer* is claimed as a product that can protect skin from sunrays with its SPF 30.

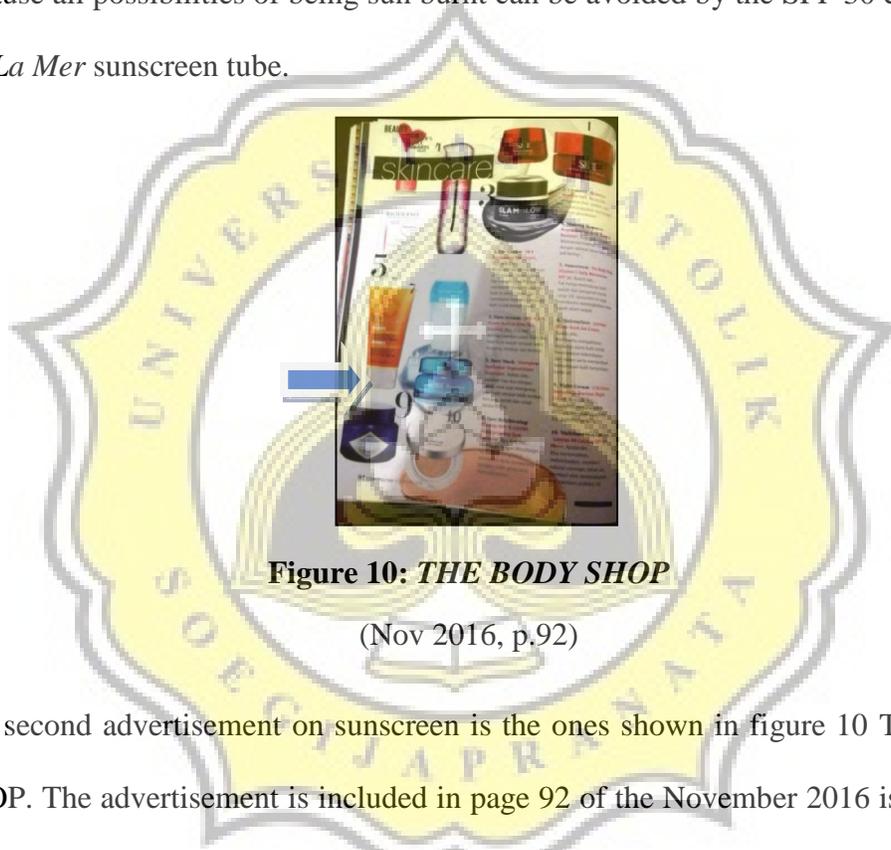


**Figure 9: *La Mer***

(Nov 2015, p.33)

On page 33, *La Mer* is described as a flawless sunscreen protection product that can avoid consumers to be burnt from sun rays and solar radiation that makes skin aging and skin cancer on the face (Rieger, 2000, p. 425). Visually the product is shown packaged in a tube and shown on a white background to denote consumers that flawless from sunrays give sheer perfection to the face so the skin will look brighter and healthier.

Textually, *La Mer* advertisement has the phrases “*Tampil Glowing*” (Glowing appear) written with a *Berlin sans*, 12pt font size and black and yellow highlight color font. The word glowing is synonymous to bright and shiny. The yellow highlight suggests importance and being cheerful. So, the advertisement seems to promise that consumers meaning the sunscreen will feel cheerful and beautiful with it because all possibilities of being sun burnt can be avoided by the SPF 30 contained in the *La Mer* sunscreen tube.



**Figure 10: THE BODY SHOP**

(Nov 2016, p.92)

The second advertisement on sunscreen is the ones shown in figure 10 THE BODY SHOP. The advertisement is included in page 92 of the November 2016 issue. In this advertisement, the cosmetic product that contains vitamin C as suggested by the orange color of the tube is one of the popular products in 2016. In the text, it is informed that THE BODY SHOP sunscreen has a blend of *vitamin C*, *Camu-camu Amazon*, and *Community Trade seed oil* which give the importance of using natural resources to keep women beautiful. In addition, to showing the product having vitamin C, the orange color also signifies how comfortable a consumer can feel in

using the product as a protection for the daily sun rays experienced while going to work. Connotatively, this product shows that some women in Indonesia still experience direct contact with the sun because some still go to work by walking on foot or by going on a motorcycle rather than all would be nicely protected inside a cool build in AC automobile.

**e. Face Moisturizer**

In the November 2015 and 2016 issue there are face moisturizer advertisements which makes 6.40% the total of advertisements found in the magazine. In *Indonesia Cosmopolitan* magazine of November 2015 edition there are two face moisturizer ads that has the same brand product from *SK II* but on different case and type. This is also repeated in the 2016 issue.

In figure 11; *SK II* is facial moisturizer that is advertised on page 120 of *Indonesia Cosmopolitan*, November 2015 issue. Visually, it is represented as a product in a glass tube with natural essence that can give protection from wrinkles, dark spot on the face. The product is advertised on a white background which entails a new beginning and refreshment for new ideas. In the connotative level, the advertisement suggests the new innovation of facial essence treatment that challenges consumers by changing the destiny to handle skin problems. Because suggest that the product is the focus of attention.

