

CHAPTER IV

DATA ANALYSIS

In this chapter, the writer analyzes Anggun Cipta Sasmi's SK-II #changedestiny advertisement downloaded from Youtube. The writer analyzes the personal narrative of Anggun Cipta Sasmi in SK-II #changedestiny advertisement and the symbol occurred in the video using theories in chapter II. The theories used are girl power, semiotic, and personal narrative.

To help readers to understand my analysis of Anggun's personal narrative in SK-II #changedestiny advertisement. I gives brief biography of Anggun's life journey. Anggun Cipta Sasmi was born in Jakarta, April 29, 1974. Now, Anggun is an Indonesian singer-songwriter who has France nationality. She is the first daughter of Darto Singo who is a Javanese artist and Dien Herdina who is a member of Yogyakarta royal family (Brown, 1998-2009).

Anggun began her music carrier at the age of seven when she had a show in Ancol, an entertainment park stage in Jakarta. Two years after the show, she recorded a children album. As an adult, Anggun recorded her first album titled *Dunia Aku Punya* which was released in 1986. Her name became famous as a rock singer after she released her single titled *Mimpi* in 1989. Her hits singels in 1990's were *Tua-Tua Keladi*, *Laba-Laba*, *Takut*, *Nafas Cinta*, and *Kembalilah Cinta* (Brown, 1998-2009).

Anggun had a dream to have an international music carrier in Europe because she had an "American Dream", a term refers to people's belief that live or

move to US, will be successful. According to Hanson and White (2011), the American dream is a metaphor for people who success in occupation and education (2011, p. 7). Although it is called an ‘American Dream’, Anggun did not want to realize her dream in America. To make her dream come true, Anggun decided to choose London as her first journey to be an international singer. Her decision to go to London was founded by her opinion that international music producer would not come to Indonesia to find talented people. She personally also felt that she did not have access to information on international music career in Indonesia. For information, internet in 1994, the year when Anggun decided to migrate, was not as good as today (Brown, 1998-2009).

In 1994, Anggun left Indonesia and sold her record company. She moved to London to make her dream come true. She started her music carrier from zero. She sent demos to music studios in London and went to the clubs and introduced herself as a singer. After a while, Anggun had not had response from any music producers. As the cost of living in London was expensive, Anggun started to run out of money. Anggun felt disappointed because the music producers in London did not give positive response toward her songs. So, she decided to move to another country. Her first choice was Netherlands, but for some reasons she chose France (Brown, 1998-2009).

In France, Anggun met people who appreciate her songs. There, she met a music producer who loved her voice. She made a contract with the record label to produce her first album. In addition, Anggun learned French so that she can

communicate with her colleagues. Anggun also has a vision that she will be herself, not another person (Brown, 1998-2009).

After all the struggles, Anggun is recruited by Columbia Records in France, and got a contract with a record label, Sony Music International for her internationally circulated album. In 1998, her song *Snow in Sahara* was released successful in USA by Epic Records. Anggun successfully made a history and became the first Indonesian whose name is in Billboard (Brown, 1998-2009).

In addition, SK-II chooses Anggun as the model because she lives a life of her own choice and she tries to change her life, her journey of life is full of obstacles and she struggles to achieve her dream and new hope. So as a beauty brand that has over 35 years changed the destiny of women through its benefits to skin, SK-II sees women as inspiration of change (Editor, 2015).

4.1. Personal Narrative

Anggun's life journey which represents girl power is expressed in Anggun's personal narrative in SK-II #changedestiny. Anggun's personal narrative becomes important because personal narrative is commonly associated to women's life. Lippa (2005) says that women like to share her personal information more than men do; women share their life, thoughts, and feelings with their friends. Women express their feelings, including negative feelings such as sadness, and depression more than men do, whereas men express anger more than women do (pp. 39,40).

