

CHAPTER 4

DATA ANALYSIS

In this chapter, the writer analyzes the collected data. Data for this research consists of two Indonesian of Vaseline hand body advertisements and two US of Vaseline hand body advertisements, which are obtained from YouTube.

4.1 Vaseline UV Extra Brightening Indonesia

This sub-chapter discusses Vaseline UV Extra Brightening Indonesia advertisement which has a duration of 00:15 seconds. This section describes the signifier, signified and myth using semiotics by Roland Barthes. The following is a Roland Barthes Semiotic diagram, which is then explained in detail through narration.

Table 1. Vaseline UV Extra Brightening Indonesia

Signifier	Signified
The model, riding canoe, happy and enjoy, lake, written and voice-over “ <i>kangen aktivitas diluar</i> ”	The model riding canoe in the lake, with her white skin exposed to the sun, due to the sleeveless blue blouse accentuating her radiant skin.
1st Denotative	1st Connotative

model who dreams of riding a canoe on the lake is proven by the words “ <i>kangen aktivitas diluar</i> ”	It shows a model who is longing for outdoor activities but afraid of the sun because it will make her white skin look dull.
2nd Denotative	2nd Connotative
scene 1 shows a woman who is eager to go outside	women is afraid of outdoor activities because of the hot sun that will burn their skin, so they always want to be indoors or only do indoor activities.
Myth	
Indonesia is a tropical country, but most Indonesian women are afraid of the sun, which will worsen their skin condition; they become black, wrinkled, face flex, and dull	

4.1.1 Signifier and Signified

Figure 2 shows the beauty standard of women in Asian countries where they have the characteristics of a thin face, with a petite body, and black, long hair, in addition to having a white skin color. This kind of beauty standard is often shown by advertisements, such as the women promoting the UV extra whitening ads below.



Figure 2. "*Kangen Akitivitas di Luar*"(min 0.01)

The *Vaseline UV Extra Brightening Indonesia* advertisement has the following scenes as signifiers. The scene is opened with a beautiful model, who has long black shiny hair, and wearing a blue sleeveless blouse is smiling while rowing a canoe. This scene gives a sporty impression to the woman who maintains herself to look elegant, with her white skin exposed to the sun, due to the sleeveless blue blouse to accentuate her radiant skin. The signified sign of Model A is the sporty and enjoying her activity look. This could be seen from her smile, while rowing her canoe on a lake under the clear sky. In the scene, the voice-over that says, "*kangen aktivitas di luar?*" is challenging all women to not be afraid of the sun because the skin is protected by the UV whitening Vaseline hand body, that can maintain the white, porcelain skin.

4.1.2 First Denotative

In the first scene, the denotative result is a model who wants to do outdoor activities by riding a canoe, but she is afraid of the sun that will make her skin black. This is proven by voice-over and writing "*Kangen aktivitas diluar*".

4.1.3 First Connotative

Then the next stage is the first level connotative. This first scene results from that model A wants to go out of the room without worrying about the sun, making her skin dull and black because it will make her ugly and not look white anymore.

4.1.4 Second Denotative

The first scene shows that the model looks eager to ride a canoe on a lake with open and fresh nature, without any blackened and dull skin caused by the sun. So it's only supposition.

4.1.5 Second Connotative

Most Indonesian women are afraid of the sun, making their skin black, dull and their faces age quickly. So they rarely have outdoor activities. They prefer indoor activities to outside. Therefore, they only dream of wanting to do outside activities without any actual implementation.

4.1.6 The Myth

The result of the myth in the first scene is, the Indonesian women can still keep their white healthy skin when doing activities outside under the sun's heat, if only there is confidence in applying the body lotion. In reality, the physical characteristics of the Indonesian women majority are having yellow, brownish skin. But due to the understanding of the western culture that characterizes beauty is white, Indonesian women are attracted more to having whiter skin because white is considered clean and beautiful.

4.1.7 Signifier and Signified

Table 2. Vaseline UV Extra Brightening Indonesia

Signifier	Signified
Model A and B, riding Canoe, in the lake, happy.	Shows model A and model B rowing their own canoes and enjoying the beautiful scenery around them. The clear water and green trees around the lake is a beautiful scene to see
1st Denotative	1st Connotative
Models A and B can enjoy outdoor activities without being afraid of the sun outside. Their smile illustrates that they are pleased to move out without worrying about the sun freely.	Using Vaseline UV Extra Brightening can help re-brighten and protect the skin from the sun's UV rays.
2nd Denotative	2nd Connotative
Even though they wear sleeveless shirts, they are not afraid of their skin becoming striped or blackened by the sun because they have used Vaseline body lotion as skin protection.	The white color in Indonesia is interpreted as a positive, bright, stimulating character. It is also a symbol of purity, light, sincerity, and simplicity.