Having *SK II* written in big letters as the centre of the tube also signifies that the brand is popular becomes an attraction for consumers for its good quality. Septia (2015) support informs *SK II* facial essence has more than one million consumers in Asia (pp. 1-2).



**Figure 11: SK II**

(Nov 2015, p.120)

The next SK II (figure 11) product advertised in the November 2015 issue is the SK II stem power, which to Septia (2015, p. 193) is a bestselling cream moisturizer which make use of the blending of Pitera and Stem-Acanax ingredients. This product is advertised on page 193 along with other Cosmo Reader Choice Award products. Here the well-balanced and rich stem power cream of the product promises a smooth, youthful and bright skin to the consumer, who buys the red packaged moisturizer cream in a jar. The red color choice of the jar connotes that there is power to stay young and fabulous if a consumer uses the product. Textually, on the product there is written “most favorite” written on a white Century Gothic, 14pt font size letter. According to Septia (2015, pp. 1-2) “one million people around the world” has in fact consume this product.



**Figure 12: SK II**

(Nov 2015, p.193)

Third, figure 13, *LANEIGE* is a moisturizer essence advertisement, which has a new technology in Advance Melacrusher. *LANEIGE* is a brand product that is promoted in 2016 edition. The face moisturizers like *LANEIGE* has been used for many years to help protect the skin from dryness (Rieger, 2000, p. 403) to leaving the skin for dry weather use of feel soft youthful, and look natural. The product is presented in November 2016 *Indonesia Cosmopolitan* magazine page 7-8. As written in the cosmetics information, the renewal and original technology of the product is introduced to help sparkle the beauty of the woman in the advertisement. *LANEIGE* is a new breakthrough, where a technology of white essence connotatively, is meant to present the confident and pleased expression of the woman. The image of a Korean woman with the hair bound and having a fair face, smiling and staring out with beamed face, suggests to readers that the user will feel the flow of confidence with this new original essence. The signifier of the advertisement is the white transparent shirt worn by the young white female shows off the white and brightness of the skin. Connotatively, it means to say that Asian women are only beautiful if having clear and bright skin. The body gesture of the woman that smiles brightly and confidently shows off the woman's extrovert character, which wants readers to give attention to her beautiful flawless face. The image of the woman in the advertisement with blue background accentuates the importance of having a white, clean face for Asian women.

**Figure 13: *LANEIGE***

(Nov 2016, p.7-8)



In the middle of the page appears a big bottle of *LANEIGE*, and some text saying on it “be inspired” as a way to invite consumers to be inspired like the woman model who bought the product to beautify herself.

The other element contributing to the spark of beauty is the woman’s red brunette hair. Also the smooth line in the smiling face of the woman suggests that the woman has a feeling of being spirited and have lots of love to give. All of this and the smooth lines she has on her face shows how confident she is at the result of the product in maintaining her young aged face. The advertisement picture is, generally, dominated by calm colors such as white and blue which insert a purity and reliable atmosphere.

Textually, the words “Now it’s yours!” and “Unleash the Sparkling Beauty in you!” is an advice made by an omniscient narrator to connotatively suggests to customers that using the moisturizer can spark beauty and make any woman have high confidence in herself because of the good looking, clean, clear and flawless white face she may have.

Fourth, figure 14 is another *LANEIGE* product. It is a skin finisher that blends the basic ingredients of pine needle extract and mint water. The pure and nature rich mix of the product is introduced in the advertisement.

**Figure 14: *LANEIGE***  
(Nov 2016, p.74)



*LANEIGE* is shown as a blurring tightened tubed cosmetic that is advertised in *Indonesia Cosmopolitan* magazine November 2016 issue page 74. Visually, the glass bottled product makes use of the balance of light and dark in the image to show some artificial light effects. There are two main colors that catch on the reader's eyes, white and blue. Denotatively the color symbolizes the atmosphere of dependable, reliably clean, and peaceful effect for the consumer of the product. Connotatively, this product promises that it is reliable in keeping the skin surface clean because the pores will be unclogged and no bacteria can develop.

Textually appears the writing: "Pure girl". This advice made by an omniscient narrator using *Bernard MT Condensed* font face; 18pt font size and black font color, connotatively inform women that using the product can give smooth and moist skin surface. Thus, purity for women are not only from virgins, but also form clean, bright, and smooth looking face women.

**f. Anti-wrinkle and anti-aging**

This is the last type of face care that is shown in *Indonesia Cosmopolitan* 2015 and 2016 issues. In the November 2015 issue, there are 12.90% anti-aging and wrinkle advertisements. The kinds of products advertised are *SKII*, *CLARINS*, *SHISEIDO*, and *SKIN79*. By contrast, the November 2016 only has 6.40% and the advertisements are *SK II* and *L'Occitane's*. The first advertisement to discuss is *SK II*.

As can be seen in Figure 15, *SK II* is a facial treatment essence product called *PITERA*. It is a clear liquid, rich in vitamins, with amino acids, minerals and organic acids. The product is presented in pages 5-6. The active, rich, and light ingredients of the beauty essence are introduced with a beautiful Asian woman in the advertisement.