In this study, the analysis of Anggun's personal narrative is arranged based on the girl power characteristics represented in Anggun's narrative: independent,

determined, and hard working. To make the readers easier to follow the discussion, the writer puts Anggun's complete narrative below:

Being successful at an early stage in life can be dangerous. Back in Indonesia, I was really trapped by my own success, those time were not the happiest I have to say, which is ridiculous sometimes because when you have such success but you are not happy, something definitely wrong. I needed something more, I needed some kind of meaning and I was lacking in real life. So I packed my music, I left Indonesia, I left everything that I knew behind. So there I was, I had to work hard to make things happen in London, because no one knows me, I was not a celebrity. I work so hard, writing songs, making demos, knocking on doors of record labels, I was not used to that kind of work, a lot of sleepless night, there was a lot of going back and forth, meeting people and so I had to convince people, there was a lot of convincing. When I realized that it was not going happen in London, I was bitter. What stopped me to going back home was the fact that I promised to myself that I would never go back without something. If you try to see a problem in different angle, it gives you different solution, so that's what I did. When I decided to move from England to France, it was like an epiphany, after all the rejection, and all of a sudden I got to meet the right people, I got to write good songs. And then everything was just like finding pieces of the puzzles, but all of the pieces were actually in front of you, it was super exciting all of the sudden. When those life-changing turning points come, we have to be ready and be

able to seize the moment. When I look back, I had to go through all that so I can be who I am today. I am Anggun and I believe you can #changedestiny” (SK-II, 2015).

4.1.1. Independent

All people must have their own dreams including women in Indonesia. In SK-II advertisements, there are a lot of women in Asia who do not feel satisfied with their life. Anggun C. Sasmi, an Asian woman, who is the ambassador of SK-II promotes women’s empowerment and invite all women to challenge themselves to get out of the boundaries.

In her personal narrative, it is evident that Anggun shows herself as an independent person. When she independently decides to answer the call of her dream, she says, “I needed something more, I needed some kind of meaning and I was lacking in real life. So I packed my music, I left Indonesia, I left everything that I knew behind (SK-II, 2015). Her narrative shows that she seems to know and understand what she wants exactly for her life and her future. She definitely knows that she lacks of something so that she needs to complement her life. Her independence is emphasized by the use of “I” in Anggun’s personal narrative. The pronoun “I” shows that it is her own decision to choose the path to go, not other people’s decision. As a consequence, Anggun is ready to take risks of her decision, including the famous life she leaves behind.

Anggun left behind her comfortable life, her fame, to reach her dream. She admitted that at that time, she was a very successful but she felt unhappy, so she took the risk to go to other country:

Back in Indonesia, I was really trapped by my own success, those time were not the happiest I have to say, which is ridiculous sometimes because when you have such success but you are not happy, something definitely wrong. (SK-II, 2015)

Here we can see that Anggun is not influenced by anybody else in making decision about her life. She feels that there is something wrong about her life so she wants to make a change.

Then, she decided to begin her life and career in another country as mentioned in her narrative, “I left Indonesia (SK-II, 2015).” Leaving Indonesia, her hometown was a hard decision since she had to leave her family and her already established music career. But, she was willing to take the risk to make things happen. She decided to be different.

Further, in her narrative, Anggun shares her hard life in London. She says, “So there I was, I had to work hard to make things happen in London, because no one knows me, ... (SK-II, 2015)” Her saying that she needs to work hard by herself because no one recognizes her in London can be interpreted as her being independent of other people. So, she started everything from zero. She should know and understand what she wants exactly and plans her moves. The independence that Anggun chooses to live in pushes her to achieve success without helps from her family or parents. Independent lifestyle also enables

people achieve success in their lives without obstruction from family or parents. As long as they are happy, they are ready to take the risks.

Another step taken by Anggun that implies her independence is her decision to move from London to Paris as she feels that London offers her nothing, “When I realized that it was not going happen in London, I was bitter ... When I decided to move from England to France, ... (SK-II, 2015)” She once again independently and bravely decides to move from London to Paris for the hope of having a better opportunity.

In general, Anggun’s independence is mostly shown in her decision to step out of her comfort zone and realize her dream. Her independence is also shown from her bravery to face the consequences of her decision. Being independent is part of the concept promoted by third wave feminism which is called girl power as individualistic, straight, and women have ability to do anything by herself through the way she thinks, speaks, behaves in her social life (Gillis, Howie, & Munford, 2004, p. 181). Anggun’s independence also agrees with Zaslow (2009)’s idea about girl power in which she says that in a new model of womanhood is that women are able to show “their inner self” and to show themselves as reliable persons. Moreover, Anggun conforms Zaslow’s claims that a woman should be able to control herself without being controlled by others (2009, p. 4).