Myth

As a white woman, it is always coveted by women because white is a privilege for Indonesian women.



Figure 3. Two Models Canoeing (min 0:06)

Next, is figure 3, which shows model A and model B rowing their own canoes and enjoying the beautiful scenery around them. The clear water and green trees around the lake is a beautiful scene to see. Model A is being captured by the camera spotlight. She is seen smiling happily because her dream of enjoying a canoeing sport is fulfilled perfectly together with her friend. In this scene, the advertisement shows how women should not worry about how the skin would become black and dull due to sun exposure. The reason for that is because the women have applied a UV whitening body lotion like explained in figure 4.

4.1.8 First Denotative

In the second scene, figure 3 shows that models A and B can enjoy outdoor activities without being afraid of the sun outside. Their smile illustrates that they are pleased to move out without worrying about the sun freely.

4.1.9 First Connotative

Using Vaseline UV Extra Brightening can help re-brighten and protect the skin from the sun's UV rays which cause the skin to turn black and dull, so models A and B can carry out activities without fear of the sun.

4.1.10 Second Denotative

Models A and B enjoy outdoor activities. Even though they wear sleeveless shirts, they are not afraid of their skin becoming striped or blackened by the sun because they have used Vaseline body lotion as skin protection.

4.1.11 Second Connotative

Indonesian women always crave white, glowing, and smooth skin. White is often associated with purity, cleanliness, virtue and is also used to project the absence of color or neutrality. The white color in Indonesia is interpreted as a positive, bright, stimulating character. It is also a symbol of purity, light, sincerity, and simplicity. So, white in beauty advertisements has been widely applied because white gives the advertising model's natural beauty side so that the whole face and body parts are seen clearly.

4.1.12 The Myth

As a white woman, it is always coveted by women because white is a privilege for Indonesian women. So if a woman has white skin, she is considered a beautiful woman coveted by men.

4.1.13 Signifier and Signified

Table 3. Vaseline UV Extra Brightening Indonesia

Signifier	Signified
Model A, slender arms, happy face, white skin, written and voice over “3x lebih cerah.”	Model A shows a happy face and rub her skin on a bright background.
1st Denotative	1st Connotative
Model A is rubbing body lotion into her arms with a happy expression because her skin looks bright, as evidenced by the words and voice over “3x lebih cerah”	White skin is a dream for model A
2nd Denotative	2nd Connotative
Model A shows a happy expression when using Vaseline UV Extra Brightening.	Indonesian women love use body lotion with whitening ingredients.

Myth	
<p>Indonesian women are attracted more to having whiter skin because white is considered clean and beautiful. The mixing of two cultures from Western and South Korea influences the concept of Indonesian beauty, which starts from olive skin color to white and glowing.</p>	



Figure 4. "*Kulit Lebih Cerah*" (min 0:11)

Figure 4 shows model A is applying Vaseline hand body product all over her arm. The pose chosen by model A, is standing facing sideways to reveal the white, glowing, and smooth skin of her slender arms. The background uses a light blue color, and in the upper right corner, there is a bright light that accentuates the feeling of confidence to model A, because her skin looks brighter with that bright light. This is why on the right part of her bright, slender, smooth arms, there are the words "*Kulit 3x lebih cerah*".

4.1.14 First Denotative

Model A applies Vaseline UV Extra Brightening body lotion to her arms with a happy expression, as her skin looks brighter and more radiant than before. This is evidenced by Voice-Over and Writing “*3x lebih cerah*”.

4.1.15 First Connotative

For model A, white, bright, and shining skin is a dream for her because, with white skin, her appearance will look more attractive than having brown skin.

4.1.16 Second Denotative

The happy expression is shown in model A shows his satisfaction with the Vaseline UV Extra Brightening product, which provides whitening and brightening functions while protecting the sun's UV rays.

4.1.17 Second Connotative

An Indonesian woman likes body lotion products with whitening content that can whiten her skin color from brown to white like porcelain. The Vaseline UV Extra Brightening body lotion contains Niacinamide. Niacinamide is beneficial in treating melasma and hyperpigmentation and in abrogating features of aging, with trials reporting a reduction in objective indices, which included wrinkles, lentigines and improvement in elasticity (Forbat et al., 2017, p.138)

4.1.18 The Myth

Indonesian women are attracted more to having whiter skin because white is considered clean and beautiful. The mixing of two cultures from Western and South Korea influences the concept of Indonesian beauty, which starts from olive skin color to white and glowing. On average, Indonesian women who have brown

and dull skin feel that their skin is not beautiful, so they are doing skincare to follow the beauty standard like that shown in television or YouTube advertisements.