*SK II* advertisement's background is mostly white to denotatively mean that the product highly supports the natural look of the woman. The image of a woman confidently smiling and holding a tube of *SK II* facial treatment essence in her hand suggests that having glowing and beautiful skin is the ultimate goal of women from all ages. The signifier of the advertisement is the white dress and the pink butterflies decorated on the back side of the dress are as though the body of the woman is the bottle itself that contains the essence. Denotatively, the woman evokes the pleasure and privilege feeling of being as worthy as the essence that may change the destiny of the woman's skin. The body gestures of the woman imply a close affair between the woman and the essence. With the woman posture turned towards the outside with the hand holding the essence in front of her chest, this leaves the feeling of woman's loyalty for the essence. It represents how the woman is supposed to be healthy and glowing as her lifetime goal only if she believes that having glowing and beautiful skin form using the product will make her happy. On the right of the advertisement appears three bottles of the essence with some butterflies flying around. It seems to try to catch the consumer's attention by promising the purity, free and wild women can be like the butterflies that can roam naturally and freely around the product.

**Figure 15: *SK II***

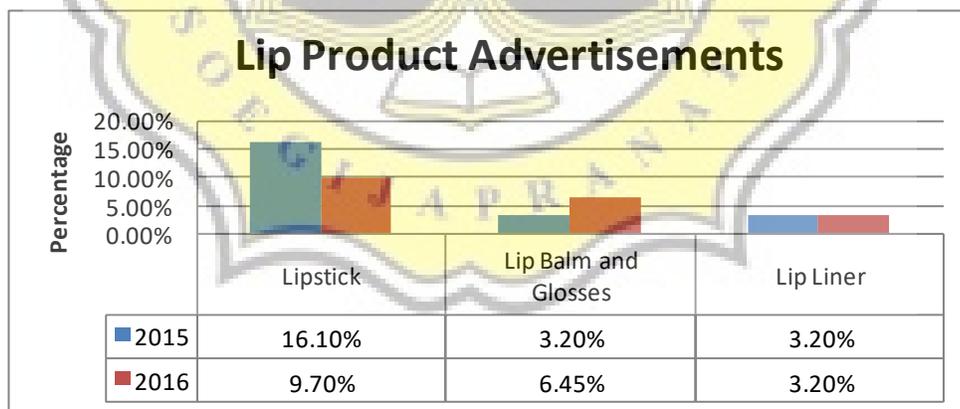
(Nov 2015, p.5-6)



Textually, there is “#change destiny” written on the bottle. Connotatively, the advertisement suggest that the essence can change women’s skin destiny for now and for the next 10, 20, 30 years. SK-II’s signature is by becoming the most awarded skin care product that try to truly understand the different experiences felt by millions of women around the world. SK II promises to replenish the skin’s moisture, smoothens skin’s surface texture, helps make face look translucent and crystal clear as well as having an even tone to ultimately give the skin a natural healthy glow.

#### 4.2.2. Lip products

In viewing the *Indonesia Cosmopolitan*, researchers such as Brown (2008, pp. 61-64), Rieger (2000, pp. 543-559), and Riley (2000, p. 205) find that lip products advertised in the magazine is categorized into three types which are (1) lipstick; (2) lip liner; and (3) lip balm and gloss.



**Chart 7: Lip product advertisements**

From all of the types shown, it is found in *Indonesia Cosmopolitan* that in the November 2015 issue, 7 out of 31 makeup advertisements are used for lip product advertisements. In total, 16.10% are about lipstick. Whereas, the second highest are

lip balm and glosses; and lip liners become third as it only makes up 3.20% for all advertisement types. By comparison the November 2016 issue, 6 out of 16 pages are filled with lip product advertisements. This is a little different from the 2015 issue, which has lipstick advertisements as many as 9.70%; lip balm and glosses for 6.45%; and lip liner 3.20%.

The first rank is lipstick. This means that lipstick is mostly favored by women because although not using any other makeup, lipstick can significantly alter the apparent facial characteristics (Riley, 2000, p. 205). It is interesting to learn of Brown who explains that lipstick is the simplest makeup and the great way to change a look (2008, p. 61). So, consumers require that lip products must have an appealing look, feel, and smell. There are many lip product advertisements that can be seen in *Indonesia Cosmopolitan*. The next sub chapter discusses this further.

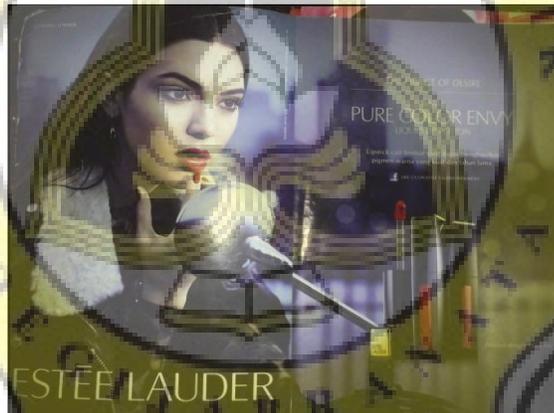
#### **a. Lipstick**

In the *Indonesia Cosmopolitan* of November 2015 issue, 5 out of 7 (16.10%) lip product advertisements are found. The brand products advertised are *ESTEE LAUDER*, *MAC*, *REVLON*, *QLINIQUE*, and *PIXY*. Whereas, in the November 2016 issue, 3 out of 6 pages (9.70%) are filled with lipstick advertisements that advertised the brands: *36 MAKE UP FOR EVER*, *ULTIMA II*, and *QLINIQUE*.