4.1.2. Determined

Living in a foreign country and trying to establish a career is not easy, but Anggun shows that she is determined to be successful, no matter what. Anggun’s determination with her life is expressed in her personal narrative as well. Her

determination can clearly be seen in her choice of word, “had to” when she describes what she does in London. This is what Anggun says in her narrative: “So there I was, I had to work hard to make things happen in London, -- had to so I had to convince people, ... (SK-II, 2015).” Anggun’s repeating the word “had to” in her narrative is like a magical chant to ensure herself of her determination to success.

According to Merriam-Webster Dictionary (Merriam-Webster Dictionary, 1828), the expression “have to” contains the meaning that “...something is required or necessary”, or that “...something is desired or should be done.” Therefore, Anggun’s “had to” expresses her feeling that “work hard” and “convince” people are things that she requires to do or things which are necessary to do because she desires to do them by themselves, not because she is forced to do them.

Another use of “have to” by Anggun is in her statement, “When those life-changing turning points come, we have to be ready and be able to seize the moment (SK-II, 2015).” She says it when she decides to move to Paris after she feels that London promises her nothing. In her narrative, she tells others that she puts herself in alert for every change that may happen. She is determined “to be able to seize the moment” so she will not be left behind.

In other part of her narrative, Anggun’s determination can also be seen in the words she says “I got to meet the right people; I got to write good songs. (SK-II, 2015).” The expression “got to” has similar meaning with “have to” in which it imposes the obligation feeling. Overall, in her statement, she likes to say what she

is obliged to do; that she must meet the right people and write the good songs to be successful.

The other evidence of Anggun's determination is found in her narrative expressing her willpower to keep on pursuing her dream even when she realizes that all her efforts in London result in nothing. She pushes herself hard not to give up and be back home: "When I realized that it was not going happen in London, I was bitter. What stopped me to going back home was the fact that I promised to myself that I would never go back without something (SK-II, 2015). She states that 'she promised to herself not to go home before she reaches her dream' shows her determination to success although she knows that she has challenges to face.

Zaslow (2009) says that a woman who wants to be considered as a part of society, usually tries to be in the same place as her male counterparts. This kind of woman, according to Zaslow, takes decision of her own life, make her own money for her living, and determine her own purpose of life. Anggun's determination is proved by her efforts to always find a way out of her problems. When she realizes that she gets nothing in London, she tries to find way to move forward by evaluating the steps she takes so far from different perspectives, "If you try to see a problem in different angle, it gives you different solution, so that's what I did (SK-II, 2015)." It also implies the idea that whenever Anggun believes that when she makes decision, she has to be brave to face the consequences and be determined to reach what she dreams of.

4.1.3. Work Hard

Anggun works hard to become successful is obviously shown in her personal narrative. Most of Anggun's expressions of hard work are on her life in London. She mentions it twice when she tells about her life in London,

I had to work hard to make things happen in London, because no one knows me, I was not a celebrity. I work so hard, writing songs, making demos, knocking on doors of record labels (SK-II, 2015).

Anggun works harder in London than when she was in Indonesia because she is just an ordinary person in London, not a well-known artist. As previously written, Anggun explicitly states twice that she works hard. Her first phrase is "work hard" followed by the second phrase "work so hard". The addition of "so" emphasizes Anggun's hard work.

The use of plural in expressing the activities she has done during her stay in London highlights the extra hours and extra energy Anggun needs to spend during her time in London: "writing songs", "making demos", "knocking on doors of record labels". The plural used seems to multiply the activities she has done in London: more than one song, more than one demo, more than one door.

Other the plural used, Anggun's hard work is also highlighted in the use of quantifier, "a lot". She says that she has "... a lot of sleepless night, there was a lot of going back and forth, meeting people and so I had to convince people, there was a lot of convincing." In her saying about her work in London, Anggun uses the expression of "sleepless night". One night without sleeping is hard so "a lot sleepless night" is even worse. Another expression using "a lot" is "going back

and forth” which exaggerates the idea of Anggun’s hectic life in London. Anggun has to go from one person to another person to promote herself. The last expression using “a lot” is the activity of convincing people. Anggun seems to want to say that she has to do the action of “convincing” repeatedly to be able to reach her success.

Hard work is part of girl power as stated by Zaslow (2009, p. 4) in her explanation about girl power where she says that women want to be seen as reliable ones and to prove themselves that they can earn their own living and can expand their skills in society. In Anggun’s personal narrative, her work hard to prove to people that she has the capability to delve her skills in music is indeed the representation of girl power.