4.2 Vaseline Healthy White Fresh and Fair Women Hijab

In this section, the advertisements are taken from YouTube with a duration of 00:15 seconds. This advertisement is played by two models who wear hijab. Vaseline Healthy White Fresh and Fair is a product from Vaseline Indonesia in 2019. This product has the main goal of brightening the skin without feeling sticky. Especially for hijab women, they can feel comfortable without feeling sticky when wearing body lotion. In this section, the writer analyses the advertisements using the theory of Roland Barthes. The following is a Roland Barthes Semiotic diagram, which is then explained in detail through narration.

Table 4. Vaseline Healthy White Fresh and Fair Women Hijab

Signifier	Signified
Hijab woman A and B, Bright room, lotion "X" and Vaseline Fresh and Fair, happy face	Both hijab women are using body lotion in a brightly room with happy expressions.
1st Denotative	1st Connotative
The two hijab models use different lotion brands, the left us "X" lotion and the right use the Vaseline Fresh and Fair lotion.	Models with white skin prefer Vaseline products meanwhile, women with brown skin do not use Vaseline as body lotion.

2nd Denotative	2nd Connotative
Showing the difference of body lotion used by model A and B.	Both models have different taste when using lotion.
Myth	
Vaseline Fresh and fair products make skin brighter.	

4.2.1 Signifier and Signified



Figure 5. "Lotion X" (min 00:01)

There are models A and B in rooms with a light blue background and bright light to look bright. They are wearing a hijab combined with clothes that cover all of their skin in the first scene. Model A uses a blue hijab to combine a blue navy shirt, and combines it with a long white turtleneck blouse to cover her entire body, and then Model B uses gray hijab combined with a light green shirt. They are pouring a lotion product from the Vaseline product into her hands. Model A is on

the right pouring products from the Vaseline Healthy White Fresh and Fair with light pink color packaging, while Model B on the left is pouring products that are not known for their brand with plain white bottles without a brand. Both models A and B look so happy with their big smiles. The logo from Vaseline is at the bottom right and on it is written "LOTION X, FRESH & FAIR" These become the signifiers of the ad.

4.2.2 First Denotative

In first scene there are two models A and B. both models use a hijab. Model A uses a navy, blue vest and then combines it with a white turtleneck to cover the entire body, then model A uses white jeans. Model B wears a light green long-sleeved shirt combined with white jeans. The use of hijab in Islam is an obligation for Islamic women. Then they are applying a different body lotion. Model A uses Vaseline Fresh and Fair, while model B uses lotion X.

4.2.3 First Connotative

In this section, it can be seen that there are differences in the tastes of using lotion by models A and B. So that their skin also has different colors, model A is whiter than model B because of the difference in the results of Vaseline Fresh and Fair with lotion X.

4.2.4 Second Denotative

In first scene, it can be seen that the skin of model A is whiter and brighter than model B, while model B has olive skin. This shows that white skin is better than olive skin or tanned skin.

4.2.5 Second Connotative

The use of body lotion for hijabi is also needed to reduce the UV effect of sunlight which can cause the skin of hijabi women to become drier due to UV exposure.

4.2.6 The Myth

The use of Vaseline Fresh and Fair for hijab women effectively brightens the skin and does not make the skin sticky.

4.2.7 Signifier and Signified

Table 5. Vaseline Healthy White Fresh and Fair Women Hijab

Signifier	Signified
<p>In the desert, written “<i>TIDAK LENGKET</i>”, model A's face is happy and B's face is disappointed, the voice over is “<i>kulit lebih cerah tanpa rasa lengket</i>”</p>	<p>B's hand there is sand sticking, while model A is still clean.</p>
1 st Denotative	1 st Connotative
<p>Model A is happy because it is not exposed to sand and her skin remains clean, while model B is disappointed because her hands are exposed to sand</p>	<p>After using Vaseline Fresh and Fair, model A's skin remains fresh and not sticky. So it doesn't interfere activities.</p>

as evidenced by the words “ <i>TIDAK LENGKET</i> ”.	
2nd Denotative	2nd Connotative
Show the different expressions displayed by models A and B because they use different products.	Model A looks happy because the Vaseline product used does not disappoint, so her skin looks bright and not sticky.
Myth	
Using Vaseline Fresh and Fair has a brightening function, and not sticky, so it is suitable for use in Indonesia with tropical weather.	



Figure 6. "*Tiada Lengket*" (min 00:16)

Figure 6 shows that after they skate on the sand beach, model B looks disappointed about the lotion X, because of sticking sand that on her hand. Unlike

model A, her skin looks clean without any sand sticking on it, so she feels happy and satisfied with the Vaseline product. That is why on the middle right, there is the white writing "*Tiada lengket*", there is a voice over that says "*kulit lebih cerah tanpa rasa lengket*".