First, in figure 16 *ESTEE LAUDER* is a liquid lip product positioned in the first two pages of *Indonesia Cosmopolitan* November 2015. The image used is a Western girl who looks comfortable touching up red lipstick in the rearview mirror. It signifies the women who buy and use this product will feel comfortable because their lips will be deeply moisturized the whole day by using this product.

The background of a city in the afternoon signifies that the lipstick has a long lasting effect that stays on the lips for the whole day. Connotatively, this product is appropriate for women who have a youthful spirit. The perfect blend of blue and red background shows off the glorious neutral tones that can be worn on the lips to imply the perfect lip gloss because it is pigmented, with smooth texture and an amazing color.

In the right side, there shows the beautiful, navy blue packaging with ESTEE LAUDER stamped on the lid. The fact that consumer can see the color of the product through a narrow window on the front of the tube connotes that this product is always helpful.



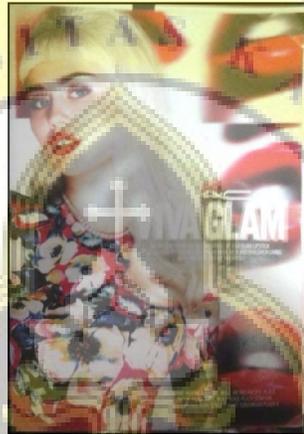
**Figure 16: ESTEE LAUDER**

(Nov 2015, p.1-2)

In the text, it is seen the headline of the advertisement, which is a signifier “The Object of Desire” to promise consumers that this product is the greatest lipstick that can give a physical pleasure to the consumer. If someone uses this product, then she can feel having more power, luxury, and pure seduction. The text “new pure color envy liquid lip potion” signifies that this *ESTEE LAUDER* liquid lipstick has many

new and glamorous lip colors. The body copy signifier “like us on *estee lauder* Indonesia” signifies that there are many target consumers that prefer to have *Estee Lauder* cosmetics.

Second, figure 17 is a *M.A.C* lipstick which is presented in *Indonesia Cosmopolitan* November 2015 issue page 13. Textually, the headline “Viva Glam”, signifying the variations of lipstick products people can have to shade and define, with hundreds of hues, and high-fashion texture.



**Figure 17: M.A.C**

(Nov 2015, p.13)

Interestingly, in the advertisement it is written that “every cent from the selling price of viva glam lipstick and lip glass goes towards helping women, men, and children living with and affected by HIV/AIDS”. This signifies that the consumers of the lipstick love life. The model of the passionate red *VIVA GLAM LIPSTICK* that raise money and awareness for HIV/AIDS is Miley Cyrus. She signifies how popular the red and glamorous lipstick can be and how good the intention of the brand is in raising charity for HIV/AIDS people.

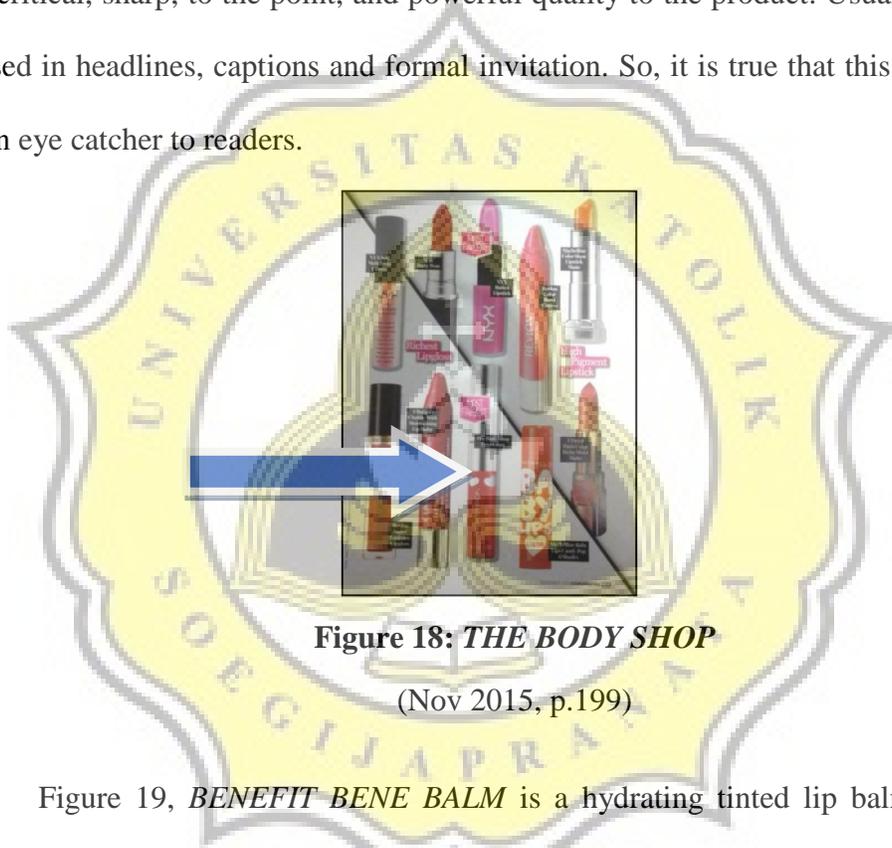
**b. Lip balm and glosses**

Lip balm is used for lines around the lips to protect against the exposure of cold and dry conditions (Rieger, 2000, p. 558). In *Indonesia Cosmopolitan* of November 2015 issue, only one lip balm product is advertised in this issue which makes 3.20%. By comparison in the November 2016 issue, 2 out of 6 pages are filled with lip balm advertisements. The 6.45% product that advertised lip balm and glosses the popular brands are from *BENEFIT* and *ESTEE LAUDER*.

