

CHAPTER V

CONCLUSION

Advertisement is found in various media, where one of them is in women magazine advertisement. In this research, the writer makes use of makeup advertisements as her main research data. There are a total of 28 makeup advertisements as the main data of analysis: 1) face care products which includes eye cream, face mask, face cleanser, sunscreen, face moisturizer, anti-wrinkles and aging; 2) lip products which includes lipsticks, lip balm and glosses, and lip liners; 3) eye products which includes mascara, eyeliner, eye shadow, and eyebrow.

By using Barthes semiotic analysis for the *Indonesia Cosmopolitan* magazine of November 2015 and November 2016, a number of results are found as follows: First, by using the first level of denotation signs that analyze the images and texts of the advertisements, most of the images are found to be about the products advertised. Out of the 28 advertisements under study, the images are either showing 1) the product only ($20/28 = 71.42\%$), or 2) a model using the product ($7/28 = 25.00\%$), or only the model ($1/28 = 03, 57\%$). From this data, it means that consumers prefer to see advertisements that show only the products in detail. If a model is used in the advertisement, it just as a supplementary to the product.

There are a number of colors used in the packaging of the product to attract readers' attention. They are white ($11/28 = 39.28\%$), red ($8/28 = 28.57\%$), black ($8/28 = 28.57\%$), blue ($6/28 = 21.42\%$), silver ($5/28 = 17.85\%$), gold ($4/28 = 14.28\%$), pink

(3/28 = 10.71%), purple (3/28 = 10.71%), and orange (2/28 = 7.14%). With most of the colors used being white connotes that consumers favor the idea that makeup must sell itself as products that sees the importance of cleanliness and purity. This makes sense since most of the product advertised accentuates the importance of supporting the beauty a woman should have, which among others should have by providing materials or ingredients to ensure a clean and flawless face. The sense of purity and cleanliness is also provided with the color of blue. Colors of silver and gold are also usually used in the products advertised, especially for the cap or top of the advertised product to connote the importance of the product. Other colors which are purple and pink shows that advertisers know the consumers are mostly women who love the soft feminine color of pink or purple. With regards to the text, most of the time the type of font color found in the advertisement is black and red, Calibri or Sans Serif font which shows that there is seriousness about the product, to support the idea that the product is trustworthy.

Second, by using the second level of Barthes' semiotic, advertisement can be analyzed connotatively by focusing on how large the product is advertised on the page and how the model looks at the camera. In this thesis, by putting out advertisements that are on the Reader's Choice of *Indonesia Cosmopolitan*, there are only 12 advertisements that would focus on a product. Those advertisements that puts the product at the center of the page is (7/12 = 58.33%). These products are shown off in a close-up mode rather than in a long shot mode. This makes it easy for consumers to focus on. If there is a model in the advertisements, all of the models would stare at the camera to show how confident the model in using the product. This finding

supports the idea again those consumers prefer to see advertisements that puts makeup products as the main focus rather than having beautiful models.

Third, by using the next level of Barthes' denotative meaning, some cultural understandings are also learnt by focusing on where the products are being produced. Out of the advertisements used for analysis from the globalized women magazine, the *Indonesian Cosmopolitan* of November 2015 and November 2016, prefers to advertise products from USA ($15/28 = 53.57\%$), Korea ($8/28 = 28.57\%$), Japan ($2/28 = 7.14\%$), Indonesia ($2/28 = 7.14\%$), and Paris ($1/28 = 3.57\%$). This means to say that as an Indonesian magazine but having a global license, Indonesian consumers still prefer products from overseas as being a more trustworthy product. It is interesting that most of the makeup products advertised in *Indonesia Cosmopolitan* are from the U.S. followed by Korea. Although interesting, it becomes a logical finding since the *Cosmopolitan* is licensed by the U.S., so naturally US makeup products make use of the magazine to promote the products. The reason for why Korean makeup in *Indonesian Cosmopolitan* becomes the second most advertised is because Indonesians prefer Korean cosmetics more than any other Asian products. Indonesians believe that Korean makeup have good quality. The products from Japan and Indonesia become the third and fourth most advertised in the magazine because Asian beauty is usually Japanese and followed by Indonesian. The one from Paris is last because the US products are competing over France, thus *Cosmopolitan* being a U.S. franchise magazine would deliberately avoid products from France.

Fourth, by giving attention to the text written beside or on the products advertised it is found that there are a number of persuasive vocabulary used that

means 1) cleanliness: pure, water, clean, cleanse, glowing, and white (13/28= 46.42%) ;2) sexiness: bold, sexy, glam, desire, and wild (11/28= 39.28%); 3) trustworthiness: sturdy, strength, vitamin C, power, and perfect (5/28= 17.85%).

From the above results, it can be concluded that makeup products advertised in a global woman magazines, like represented by the *Indonesian Cosmopolitan* is found to be true in selling itself as products that advertise cleanliness. This is proven by the colors used and the text chosen to advertise the product. The cosmetics also make use of colors and text to accentuate the importance of sexiness for women who follows *Cosmopolitan's* philosophy of being fun, fearless female. Finally, to make sure that the products are advertised, there have been used persuasive words to show the trustworthiness of the advertised products.