4.2. Signs

There are many signs in SK-II #changedestiny ads video featuring Anggun C. Sasmi. Based on Peirce, there are two kinds of signs. The first one is iconic sign and the second one is symbolic sign. Iconic sign is a mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional - so that the relationship must be learnt: e.g. language in general (plus specific languages, alphabetical letters, punctuation marks, words, phrases and sentences), numbers, morse code, traffic lights, national flags. Symbolic sign is a mode in which the signifier is perceived as resembling or imitating the signified (recognizably looking, sounding, feeling, tasting or smelling like it) - being similar in possessing some of its qualities: e.g. a portrait, a

cartoon, a scale-model, onomatopoeia, metaphors, 'realistic' sounds in 'programme music', sound effects in radio drama, a dubbed film soundtrack, imitative gestures (Chandler, 2017). The symbols in the video mostly support Anggun's personal narrative. In this part, the writer will discuss symbols and signs found in the video.

There are two dominant signs that appeared in the video there are symbolic sign and iconic sign. The symbolic and iconic signs that include colors, music sheets, cage, a street light, a headphone, a cup of coffee, a pencil, a door, keys, spotlights, dry ice, a stool, a microphone, and confetti, clothes and accessories, and Anggun's Life on screen. The writer will discuss about the symbolic signs first. First, the colors, red and black which have the idea of girl power. Gray and white colors mean gray means sadness of Anggun, white color means good of Anggun. Red color symbolize Anggun's energy and her passion to get her dream, black represents empowerment, music sheets in the second scene means she was upset with her job in London but interestingly the music sheets blown away to her right path, cage there are two kinds of cage, closed cage means Anggun felt trap and the open cage means Anggun felt free and had a right to choose what she wanted, a street light means gloomy atmosphere, clothes and accessories, Anggun wears black, red, and white dress and accessories. Black dress means she is empowered and she also shows to the audience that she should be elegant as the singer. Red dress means she celebrate what she got, white dress means her good behavior. And cup of coffee means she had to hard work to chase her dream so she had to do a lot of work. Keys, simple key means Anggun did not found her right path of

life and the key with crown is Anggun found her right path to make her dream come true. Anggun also shows her life too on the screen which shows the glimpse of a window and the view of France and her family which means she not always as a singer but also an individual.

Second, the iconic signs include music sheets that blown away in the first scene in the first scene, a headphone, a pencil, spotlights, dry ice, a stool and a microphone, confetti. Blown away music sheet in the first scene means Anggun's music career. A headphone and a pencil are the instruments that support her to had reference of music and to write music. Spotlights and dry ice means to get audience's attention. A stool and a microphone are the instruments to support her to sing her song.

So, the interesting things to know that symbolic signs and the iconic signs have their own meaning that symbolic signs have multiple meanings and the iconic signs have the foundation of meaning.

4.2.1. The Colors in the Video Ads

Color plays an important role in advertisements because colors are the key success of the content because sellers want the audience or costumers feel what the seller feels about the product (Coschedule, 2016, p. 1). The lighting color, the dress color, or the color of the things appearing in the video ads where Anggun tells her personal narratives are varied. The main colors are gray, black, white, and red.

a. Gray

In the video ads, gray color becomes the setting of several events in Anggun's life. When she tells the story about her life in Indonesia and her discontent of her past life, the gray color dominates the setting. In the writer's personal opinion, a gray color is a neutral and balanced color, emotionless, and moody color. The gray color is also connected with dull, dirty, and dingy. In addition, according to Coschedule (2016), gray color also a color which shows formality, conservative, sophisticated, loss and depression (p. 29). So, based on Coschedule's explanation, the gray color as the setting of Anggun's personal narrative of her past life, emphasizes the impression that Anggun feels loss and depressed because her life is dull. Moreover, Coschedule (2016) also adds that gray color is a color that represents maturity and responsibility like old hair and old age (p. 29). Here, in the video, the gray color represents Anggun's feeling that she cannot grow any further or that she is "old." Anggun emphasizes the atmosphere of depression through her facial expressions when she needs to choose between Indonesia and other country to reach her success.



Figure 4.1

Gray color dominates the atmosphere.

b. Black

Besides gray color which dominates the setting of the video, audience can see black colors which have different meanings. The first one is the time Anggun talks about her experience in the past. In this setting, black color emphasizes Anggun's feeling of sadness and grief. The writer's interpretation is in line with Coschedule (2016, p. 22) who says that black is associated with evil, depressing, intimidating, unfriendly, and unapproachable and death.