*Indonesia Cosmopolitan* magazine of November 2015 issue, page 199 advertised *NYX*, *REVLON*, *CLINIQUE*, and *MAYBELLINE* lip balms and lip glosses. Figure 18 is the *THE BODY SHOP* advertisement that received a *Cosmo Reader's choice awards* in 2015. There are three colors presented in the advertisement, i.e. white, black, and pink. The white background in the advertisement denotes purity, cleanliness and softness. Connotatively, the white background represents a successful beginning. So, it means that this product will make consumers successful in creating the natural finish look on the lips. In the advertisement there is also a black placard that assigned a touch of elegance and grace. The pink placard represents the sensitive hearts which denotatively represents also the kind of universal of love. The advertisement is viewed from below scene directly because in visual range the image of the product is bigger than description. The visual text is based on a horizontal axis and the weight of visual placement of objects is the image of product that advertised. The position advertisement is close up. The image is facing from the viewer.

In general, the textual characteristics in *Cosmo reader's choice awards 2015* inserts *Baskerville Old Face* font, 18pt font size, and white font color with pink and

black placard as the decoration. The white font color represents the simplicity of the products in both their form and function, so by the image shows a minimalist aesthetic and clean but in modern quality. The pink placard denotes all things about beauty where people project to others the feeling of tenderness, self-worth and acceptance. In a denotative way the character of *Serif* font type face shows that there is a critical, sharp, to the point, and powerful quality to the product. Usually this font is used in headlines, captions and formal invitation. So, it is true that this font would be an eye catcher to readers.



**Figure 18: THE BODY SHOP**

(Nov 2015, p.199)

Figure 19, *BENEFIT BENE BALM* is a hydrating tinted lip balm which is advertised in the *Indonesia Cosmopolitan* November 2016 issue on page 76. For the headline, it uses *Times New Roman* font, 20pt, with black font color. From this kind of font type and size it is easy to spot in relation to the other letters, which are using a *Serif* type font. The big writing that stands out, which says, “The lady is a Vamp”, signifies the daring character of a woman who would be attractive, striking, exotic, sexy and glamorous like the big, red lip gloss advertised below. This vampire,

mysterious looking lip gloss is accentuated further with the red blotching looking like drops of blood from a dark, black, and strong lady vampire.



**Figure 19: BENEFIT**

(2016, p.72)

The text: “*Menyukai look yang kuat, sexy dan berani? Sentuhan palet merah dan hitam pilihan cosmo ini pasti mampu bikin tampilan anda jadi ekstra memikat*” (Do you like strong, sexy and bold look? The touch of red and black palettes from Cosmo will make you even more attractive) signifies how classically elegant yet bold a woman can be when agreeing to dress up daringly like a vampire. Although the colors of passionate and lovable red and powerful black do stand out, the white background offers the purity, cleanliness and softness of the product for the woman. By applying *BENEBALM* the user of the lip balms seems to be promised a soft and kissable look.

**c. Lip liner**

In reading the *Indonesia Cosmopolitan* the November 2015 and 2016 issue, also has a comparable 3.20% of lip liner advertisements, they are *NYX* in the 2015 issue and *CHANEL* in the 2016. First, the *NYX lip liner pencil 0.04 OZ* is a lip liner,

consisting of a blend of coconut oil, beeswax, and jojoba oil. The product is advertised on page 114. Visually is the image of a woman model with fixed gaze and open body to signify that the woman has seriously chosen the lip liner to show off her exclusive character. This is accentuated further by her formal yet cozy dark blue sweater worn by the young white woman.

Denotatively, the sturdy body gesture of the woman inhibits power. The choice of the burgundy dark brown colored lip liner shows a mysteriously cool autumnal season and vampy color. Beside the model is an *Arial Black* font, 20pt black text written, “NO GOTH, JUST GORG!”. Denotatively, the word “Goth” means a person who wears mostly black clothing, with a dramatic makeup, and often has dyed black hair, accentuates the mysterious, gothic, and devilish atmosphere that strikingly connotes an extraordinary sexy outlook to the lady. By these features, consumers should have the idea that experimenting with *NYX* lip liner will give out an easy but sexy hot make-up look.



**Figure 20: NYX**

(Nov 2015, p.114)

Second, figure 21 is *ÉCLAT LUMIÈRE HIGHLIGHTER* advertisement that is found in the *Indonesia Cosmopolitan* of November 2016 issue, page 78. This advertisement is about an antioxidant Vitamin C fragrance pencil lip liner formula, whose headline text uses *Baskerville Old Face* of black font, 20pt *Serif* type of writing to denote the great power the lip liner has for its consumers. The headline saying “How to Create Sexy Lips” is one way to directly attract consumers that there is a need for a special lip liner to create that special sexy looking lips a woman needs. The next information about a “5 minute beauty”, quickly makes women as the target audience learn the tricks to create sexy and plump lips. The signature line of this lip liner is “Define Highlighter”. It signifies the brand name of the highly qualified product produced by *CHANEL* Company. From these informative qualities, consumers will get the idea that *ÉCLAT LUMIÈRE HIGHLIGHTER* is a highly trusted lip liner.



