

Myth Analysis of ‘Make Over’ brand Advertisement: A Semiotic Study

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Abstract : The study aims to analyze the myth in semiotics analysis of one local brand makeup in Indonesia “makeover”, the study employs qualitative method which concerns with analyzing everyday phenomenon and finding the meaning of the sign made of the company. This analysis also discussed the denotative and connotative meanings. In order to answer the question this study uses mythology theory proposed by Roland Barthes. The result of analysis to finding the meaning of Make Over product that written “beauty beyond rules” and uses a model for its products with various types of skin colors of Indonesian women, that the population can be easily accepted by all types of women of all ages.

1 INTRODUCTION

Nowadays, woman in the world are using makeup for daily to hidden an imperfection or for making the more flawless face. Makeup being an important thing for women from the age of 17 years above, kind of brand makeup that goes into Indonesia also consists of quite a lot of high-end makeup from international brands, to local brands make up. Here the author will analyze the myths contained in the slogan used advertisement and the models of the brand. Make Over is a local brand from Indonesia that is pretty much obtained by Indonesian women, in addition to its affordable price and makeover has good quality for their products.

Make Over Cosmetics is a local brand with all the breakthroughs of trusted cosmetics that develop according to the changing needs of each customer. Make Over Cosmetic provides various types of products that have proven to be the main choice of makeup artists, used for fashion show, TV shows, concert music and magazine photo. Make Over already has a halal certified it will be supported the product sales because it is guaranteed. Have a very good response from consumers when this brand launched the new products, because of the good quality and also Make Over sell at a price worth to buy. In the data’s there setting a words, it can be give a suggestion for the reader for a example “beauty beyond rules” there will give a new

perspective about beauty and about brand makeover. From that words the reader will thinking if beauty doesn’t need with rules, perfect with anything seems like good and also the makeover brand make suggestion if they have many inovation in their product.

2 THEORY

Semiotics or ‘semiology’ (from Greek semeion “sign”) is a study of ‘sign’ or ‘sign process, the signs in semiotics from all types of knowledge there are laguages, myts, art forms, sciences. Semiotics is a symptom of something that would be interpreted and find out what basic meaning from a sign then does it have a relationship with others, for example if that says “green light” or in bahasa means “lampu hijau” it means to giving something a signal to keep going and the second example is if the sky getting dark it is a signal that will be raining day. A sign is anything (a color, a gesture, a wink, an object, a sounds, a mathematical aquation, ect) and it will be different view depending on the concept of situation perspective and circumstances from itself because sometimes we can see signs like A but other people can see it like B and it will be more different with another people and can be C. The brain’s capacity to produce and understand sign is called *semiosis*, the human ability to recognize a thing is called a

presentative. Sometimes children with adult value thing with different view, interpretation is a crucial aspect of the human condition? Why? Because when someone interprets something they will produce a sign and sign will make the meaning of a thing begin to be clearly identified.

Myth

Myths are fundamental to human understanding that they continue to inform activities. Myth is a ideological process which has a relationship with history and culture. Myth also serves to present something looking natural and timeless, the role of the mythology is to giving us reminder of the artificial and constructed nature by images, but not just about that, the role of myth itself makes the ideology of each reader or the listener that will be stored in the brain's memory. Myth is the metalanguage there are the second language that function as the first language, the language that produces meaning from the available meanings and Barthes reminds us that the first original meaning will not forgotten.

To find out more mythological meanings Barthes using semiology because semiology is the idea of general study of sign, Barthes give mean semiology sometimes referred to as semiotics, by Saussure semiology is the general science of signs and he is imagined a science that would be able to read all human signs system. Then semiology sharing with structuralism by Saussurean linguistics and explain to others sign system. To understand what the meaning of mythology first step, we should understand Saussure means about signs as semiology because the beginning of definition start from this theory.

A linguist must explain every language action that occurs, Saussure gives a solution in the center of his new linguistics, which is to different between speech or act language (parole) and the language its self (la language) all types of language actions (parole) are made from system (la langue) and it makes the language system (la langue) consist of rules that allow speech (language, action, parole) to be a possible. Barthes deals with many structures the solution is to use a method from linguistics to find out how the level of meaning builds a message that signifies something about the world. Barthes used his time to distinguish between various structures involved in the fashion system which is used with this system is semiology.