Another black color appears in Anggun's dress after she becomes successful. Coschedule (2016) says that nowadays clothing designer in magazines use black color because it symbolizes classy, elegance, and wealth (p. 22). In the films which the writer has watched such as *Man in Black*, *Kingsman: The Secret Service*, and *Fifty Shades of Grey*, lots of them wear black suits which make them look fancy and have a big impact to their society through the black

suits. In the writer's opinion, the black color represents an empowered and hardworking woman who uses her power to get her dream.



Figure 4.2

Black color is behind Anggun

c. White

Without passion, human will not grow as a person that she/he wants to be today. Anggun is wearing white color dress in some part of her talking about her past experiences. According to Coschedule (2016, p. 23), white color stands for brightness, passion and growth, purity, innocence, and peace. Anggun's wearing white dress represents her passion in reaching her dream without getting tired although she has to go through the pains and rejections. Audience can feel what Anggun had done for her life to get success, how she grows and what her passion is to get her goal.

In addition, Coschedule (2016) says that white color often indicates pure, good, and almost heavenly (p. 23). The white color commonly represents

something heavenly, good and pure. One example is Jesus is described as wearing white clothes when he decides to go back to heaven. Another example is mentioned by Coschedule (2016) in which he says a bride who wears white dress in her wedding symbolizes her purity; a doctor, and non-profit organization use white color as a symbol of good and positive behavior for helping other people without hesitation (p. 23). In the case of Anggun's white dress, using Coschedule's concept of color, it represents Anggun's good and positive behavior toward her life although she experiences hard work.



Figure 4.3

Anggun wears white color dress

d. Red

Anggun in the video also wears red dress, high heels and some accessories after she gets famous in France. Anggun as a musician should wear some glamour to give good impression to audience. Her red dress represents her happiness, energy, power and desire as stated by Coschedule (2016, p. 17). That red color is not only the color of fire and blood but also represents energy, danger, strength,

power, determination as well as passion, desire and love (Coschedule, 2016, p. 17). Red color is also an emotionally intense color. In the writer's understanding, according to Coshedule (2016) red color is an eyes-catching color that is good to steal the audience's attention (2016, p. 17). Anggun expresses her energy on the stage that she can be what she wants today and she believes in herself through her wearing of red dress. Anggun shows more happiness and strength as a woman who can inspire others. Anggun's wearing red dress is definitely the symbol of an empowered woman: a strong, a happy, and an inspiring one.



Figure 4.4
Anggun in red dress

To summarize, colors in the video ads represents different Anggun. The gray color represents Anggun's sad and desperate past life, the white color represents Anggun's good and positive behavior, the black color represents Anggun's empowerment, and the red color represents Anggun's energy and passion. Out of those four colors, only two colors, black and red, contain the idea of girl power, that Anggun is an empowered woman. The other two colors are only supports Anggun's personal narrative. When her personal narrative is about her sad and

desperate feelings about her life, the setting of the color is gray. When her personal narrative is about her optimism despite her needs to work hard, she is portrayed of wearing white color dress.

4.2.2. Facial Expressions

The fact that Anggun is a human being that has feelings is shown in the video. She acts through her facial expression so that audience can understand what she feels. Facial expressions are human's nonverbal communication through her face to show what she/he feels (Ekman & Friesen, Constants Across Cultures in The Face and Emotion, 1971, pp. 124-125). Anggun shows some facial expressions. In the first scene, when she tells about her past life in Indonesia, her face indicates the feeling of stressful, sad, also confuse because she feels that she is trapped in her own success like a bird trap in a cage which cannot go anywhere. The atmosphere of the first scene also looks gloomy because of its gray color setting which fits Anggun's feeling.

Moreover, when she left Indonesia and tried to find her success, her facial expressions show her desperation, sad, tired, and hopeless because she cannot find the good people who can take her to popularity. She is also confused because in London she almost runs out of money. When she left Indonesia, she just sold her own record and used the money to move to London. She also had a simple life when she was in London because the cost of living in London was expensive.

Moreover, according to Ekman (2003) sadness usually happens when loss through death or rejection by a loved one. Loss of an opportunity or reward

through your own mistaken effort, or circumstance, or another's disregard. Loss of your health, or of some part of your body through illness or accident. Sadness is rarely a brief feeling. You are usually sad for at least minutes and more typically for hours or even days (2003, p. 114).