**Figure 21: CHANEL**

(Nov 2016, p.78)

The next advertisement is figure 22, an Estee Lauder lip liquid advertisement from *Indonesia Cosmopolitan* November 2016 issue, page 82. The headline of the

advertisement uses *Times New Roman*, 20pt, black font color. Using *Serif* type the writing: “*Saya ingin mecoba lipstick glossy dalam palet gelap yang sedang hits namun bibir saya tebal. Bagaimana menyiasatinya?*” (I want to try the dark fabulous glossy lip but I have thick lips, how to overcome it?) challenges consumers who have the same kind of problems with their lips. This question probably arises because usually thick lips people would avoid dark colors because it will make the lips heavier looking. Yet, this innovate liquid lip that is supported with continuous moisture is the offered as the answer to those having thick and heavy lips.



**Figure 22: ESTEE LAUDER**

(November 2016, p.82)

Looking at the image of the woman model's lips, it is showing that women can look amazingly smooth and light with the long lasting lip gloss that produces moist lips of purple color. The glossy colored lip product which suggests the invitingly women's outer genitals are proportionate and helps attract males to see the woman as good looking.

### 4.2.3 Eye makeup

In addition to lipstick, *Indonesia Cosmopolitan* also advertises eye makeup. Researchers such as Brown (2008, p. 67), Rieger (2000, p. 563), and Riley (2000, p. 192) find that the eye makeup is categorized into four (4) types. They are mascara, eyeliner, eyebrow, and eye shadow. From all of the types shown, it is found in *Indonesia Cosmopolitan* November 2015 and 2016 issues that in the 2015 issue, 6 out of 31 makeup advertisements are used for eye makeup. From these four types the highest is in eye shadow which makes 6.45%. Whereas, the second highest are in mascara, eye liner, and eyebrow which takes in 3.20%. By comparison, in the November 2016 issue, 1 out of 16 pages of makeup advertisements is filled with eye shadow advertisement, which takes in 3.20%

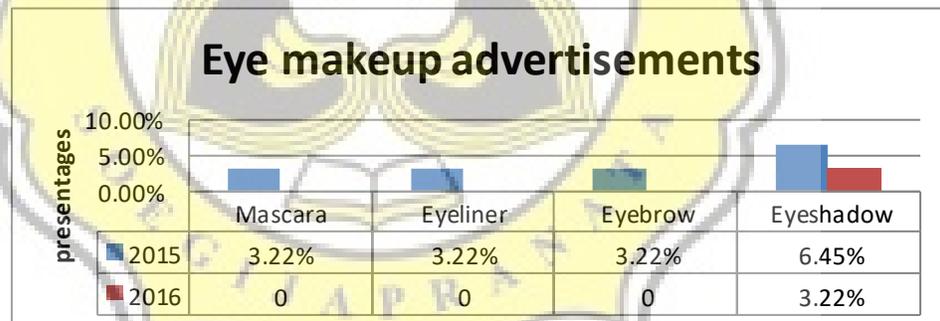


Chart 8: Eye makeup advertisements

According to Riley, eye makeup has been the main part of facial makeup (2000, p. 192). It can give the appearance of brighter and more beautiful eyes to women (Brown, 2008, p. 67). The following pages discuss about mascara, eye liners, eye brow and eye shadow makeup.

### a. Mascara

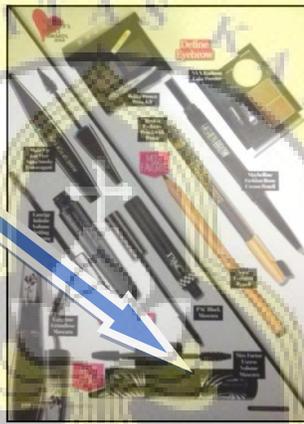
According to Brown (2008, p. 84), Rieger (2000, pp. 564-566), and Riley (2000, pp. 200-203) there are two (2) types of mascara: cream and waterproof. The following is the details of the findings.

In *Indonesia Cosmopolitan*, November 2015 issue, 1 out of 6 eye makeup advertisements is used for mascara an advertisement which makes 3.22 % and the brand product is *MAX FACTOR*. But in November 2016 issue there are no mascara advertisement (0%). This means that mascara is not such a crucial makeup for women. Some may prefer not to apply any mascara on their eyes.

Actually, most people apply the mascara to open up and emphasize the eyes (Brown, 2008, p. 84). Rieger also adds that mascara is applied in eyelashes to look lengthier, thicker, and have more curl ends (2000, p. 564). It is interesting to learn of Riley who explains the requirement of mascara is without hurting the delicate skin around the eye. So, mascara must be safe, non-irritating, smooth and lump-free. It must give good application, by quick-drying methods, so, it should not smudge during wear, should not flake, should not run when wet and given even coverage on the lashes, as well as be easy to remove (2000, p. 199).