4.2.8 First Denotative

Model A looks happy because her hands are not exposed to sand that sticks to her hands, which means that Vaseline Fresh and Fair products are proven not to stick to her hands. In contrast, model B looks disappointed with lotion X because it has a sticky effect so that the sand easily sticks to her hands. This is evidenced by writing "TIDAK LENGKET".

4.2.9 First Connotative

After using Vaseline Fresh and Fair model A, her skin looks brighter, and her skin is not sticky, so it does not interfere with her activities when she is outdoors.

4.2.10 Second Denotative

Using the hijab will not limit activities when outside because by using Vaseline Fresh and Fair hijabi, women will not feel worried about the sun and sticky skin due to the heat.

4.2.11 Second Connotative

The setting in the desert beach, and during the day, they do sport skating. It is implied that hijab women can do activities that everyone does, even though there is the sun's heat and dirty sand.

4.2.12 The Myth

Hijab women can use Vaseline as body care to brighten their skin without feeling sticky due to body lotion, so that hijab women can do activities that everyone does, such as skating, enjoy the sand beach the heat of the sun without any worries of having their skin become dull.

4.2.13 Signifier and Signified

Table 6. Vaseline Healthy White Fresh and Fair Women Hijab

Signifier	Signified
End scene, Blue background, the inscription " <i>KULIT CERAH TANPA RASA LENGKET</i> ", Vaseline Fresh and Fair product, New product.	There is a display of Vaseline Fresh and Fair products with a blue background in line with the Vaseline logo's colors. On the right side of the product, there is the inscription " <i>KULIT CERAH TANPA RASA LENGKET</i> ". On the top right, is Unilever's logo as a multinational company that houses all Vaseline products.
1st Denotative	1st Connotative
Vaseline Fresh and Fair product is a product with the primary goal of	The use of pink in the packaging gives a soft, feminine, and cheerful impression.

"KULIT CERAH TANPA RASA LENGKET".	
2nd Denotative	2nd Connotative
Vaseline Fresh and Fair launched a product created specifically for hijabi women in Indonesia, so they can use body lotion without feeling sticky, and the skin remains bright.	The function of Vaseline Fresh and Fair, which does not stick to the skin is much needed for hijabi women.
Myth	
Many hijabi women still choose skincare products, which contain whitening and brightening ingredients to do outdoor activities.	



Figure 7. Closing Scene (min 00:29)

Figure 7 is the closing. There is a display of Vaseline Fresh and Fair products with a blue background in line with the Vaseline logo's colors. On the right side of the product, there is the inscription "*KULIT CERAH TANPA RASA*

LENGKET". On the top right, is Unilever's logo as a multinational company that houses all Vaseline products. This product is the latest release from Vaseline Indonesia, so they write "NEW" on the top of the product in red, with the aim to highlight the writing.

4.2.14 First Denotative

Figure 7 shows that the Vaseline Fresh and Fair product is a product with the primary goal of "KULIT CERAH TANPA RASA LENGKET" written next to the Vaseline Fresh and Fair product with a blue background color of the Vaseline logo.

4.2.15 First Connotative

The use of pink in the packaging gives a soft, feminine, and cheerful impression so that Vaseline users will be attracted first by the color of the packaging used. In graphic design, it defines the spirit of young people. Besides that, it also gives a positive impression. Then blue background in the Vaseline gives the impression of freshness, coldness, and peace so as to provide a suggestion for consumers.

4.2.16 Second Denotative

Considering that Indonesia is a country where the majority is Muslim, Vaseline Fresh and Fair launched a product created specifically for hijabi women in Indonesia, so they can use body lotion without feeling sticky, and the skin remains bright.

4.2.17 Second Connotative

The function of Vaseline Fresh and Fair, which does not stick to the skin is much needed for hijabi women, considering that Indonesia is a tropical country, so that the high humidity makes the hijabi body easy to stick when outdoor activities.

4.2.18 The Myth

Indonesia is a tropical country with the weather with two seasons, dry and rainy season which causes the skin to become humid and quickly dull. That is why, many hijabi women still choose skincare products, which contain whitening and brightening ingredients to do outdoor activities. The myth that circulates in society has the idea that hijab women only have time for religious, study, or just being a housewife. However, the advertisement gives a message that hijab women can do their favorite activities outdoors without fear of the sun, also take care of their skin to keep it white and bright so that it can positively influence the feelings of these women to have higher self-confidence.