Figure 4.5

Anggun is desperate and unhappy

After all the pains in London, she chooses to move to another country. She chooses France as her destination to find her success. When she finally gets recognition in Paris, she looks very happy as shown in her facial expressions in figure 4.6. In addition, Ekman (2003) happiness is a positive emotion; something happens that enhances your view of yourself, for example if you find that somebody likes you, you will often feel happy-not because you expect the person to cause pleasurable physical sensations or sexual excitement, but because being liked makes you feel good about yourself (2003, p. 101).



Figure 4.6

Anggun is happy because she reaches her dream

Anggun's facial expressions do not directly symbolize Anggun's disempowerment or Anggun's empowerment, they just support Anggun's personal narrative like the gray and red color discussed earlier. The facial expressions used are the typical ones: sad, happy, and confused.

4.2.3. Properties

Properties are objects found in the video ads which contain symbol and signs. The properties may work as a means of emphasizing Anggun's personal narrative as well as giving setting to her narrative.

a. Blown away Music Sheet



Figure 4.7

Blown away music sheet

Life is a kind of mysterious thing to figure out. Life is what people choose whether the choice is a good or bad one. Anggun's choice of taking music as her career is vividly represented by music sheets. The music sheets appear twice in the video. The first one is in the opening of the video when the music sheets are portrayed as blown away (see Figure 4.7 on the left). Blown away music sheet represented in the beginning of the video ads is the symbol of Anggun's music career. The numerous music sheets give the impression that Anggun's life indeed focuses on her music career, not any other career. That the music sheet is blown away, moving into different directions can be interpreted as the dynamic life of Anggun's music career. As can be noticed from Anggun's personal narrative, Anggun experiences a dynamic life of ups and downs when she is trying to realize her dream.

The second scene depicted blown away music sheet is seen again in the video ads when Anggun realizes that she fails to get successful in London. In the video, Anggun is portrayed of sitting outside the telephone booth, feeling low, when the wind suddenly blows away the music sheet she carries (see Figure 4.7 on the right). The blown away music sheets are the symbol of her ruined music career in London. Interestingly, the next scene in the video shows that the blown away music sheets guide Anggun to find a door which becomes the door of a new opportunity.

The blown away music sheets in the opening of the video are not direct symbols of girl power. They are the sign of Anggun's music career. It is only at

the end of the second scene when Anggun loses the music sheets because of the wind, the scene contains the idea of Anggun's girl power. She does not give up but she runs after her music career represented by the music sheets. That she feels optimistic about her career can be seen in her effort to running after the music sheet. Being optimistic of one's career means feeling empowered. Because of the optimistic opinion, she finds a door and keys to open a new life and opportunity.

b. Cage

Cage is a symbol which Cirlot (1962, p. 239) puts under the category of object as the form represent a general understanding of being "confined" or "lock up" (Merriam-Webster Dictionary, 1828). The cage as an object is presented to accompany Anggun's personal narrative on two occasions. The first occasion is when Anggun shares the narrative about her life in Indonesia. In this occasion, the cage is a close cage. The second occasion is when Anggun finally decides to leave Indonesia and seek for a fortune in other country. In the second occasion, the cage is an open cage. The cage where Anggun is in is not a plain cage but is decorated by leaves. The leaves in the cage emphasize the naturalness of life. Anggun who is inside the cage is wearing a beautiful dress and some jewelry. Her dress and the jewelry represent her life as a famous celebrity. In the video clip, the cage appears in two different style; a closed cage and an opened cage.



Figure 4.8

Anggun's closed cage and opened cage

(1) Closed Cage

Anggun in a closed cage symbolized her confined life in Indonesia. Closed cage symbolizes Anggun's feeling trapped. The beautiful dress and the jewelry that she wears is the representation of her famous life as a celebrity. Yet, the closed cage where she is in binds her. The cage makes her unhappy; she cannot do things she desires and express herself, and she cannot go anywhere. She is famous, but she feels unsatisfied with her life in Indonesia.

(2) Open Cage

The once closed cage becomes an open cage when Anggun talks about her decision to leave the country in her personal narrative. Anggun leaving her home town, Indonesia to make her dream comes true is like an escape from a cage. In her narrative, she tells how hard her life becomes after getting out of a cage, yet she has new atmosphere, meets new people and opens her mind that the world is

not as big as her room in her house. Open cage means Anggun is ready to leave her fame and her comfort zone in Indonesia to begin her music career in foreign country from zero.