Figure 23 is a *MAX FACTOR* mascara advertisement found in *Indonesia Cosmopolitan* magazine, November 2015 issue, page 198. It is about an *extreme impact mascara* with products from *BOBBI BROWN*, *PAC*, *LANEIGE*, and *LANCOME*. These products are advertised in *Cosmo Reader's choice awards 2015* and *MAX FACTOR* is the most favorite of the readers' vote.

Visually, there are three colors used in the advertisement: white, black, and pink. The white background in the advertisement denotes purity, cleanliness and softness. It connotatively represents a successful beginning, so it means that this product is projected to successfully create outrageous volume and vivacious curl to women's eye lashes. The black placard assigns a touch of elegance and the pink placard connotes the sensitive women's hearts. Denotatively it represents the caring and sharing of this product that are quickly applied but is easy also to remove safely.



**Figure 23:** *Max Factor*

(Nov 2015, p. 194)

#### **b. Eye liner**

According to Brown (2008, pp. 76-77), Rieger (2000, pp. 567-569), and Riley (2000, p. 203) the eye liner is categorized into two (2) types, which are liquid and pencil eye liner. In viewing the *Indonesia Cosmopolitan* of the November 2015 issue, has 1 out of 6 eye makeup advertisements for eyeliner advertisement, which makes 3.22 %. The brand product is *MAYBELLINE* pencil eyeliner. But in November 2016 issue there is no eyeliner advertisement (0%). It means pencil that eyeliner makeup is not that popular. *MAYBELLINE* is proven to be a favorite of consumers' choice in

*Cosmo Reader's Choice Awards 2015* for eye liner. Eye liners are usually applied to the border of the eyelids to emphasize the shape of the eyes. According to Brown, to avoid the tiredness and darkness under the eyes, he suggests that use eye liner should be on the top and bottom of eye lash lines (2008, p. 76). Figure 24 is a *MAYBELLINE eyestudiohypersharp0.01mm liner* advertisement found in Indonesia *Cosmopolitan* magazine, November 2015, issue page 197. It is eyeliner comparable to products such as *BOBBI BROWN*, *REVLON*, and *MAKE UP FOR EVER* and *M.A.C* in *Cosmo Reader's choice awards 2015*. Visually, this product has an exclusive soft-touch pencil brush applicator that denotes easy control for a hyper defined intense eye look.



**Figure 24: Maybelline**

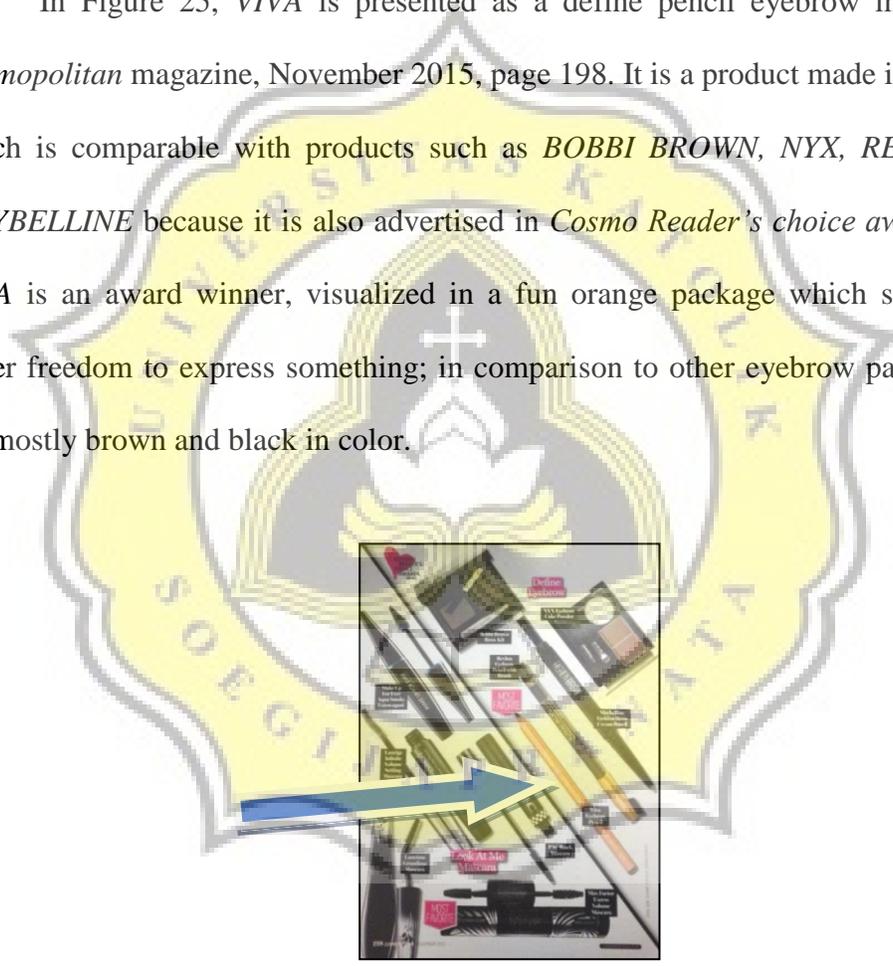
(Nov 2015, p.197)

**c. Eye brow**

In viewing the *Indonesia Cosmopolitan* of November 2015 issue, it is found that there is 1 out of 6 eye makeup advertisements for eyebrow product, which makes 3.22 % of the totality of advertisements. The brand product is *VIVA* pencil eyebrow. In November 2016, however, there is no eyeliner advertisement (0%).