Barthes also takes up the distinction in *Elements of Semiology*. Between denotation and connotation;

the first system is denotation (usually what something actually means, this is the most basic layer meaning) and the second is system connotation (this is the connection that a simple sign has to various concepts or ideas, deeper layers of meaning).

3 METHODOLOGY

Data collected from Make Over brand official website, then analyze the myth of the semiotics to finding the syntagmatic and paradigmatic and denotative and connotative meaning in the slogan, models, and advertisements brand. The data will be analyze with qualitative method. Qualitative method research is an activity which locates and makethe observer in the world, consist of a set of interpretive, natural practices that make the world visible (Denzi and Licoln, 2011) and using the purposive sampling to take it the data's analysis. Moreover, in order to analyze the data, the study using semiotics study based in Roland Barthes theory for finding the myth in the advertisement.

4 FINDING AND DISCUSSION

From analysis semiotics will be organize with a myth and meaning by Roland Barthes theory which is almost literally derived from theory of language by De Saussure which has four theoretical concepts namely *language-parole*, *significant-signifie*, *syntagmatic-paradigmatic* and *synchronic-diacronic*. This bellow will be analyzed with two concepts based on Roland Barthes theory which have relevance to semiotics, for the first is relationship of advertisements with *syntagmatic* and *paradigmatic*.

The second is the concept meaning from *denotation* and *connotation* in accordance with structuralism.





Figure 1 : Makeover brand used this model for the products and type of the models different into three skin tone

That makes makeover brand image can be accepted in all woman. The model used “natural” makeup and “heavy” makeup that makes makeover brand image also can be accepted in all situation. From paradigmatic perspective, these relations are

those that among the options in a system. That advertisement using two kind pink color, in the left pink is nude and the right is shocking pink, because pink is signifies of romance, love, and friendship. It denotes feminine qualities and passiveness. (Cerrato, 4) and used the font with white color because white is connected with light, goodness, kindness, innocence and purity and it is considered to be the color of perfection, white can represent a successful beginning. In advertising white is associated with coolness and cleanliness because it’s the color of show. “Makeover” font in denotative meaning is in line with the words in English verb phrase V+ Preposition. In connotative meaning “makeover” related with anothers word “created” “produce” connotation is a new meaning that given by the wearer as desired. Connotation is given by the sign user, used Barthes to finding how the symtoms are seen as sign.

Table 1: “makeover” related with anothers word “created” “produce”

Sign	Syntagmatic	Paradigmatic
Used three kind skintone of models and used the background pink for the advertisements.	Three kind of woman in the different skin tone, with background pink and using the black clothes.	Related with the situation in Indonesia right now, all woman searching for finding some makeup for daily and heavy makeup to hidden an imperfection in their face. Using black and pink in the background of the slogan in advertisement because pink color have a meaning sweet, love, feminism for a woman and very appropriate to used in cosmetics advertisements in the world. black have a meaning bold and making that slogan seen as elegant.
“beauty beyond rules”	Used as a slogan makeover in all slogan with font white.	In “beauty beyond rules” giving a meaning for all woman about motivation and perspective about beauty not always about rules (good eyes, good lips, light skin everything will be hidden by a good makeup.

Table 2: Connotation is given by the sign user, used Barthes to finding how the symtoms are seen as sign

Sign	Denotative	Connotative
Used three kind of skintone models and used the background pink for the advertisements.	To shown to all consument if beauty not always for the light skin but more than it.	To united all woman about the perspective about beauty.

<p>“beauty beyond rules”</p>	<p>Beauty doesn't have to be perfect.</p>	<p>That changed the perspective about beauty for all woman in Indonesia, beauty doesn't need to be perfect with good eyes, good lips, glowing light skin and the all perfection.</p>
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5 CONCLUSION

The advertisements of a one brand is about purpose from their product, the way they present the slogan, the font, the color icon of slogan and the meaning about the words in that advertisements. The result of this analysis is about meaning in each part, the photo was taken and the words in a slogan. They have a different meaning in connotative and denotative meaning by syntagmatic and paradigmatic concepts. Makeover want to tell to all consument especially a woman to know if the beauty not always with a good shape all the things will be hidden with a good makeup they want to use. Myth that appearing in this products is about perspective woman about beauty, beauty doesn't need to be perfect, all woman with different skin, different shape of lips and different eyes are beautiful in another meaning is about Make Over products can used in different

skin from light, medium and dark skin because they have a many color to combine and match to all skin tone.

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