Closed cage becomes a trap for her because she feels confused about herself; she has to sacrifice everything to get the better life and opportunity. Therefore, closed cage can be seen as the representation of Anggun's disempowerment. Meanwhile, an opened cage becomes an entry for Anggun to go out and become a better version of her. Anggun dares herself to out of her comfort zone which makes her happy. She is an empowered one when she independently chooses her own way to reach her dream.

c. Telephone Booth in London

The telephone booth that appeared in Anggun's video clip is a typical telephone booth of London. This telephone booth is a sign of London, the place where Anggun begins her journey of music career in foreign countries. As a sign, the telephone booth marks London.



Figure 4.9

London's telephone booth

London is a new place for Anggun to begin her music career. Anggun is depicted of writing her music, recording her music, and drinking coffee inside the telephone booth, while at the same time she narrates the hard work she has to do. Anggun's inside the London telephone booth symbolizes Anggun's life and activities she does in London.

Additionally, telephone booth is a place where a person makes a call. So Anggun's inside the phone is the representation of her trying to make connections to people. Anggun does not just make a call to people but she also convinces people in the record label to take her as their singer. It is worth to note that the telephone booth does not symbolize the empowerment of Anggun. It is just a sign to mark Anggun's stay in London and the activities she does.

d. A Street Light

A street light is depicted in the video portraying Anggun's life in London. The street light which is positioned close to the telephone booth (see Figure 4.9) symbolizes a night setting. It gives an impression that Anggun's life is so gloomy in London. From the video, cold and sadness become one because she cannot get the contract she wants to even when she has sacrificed many things for her dream. In her personal narrative, Anggun says that despite her hard work in London, she meets no satisfying result. Like the telephone booth, the street light does not have direct connection to the idea of empowerment.

e. A Headphone, a Cup of Coffee, and a Pencil



Figure 4.10

Anggun's headphone, cup of coffee, and pencil

Headphone, a cup of coffee, and a pencil are the objects used by Anggun inside the red telephone booth. Those objects symbolize her activities in London. They are: (1) Headphone becomes her reference of listening or arranging a music

composition, (2) Pen represents her activity of writing good songs. (3) A cup of coffee symbolizes her hard work days and nights. From the three objects, only the cup of coffee which can be directly associated with women's empowerment. The cup of coffee represents Anggun's hard work; that she works until late at night with a few hours of sleeping. Hard work is one of the characteristics of woman's empowerment.

f. A Door

A boundary of life is like a door that we have to face. A door portrayed in the video ads seems to challenge Anggun to open it. A door is not only an entry point, but it is also "a means of access or participation (Merriam-Webster Dictionary, 1828)." The door also seems to offer a promise of new and fresh life; a chance for Anggun to open her success through writing song, singing a song, and doing her best. Having access to a career and being able to get opportunities are the signs of empowerment. Only empowered woman can have access and get opportunities to career.



Figure 4.11

Anggun and the door

g. Keys

Key, in Cirlot (1962) is mentioned as a symbol of “the archetype of the key of Eternal Life that opens up the gates of death on to immortality (p. 168).” So, basically a key is an object to open up a barrier to be able to arrive at a better or worse position. In the case of Anggun, the keys represent tools to open the right door, the choice she has to make. It is not easy for Anggun to make her next decision after she experiences the fall in London.

In her search of finding the right key, she seems to get confused. In the beginning she cannot find the right key. However, after she tries some keys, she manages to find the right tree. It is interesting to note that the key which fails to open the door are simple key, while the key which can be used to open the door is a key with a crown as its head.



Figure 4.12

Simple key versus crowned key

The success to choose the key with the crown to open the door is a symbol of Anggun's success to choose the right path for herself. In this case, she chooses the right country to restart her music career. This particular country, France, is more accommodative and more appreciative of her talents. She meets right people in France, she changes her citizenship to a French, and she also establishes her family. France is an important country for Anggun, it does not only make her dream comes true, but it also becomes her second home.