VIVA is proven to be the most favorite of consumers' choice in *Cosmo Reader's Choice Awards 2015*. Based on their book, Rieger (2000, p. 563) and Riley (2000, p. 192) eyebrow liner is necessary to support the use of mascara and eye shadow. The reason people apply the eyebrow is to form a frame for the eyes by grooming eyebrows that makes a huge difference on the face.

In Figure 25, VIVA is presented as a define pencil eyebrow in *Indonesia Cosmopolitan* magazine, November 2015, page 198. It is a product made in Indonesia which is comparable with products such as *BOBBI BROWN*, *NYX*, *REVLON* and *MAYBELLINE* because it is also advertised in *Cosmo Reader's choice awards 2015*. VIVA is an award winner, visualized in a fun orange package which signifies the better freedom to express something; in comparison to other eyebrow packages that are mostly brown and black in color.



**Figure 25: VIVA**

(Nov 2015, p.198)

The writing, *Cosmo reader's choice awards 2015* is written with white colored *Baskerville Old Face* font, 18pt font size, on a pink placard. Readers should

understand that it is a formal yet friendly invitation to choose which eyeliner product becomes the best to consume. The formality is shown in the choice of font style, and the friendly atmosphere is represented by the color pink.

**d. Eye shadow**

According to Brown (2008, p. 71), Rieger (2000, pp. 567-569), and Riley (2000, pp. 193-197) eye shadow is categorized into three (3) types. They range from pencil, powder, and cream eye shadow. The *Indonesia Cosmopolitan* magazine of November 2015 issue has 2 out of 6 eye shadow makeup advertisements, which makes 6.45% in total. The brand products are *REVLON* and *MaisonKitsune for ShuUemura*. By comparison, in November 2016 issue, there is only one (1) eye shadow advertisement (3.22%), which is *THE BODY SHOP*. Eye shadow is used to give color and gloss to the eye lid and also to correct the eye shape (Riley, 2000, p. 192). In the fashion world eye shadow is called “judge of the application and wear” because the shade variation of color is related with the “season and clothes in fashion” (Rieger, 2000, p. 569). There are eye shadow advertisements that can be seen on *Indonesia Cosmopolitan*. The next figures discuss this further

Figure 26, is an *UEMURA* advertisement of a fine gold pearls eye shadow. The product is presented in the November 2015 *Indonesia Cosmopolitan* issue of page 132. This advertisement is interesting to see because it tries to sell its Japanese origin by showing bright and colorful palette eye makeup that looks like the colorful street lights of Tokyo. The images within the colored palette, which are a dress; *kimono* (traditional cloth in Japan); a cup of coffee and teaspoon; and kettle and cups all support the Tokyo atmosphere. *UEMURA* palette eye makeup is informed as being

inspired from navy western smoky eyes, which signifies that the product can be used in formal and informal situations such as in a meeting, traditional ceremony, party, or gatherings.

**Figure 26: UEMURA**

(Nov 2015, p.132)



The writing, “Foxy Vibe!” that is used as the headline of the advertisement has a pink *Times new roman* font, 36pt font size. It supports the idea that the makeup is for artistic, careful, and extraordinary women of Tokyo or Asians in general. Denotatively, the word “foxy” means shrewd, astute, and sharp with which the reader is suggested to having flirty and sensual vibes from smoky eye makeup women who would join the party. Second, figure 27 is a *REVLON* eye makeup that color stays for 16 hours. It is available in *Indonesia Cosmopolitan* magazine of November 2015 issue, page 197. *REVLON* is also published in *Cosmo Reader’s choice awards 2015*, so it is comparable to products such as *BOBBI BROWN*, *BALMSAI* and *MAYBELLINE*. Visually, this product has an elegance black color package to denote its suitability for chic, yet complex women. The background of the advertisement uses white color in order to let the black packaged makeup stand out more. Whereas, the pink color is used for the labels in order to show invitation to women that the makeup products are especially for them to have.



**Figure 27: REVLON**

(Nov 2015, p.197)

Third, figure 28, *THE BODY SHOP* is a cosmetic brand that is advertised in the 40<sup>th</sup> anniversary of the wildest *Cosmopolitan* Christmas campaign ever. The product is advertised in *Indonesia Cosmopolitan*, November 2016, page 86. In the beautiful Christmas holiday gift sets, *THE BODY SHOP* is introduced with the fantastic surprises of the wildest journey of the end of the year. The surprise is the images of stack of gifts shaped like Christmas trees and the scarce species of monkeys called *Shaked Duoc* from KheNuocTrong.



**Figure 28: THE BODY SHOP**

(Nov 2016, p.86)

The signifier of the advertisement is in the image of a monkey called *Shaked Duoc*. Denotatively, the endangered animal such as this monkey species which needs special caring and concern, connotatively invites people to dedicate into campaigning against animal testing and instead give the monkeys care and love. It is for this reason that there is the written text: “The Wildest Journey” and “Will you help Reggie find love?” to suggest that people should learn how to show their solidarity with the endangered animals.