4.3 Vaseline Intensive Care Spray Lotion Advertisements

This section is an advertisement for the Vaseline Intensive Care Spray Lotion produced by Vaseline US. This ad lasts for 00:30 seconds, and is played by one model. Vaseline Intensive Care Spray Lotion is produced by the US in three variations: cocoa radiant spray, aloe soothe spray, and dry skin repair. This product is formulated for skin that is dry and hydrated due to the weather. This product was created with a spray feature so the users can use it practically and make users not take long, making it suitable for millennials who have little time to care for their

skin. The following is a Roland Barthes Semiotic diagram, which is then explained in detail through narration.

Table 7. Vaseline Intensive Care Spray Lotion Advertisements

Signifier	Signified
Yellow bottle, Vaseline, hand, blue background	The Vaseline advertisement shows a Vaseline lotion product with a bright place, yellow packaging. Being a franchise, the Vaseline product uses the same blue background color as the logo from any Vaseline.
1st Denotative	1st Connotative
In this scene, there is a model's hand that wants to hold a Vaseline product which she immediately uses.	Products that are placed in the center will show one point, Vaseline Products.
2nd Denotative	2nd Connotative
Using blue as a background that matches the color of the Vaseline logo.	Blue symbolizes knowledge, coolness, peace, masculinity, contemplation, loyalty, justice, and intellectuality
Myth	

The blue background give a relaxed feeling because the body lotion promises to give a soothing, and cooling effect to the skin.

4.3.1 Signifier and Signified

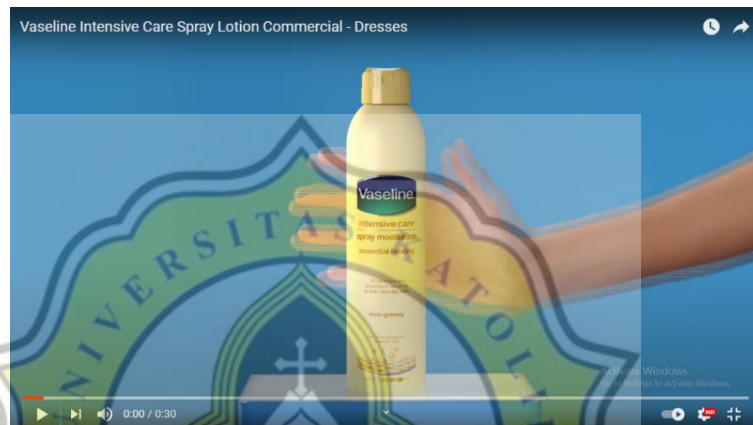


Figure 8. Opening Scene (min 00:01)

The US has four seasons: summer, fall, winter, and spring. The climate changes in extreme temperatures cause people in the US to experience dry and dehydrated skin problems, making the skin flaky to peel. Therefore, Vaseline releases the Vaseline Intensive Care Spray product utilizing the practical application. The Vaseline Intensive Care Spray advertisement shows a Vaseline lotion product with a light, yellow packaging. Being a franchise, the Vaseline product uses the same blue background color as the logo from any Vaseline.

4.3.2 First Denotative

In the first scene, it can be seen that the model's hand with slightly tanned skin color wants to take a Vaseline Intensive Care Spray product with a light yellow bottle which she will use immediately.

4.3.3 First Connotative

In the first scene, the Vaseline Intensive Care product is placed in the center. The yellow color on the packaging makes it easy for the audience to recognize that it is Vaseline. Then on a blue background that matches the Vaseline logo, it always becomes an icon.

4.3.4 Second Denotative

The use of blue in the background is an icon of the Vaseline body lotion advertisement with its characteristic dark blue color. The audience easily recognizes that the dark blue color is the hallmark of the Vaseline body lotion advertisement.

4.3.5 Second Connotative

Color has several functions, such as identity function, like how people recognize their color in uniforms, flags, company logos, etc., in figure 8 the color in the Vaseline Intensive Care Spray advertisement uses blue. Blue symbolizes knowledge, coolness, peace, masculinity, contemplation, loyalty, justice, and intellectuality. Meanwhile, the negative representations are depression, coldness, and lethargy (Monica & Luzar, 2011, p.7).

4.3.6 The Myth

Seeing the blue background for all of the advertisements means that when applying the Vaseline there will be a relaxed feeling because the body lotion promises to give a soothing, and cooling effect to the skin. It also promises a peaceful impression and has the latest breakthroughs or be an intellectual product as it is a lotion that promises to become the solution for women in the world with dry skin problems.