The idea of empowerment represented by the keys in Anggun's video ads is closely related to the door as a symbol of new access or opportunities to get new career. When the door is the representation of the entry, the key is the tool to open access or opportunities to that entry. Anggun's finding the key to open the door is Anggun's finding a power to make a change of her life.

h. Spotlights

When we go to a show or a concert, the crew of the event sometimes gives us a special effect on the stage, so the audience can pay attention to what is presented on the stage. Spotlights in SK-II #changedestiny ads video is a sign which call audience to focus and pay attention to Anggun, the star of the ads. This spotlight is not directly connected to woman's empowerment; it just attracts the audience to pay attention to Anggun.

i. Dry Ice

Dry ice is a form of solidified carbon dioxide usually used to give special effect of smoke on the live stage. Dry ice appears twice in Anggun's video ads.

Dry ice in the first scene of SK-II ads #changedestiny symbolizes Anggun's sadness feeling because she feels trapped in her fame at home. Dry ice gives more impression that Anggun's past life is so gloomy and sad. The past is so obscure with smoke that no one can guess what will happen in her future life.

Dry ice is used again in the final scene. However, the dry ice seems to represent different meaning in the last scene. Cirlot (1962) says that smoke is associated with power in some folklore traditions "which is supposed to possess the magic ability to ward off the misfortunes that beset (p. 299)." So, dry ice in the final scene represents Anggun's power to fight of misfortunes and become successful.

j. A Stool and a Microphone



Figure 4.13

Anggun, microphone, and stool

A stool and a microphone are two objects related to singer on a stage. So, the stool and the microphone are the signs that Anggun's in France is really a

success. A chair and a microphone are music instruments that support Anggun when she sings. These two objects support Anggun's personal narrative of her promising career as a music artist.

k. Confetti

We usually celebrate the happiest event in our life with things that make everyone happy so they can also enjoy the happiness. In Anggun's video ads, confetti is used as a property. According to The Daily Apple (2008), in Italian culture, *confetti* is sugar-coated nuts (special candies) or sugared almond of different colors that are given on special days to people who celebrate weddings or anniversaries (2008). Furthermore, The Daily Apple (2008) also adds that green represents engagement, white is marriage, blue or pink for baptism, red for birthdays or graduations, and various other colors for wedding anniversaries.

In the video, the confetti is a sign of celebration for Anggun because she becomes an international singer. Anggun becomes successful of her own effort and her hard working. She also wears red mini dress that in general knowledge is an overwhelming happiness. The confetti does not carry the idea of empowerment because it only decorates Anggun's celebrating her success.

4.2.4. Clothes and Accessories

Anggun undergoes transformations in her looks. In the beginning, she appears wearing white night dress and some jewelry such as bracelets and earrings. The white night dress and the jewelry represent Anggun's fame as an Indonesian singer. She wears a set of jewelry when she is on the stage and she

does not wear it when she is not on the stage. Then on the second scene, she changes her look to a simple look. She only wears sweater, hot pant, and high heels. Anggun's plain clothes are the symbols of her hard and simple life in London before she gets the job that she wants. After going back and forth, Anggun's struggles to convince people to take her as a professional singer are paid off. She wears red mini dress to show her energy as a rising star, as new Anggun. Once again, Anggun's choice of clothes and jewelry represent Anggun's girl power as independent woman. However, even though she should live a simple life, Anggun show her pride and power as a woman by hearing high heels. High heels according to Kiva Reardon, the editor of Cleo magazine, are associated with power: "Height has always been equated with power," Reardon says. "As a taller woman, I nearly always opt to wear heels in hopes of being one of the tallest people in the room. I want to see what's around me and be seen." (Clearly, 2015). So, high heels definitely represent girl power.

4.2.5. Anggun's Life on the Screen

Anggun's video ads which portrays her successful life has a background of her life in France, the country where she lives in. The background video shows a window, a glimpse of the view of France, her husband, and her child. Anggun's background video of her life proves her success as not only as a singer but also as an individual. Especially on the window, its meaning is similar to a door, in which it is a representation of access and opportunity to new thing (Merriam-Webster Dictionary, 1828).

In short, the iconic signs in SK-II #changedestiny are the telephone booth, microphone, music sheet. The telephone booth is the sign of London because the telephone booth is typical of London telephone booth. The microphone is a sign associated with Anggun's work as a musician. Meanwhile, the symbolic sign can be seen in gray, white, colors, clothes. Some symbolic signs directly represent girl empowerment like red and black color. Others indirectly represent girl power as it supports Anggun's personal narrative.

