

**APPLYING ROLAND BARTHES' SEMIOTICS IN
ANALYZING THE POPULAR CULTURE OF INDONESIAN
AND USA VASELINE HAND BODY LOTION**



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FACULTY OF LANGUAGE AND ARTS

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2021

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ANALYZING THE POPULAR CULTURE OF INDONESIAN
AND USA VASELINE HAND BODY LOTION**

**A Thesis Presented as a Partial Fulfilment of the Requirement to Obtain a
Sarjana Sastra Degree in the English Study Program**



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IN ANALYZING THE POPULAR CULTURE
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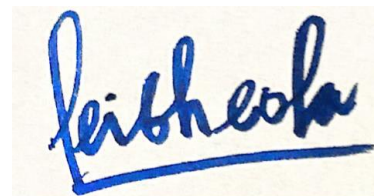
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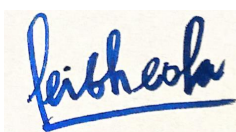
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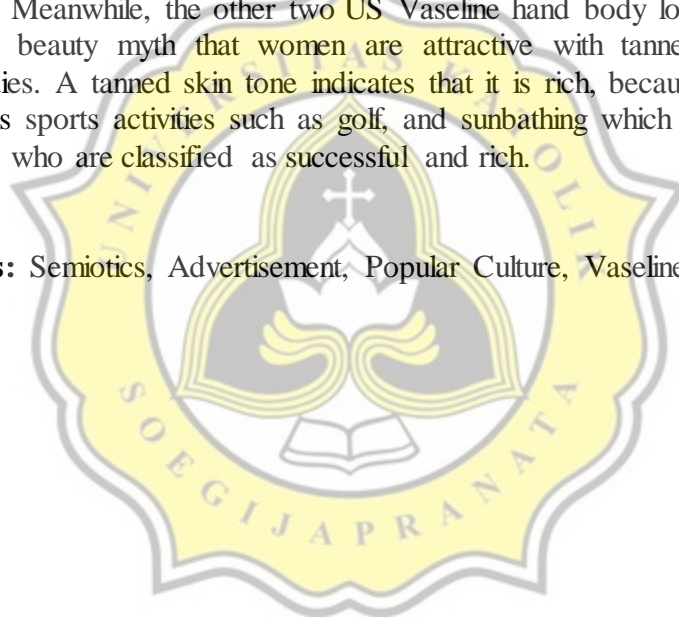
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ABSTRACT

This study focuses on analysing advertisements for Indonesia Vaseline hand body lotion and US Vaseline hand body lotion, with a semiotic approach theorized by Roland Barthes. In Barthes work, structural analysis is considered necessary as an entrance to discourse, or in Barthes' terms of analysis it is called myth (Chandler, 2007, p.162). The purpose of this research is to find the signifiers, signified and the myths. Data consist of 1) Vaseline UV Extra Brightening Indonesia, 2) Vaseline Healthy White and Fresh Hijab, 3) Vaseline Intensive Care Spray US, and 4) Vaseline Clinic Care Extreme Dry Skin US. By discussing the myth from these advertisements, it was found that there are different standards of beauty. The two Indonesia Vaseline hand body lotion advertisement shows the beauty myth of women who have white, glowing skin, slim bodies, and healthy black hair. Now, the white and glowing due to Eastern cultural hybrid beauty myth from China, Japan and Korea. Meanwhile, the other two US Vaseline hand body lotion advertisements convey the beauty myth that women are attractive with tanned skin, slim, and healthy bodies. A tanned skin tone indicates that it is rich, because they get tanned from various sports activities such as golf, and sunbathing which is usually done by Americans, who are classified as successful and rich.

Key words: Semiotics, Advertisement, Popular Culture, Vaseline hand body lotion



ABSTRAK

Penelitian fokus pada analisis iklan *hand body lotion Vaseline* Indonesia dan *hand body lotion Vaseline US* dengan menggunakan teori pendekatan semiotik oleh Roland Barthes. Dalam karya Barthes, analisis struktural dianggap perlu sebagai pintu masuk wacana, atau dalam istilah analisis Barthes disebut mitos (Chandler, 2002, p.162). Tujuan dari penelitian ini adalah untuk mengetahui penanda, petanda, dan mitos. Dengan membahas mitos dari iklan tersebut ditemukan bahwa ada standar kecantikan yang berbeda. Data terdiri dari 1) *Vaseline UV Extra Brightening Indonesia* 2) *Vaseline Healthy White and Fresh Hijab* 3) *Vaseline Intensive Care Spray AS* dan 4) *Vaseline Clinic Care Extreme Dry Skin*. Dengan membahas mitos dari iklan-iklan tersebut, ditemukan adanya standar kecantikan yang berbeda-beda. Kedua iklan *hand body lotion Vaseline* Indonesia menampilkan mitos kecantikan wanita yang memiliki kulit putih, glowing, tubuh langsing, dan rambut hitam yang sehat. Sekarang menjadi putih dan bercahaya karena mitos kecantikan hibrida budaya Timur dari Cina, Jepang dan Korea. Sementara itu, dua iklan *hand body lotion Vaseline AS* lainnya menyampaikan mitos kecantikan bahwa wanita menarik dengan kulit kecoklatan, langsing, dan tubuh sehat. Warna kulit kecokelatan menunjukkan bahwa mereka kaya, karena mereka mendapatkan kulit kecokelatan dari berbagai kegiatan olahraga seperti golf, dan berjemur yang biasanya dilakukan oleh orang Amerika yang tergolong sukses dan kaya.

Kata Kunci: Semiotika, Iklan, Budaya Populer, Vaseline hand body