4.3.7 Signifier and Signified

Table 8. Vaseline Intensive Care Spray Lotion Advertisements

Signifier	Signified
The model, blue tank top, tanned skin, glowing skin, soft skin, skinny, voice-over, "With a micro drop of Vaseline jelly, new Vaseline intensive care spray moisturizer absorbs in seconds to help heal the dry skin".	Model is applying body lotion on her proportional body.
1st Denotative	1st Connotative
The model is applying body lotion with happy expression because the product can heal dry skin	Vaseline can provide healthy and moisturized skin

2 nd Denotative	2 nd Connotative
<p>The use of models with tanned skin, height, proportional bodies, and beautiful faces add to the high sales of these products due to models who have perfect physiques.</p>	<p>The definition of having brown, tanned skin from the US version of the ad, is thus very different from the Indonesian version of the ad, which always presents white skinned women to be beautiful. This is why in the US ad there are no "bright" words.</p>
Myth	
<p>Tanned skin to show classy people with a high fashion sense is showing how working people have made time to do sports such as playing golf, and tennis.</p>	



Figure 9. The Soft Back Scene (min 00:18)

In Figure 9, a beautiful Model is applying lotion to the upper arm in a close-up view to show in detail the condition of the Model's back skin, which looks

smooth and glowing without any acne or body hair. The expression displayed by the Model also shows a sexy smile so that she looks elegant with this body pose.

4.3.8 First Denotative

Figure 9 shows the details of the model's skin, which looks slightly tanned, moisturized, smooth, and healthy due to the effect of using Vaseline Intensive Care Spray with ingredients that can moisturize and nourish dry skin.

4.3.9 First Connotative

In advertising, especially in beauty advertisements, models with perfect bodies will increase positive feedback from buyers, so the model's shot like this is valuable in digital marketing.

4.3.10 Second Denotative

The use of models with tanned skin, height, proportional bodies, and beautiful faces add to the high sales of these products due to models who have perfect physiques.

4.3.11 Second Connotative

The definition of having brown, tanned skin from the US version of the ad, is thus very different from the Indonesian version of the ad, which always presents white skinned women to be beautiful. This is why in the US ad there are no "bright" words.

4.3.12 The Myth

Tanned skin in Eighteenth-century Europe connotes a low-class citizen because the person works in fields with sun exposure every day, thus, creating a tanned skin. However, these connotations change over time. As early as the 1920s,

tanned skin began to connote upper-class taste and an affluent lifestyle (Vannini, 2004, p.2). A shift in the connotation of tanned skin to show classy people with a high fashion sense is showing how working people have made time to do sports such as playing golf, and tennis. Most workers do not have the time, let alone the money to do such sports, thus, workers often have pale skin due to working long hours in an indoor room.

4.3.13 Signifier and Signified

Table 9. Vaseline Intensive Care Spray Lotion Advertisements

Signifier	Signified
The model, blue dress, glowing, smooth, tanned skin, voice-over that says, "So there is always time to heal the skin".	Model who has changed into wearing a blue dress. The simple form of the dress with a sleeveless top showing the model's bare shoulders created an elegant image.
1st Denotative	1st Connotative
The model looks elegant in a blue dress that matches the background, as evidenced by the voice-over evidence of "so there is always time to heal the skin".	This scene shows that Vaseline Intensive Care Spray can work according to its main function, moisturizing and nourishing dry skin due to cold weather.

2nd Denotative	2nd Connotative
Blue symbolizes knowledge, coolness, peace, masculinity, contemplation, loyalty, justice, and intellectuality.	The blue background for all of the advertisements connotes that when applying the Vaseline there will be a relaxed feeling
Myth	
Tanned skin is sexier than pale skin.	



Figure 10. The Blue Dressed Scene (min 00:23)

Figure 10 shows a model who has changed into wearing a blue dress. The simple form of the dress with a sleeveless top showing the model's bare shoulders created an elegant image. The soft dress material blends with the skin, which is glowing and smooth, coupled with the model's stretched hands holding her upper arm adds to the sleek impression. In this scene, there is a voice-over that says, "So there is always time to heal the skin".

4.3.14 First Denotative

Figure 10 shows that the model is wearing a blue dress made of silk and blown by the wind. The model looks elegant in a blue dress that matches the background. This shows that the skin is soft like silk after using the Vaseline Intensive Care Spray, as evidenced by the voice-over evidence of “so there is always time to heal the skin”.

4.3.15 First Connotative

This scene shows that Vaseline Intensive Care Spray can work according to its main function, moisturizing and nourishing dry skin due to cold weather.

4.3.16 Second Denotative

The use of blue on a dress that matches the background adds an elegant impression to the model. Color has several functions, such as identity function, like how people recognize their color in uniforms, flags, company logos, etc. The color in the Vaseline Intensive Care Spray advertisement uses blue. Blue symbolizes knowledge, coolness, peace, masculinity, contemplation, loyalty, justice, and intellectuality. Meanwhile, the negative representations are depression, coldness, and lethargy (Monica & Luzar, 2011, p.7).

4.3.17 Second Connotative

Seeing the blue background for all of the advertisements connotes that when applying the Vaseline there will be a relaxed feeling because the body lotion promises to give a soothing, and cooling effect to the skin. It also promises a peaceful impression and has the latest breakthroughs or be an intellectual product

as it is a lotion that promises to become the solution for women in the world with dry skin problems.

4.3.18 The Myth

US advertisers have commonly used tanned skin models to cater to a diverse consumer population who agrees with the myth that tanned skin is sexier than pale skin. This is why the Vaseline Intensive Care Spray ad tries to convey that perfect skin is one that is moisturized and healthy, to look radiant and gives increased confidence when women use loose clothes.

4.4 Vaseline Clinic Care Extreme Dry Skin Rescue Body Lotion

The next ad to analyze is the Vaseline Clinic Care Extreme Dry Skin Rescue ad launched by US Vaseline in 2018. This ad taken from YouTube has a duration of 00:15 seconds. This body lotion is intended for those with sensitive and dehydrated skin. The following is a Roland Barthes Semiotic diagram, which is then explained in detail through narration.

Table 10. Vaseline Clinic Care Extreme Dry Skin Rescue Body Lotion

Signifier	Signified
Vaseline Clinic Care white packaging, contrasting light, blue background, written "Formulated with barrier repair complex"	Vaseline packaging with a simple white design, with a background color that matches the Vaseline logo

1st Denotative	1st Connotative
Opening Vaseline that provides bright colors with bright lighting	Vaseline product with ingredients that can repair damaged skin surfaces
2nd Denotative	2nd Connotative
Lighting and packaging colors provide freshness and relaxation.	White means that to be healthy, hygienic, and clean. It gives the impression that the product is sterile and suitable for those looking for healthy products.
Myth	
In general, white is associated with purity, and cleanliness.	

4.4.1 Signifier and Signified



Figure 11. Opening Scene of Vaseline Clinic Care (min 00:02)

In this section, the author describes the signifier and signified in the ad for Vaseline Clinic Care Extreme Dry Skin Rescue. Here in figure 11 is the opening of the ad. The first scene is the opening of the advertisement, Vaseline Clinic Care products with a white bottle. The background decorated with a blue color follows the color of the Vaseline logo to enhance balance. Then on the product's left side, the words "FORMULATED WITH BARRIER REPAIR COMPLEX" are used. This writing is a brief explanation to attract the consumer's attention that the lotion has ingredients that can repair the skin.

4.4.2 First Denotative

In the opening scene, the Vaseline Clinic Care Extreme Dry Skin Rescue product with a white bottle and blue background is displayed the characteristics of the Vaseline advertisement, then shows that this product works to heal super dry skin. This indicated by the words "FORMULATED WITH BARRIER REPAIR COMPLEX".

4.4.3 First Connotative

Vaseline products are designed to heal the skin with very severe skin conditions due to weather factors and other consequences, so that women can do any kinds of activities without worrying about having dry skin.

4.4.4 Second Denotative

The use of blue and white in the Vaseline packaging gives a clean and cool impression. The use of the color white means that to be healthy has to be hygienic and clean so that it gives the impression that the product is sterile and suitable for those looking for healthy products.

4.4.5 Second Connotative

The Vaseline Clinic Care Extreme Dry Skin Rescue product provides functions as stated in the advertisement.

4.4.6 The Myth

Vaseline products are suitable for the skin of US women who are in the four seasons, so their skin needs extra moisture nutrition.

4.4.7 Signifier and Signified

Table 11. Vaseline Clinic Care Extreme Dry Skin Rescue Body Lotion

Signifier	Signified
Doing somersault, blue tank top, grey short pants, training room.	The model does a somersault which then turns her body in its original

	direction. The clothes used by the model is a dark blue tank top with grayish blue short pants.
1st Denotative	1st Connotative
Model somersaulting the training ground, her body that looks chubby and muscular indicates that the woman is a jumper athletic.	After female athletes use Vaseline Clinic Care, the skin does not feel dry.
2nd Denotative	2nd Connotative
The clothes used are also very suitable and support for the movement to be more flexible.	Figure 12 shows a somersaulting model, which means that to be healthy, someone should be athletic by doing a high intensity of exercise to form muscle mass in the body.
Myth	
Having an athletic tanned skin model for the product gives the myth that tanned skin is desirable as it is a sign of healthiness.	



Figure 12. Woman Doing the Somersault (00:10)

In the figure 12, after applying the product to her skin, the model then carries out her activities in a room that contains a device for bending the body so that she can turn her body in a flexible way. Then, she does a somersault which then turns her body in its original direction. The clothes used by the model is a dark blue tank top with grayish blue short pants. Through this scene, viewers learn that the Vaseline is appropriate for those who loves to do exercises indoors.

4.4.8 First Denotative

Figure 12 shows a female model somersaulting the training ground, her body that looks chubby and muscular indicates that the woman is a jumper athletic.

4.4.9 First Connotative

After female athletes use Vaseline Clinic Care, the skin does not feel dry. It feels soft, so it is very suitable for use during heavy activities indoors, even if used during heavy activities such as exercising.

4.4.10 Second Denotative

The female athlete seemed to enjoy doing somersault movements in the practice room. Then the clothes used are also very suitable and support for the movement to be more flexible.

4.4.11 Second Connotative

Figure 12 shows a somersaulting model, which means that to be healthy, someone should be athletic by doing a high intensity of exercise to form muscle mass in the body.

4.4.12 The Myth

Having an athletic tanned skin model for the product gives the myth that tanned skin is desirable as it is a sign of healthiness. Compared to non-tan individuals, tan skin individuals are seen as significantly more friendly, popular, and concerned about health. Such persons are also generally seen as more fit/athletic.

4.4.13 Signifier and Signified

Table 12. Vaseline Clinic Care Extreme Dry Skin Rescue Body Lotion

Signifier	Signified
The model, ponytail hair, tanned skin, muscled arms, medium close-up, blue tank top, voice-over "So you can do that things you love"	The model is doing somersault exercise in the practice room with her muscles protruding.

1st Denotative	1st Connotative
<p>Model who likes being a jumping athletic as evidenced by the voice-over "So you can do that things you love"</p>	<p>Women who have muscles and to be athletes still look sexy and healthy.</p>
2nd Denotative	2nd Connotative
<p>The model displays sporty side and tanned skin.</p>	<p>Women in the US have tanned skin, and muscle is better than white pale and skinny</p>
Myth	
<p>Tanned skin is desirable as it is a sign of healthiness. Compared to non-tan individuals, tan skin individuals are significantly more friendly, popular, and concerned about health.</p>	

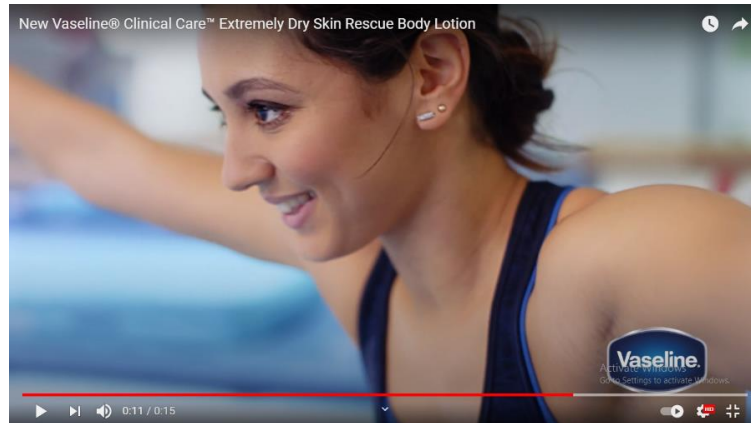


Figure 13. Scene of Vaseline Clinic Care (min 00:11)

The figure 13 uses the medium close-up technique by focusing the face-up of the model's chest. The model's hair is tied in a ponytail to show a sporty and simple look. It can be seen that the model is pleased and enjoys her sports after somersaulting. The model has quite prominent arm muscles, indicating that she has frequent intense exercise. Then there is a voice-over that says "So you can do that things you love", which entails that the body lotion will support those who love to do exercises.

4.4.14 First Denotative

Figure 13 shows that the model's expression looks happy when doing its activities. When it stretches its arms, it is clear that there are visible muscles in the hands. This is evidenced by the voice-over that says "So you can do the things you love".

4.4.15 First Connotative

The model performed a somersault scene on a blue mattress. The setting in an exercise room gives a sporty and courageous image to the model.

4.4.16 Second Denotative

The model shows that she still looks happy with a muscular and whole body and still likes her activities as a jumping athlete, making her body more athletic.

4.4.17 Second Connotative

Athletes prefer full-body and tanned skin because it looks more healthy and attractive than a thin body and pale white skin.

4.4.18 The Myth

Most women in the US crave tanned skin, moisturized skin, and a plump body because men in the US are more attracted to women who look like that. This happens because most people who like to exercise or have work related to sports often do outdoor activities such as going out to the fields to jog, or do other sport activities. To be tan, not only do westerners go out for sports in summer, they also do bed tanning method or sunbathing under an infra-red machine during the winter.

