

A SEMIOATIC ANALYSIS OF “CITRA” PRODUCT OF SKIN CARE ADVERTISEMENT

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INTISARI

This study is about advertiemnet of the skin care for women, particularly in Indoensia. This study used semiotic theory of the advertisement of the women product od the skin care. So, this product sold out due to of this case.This study took adat from the product of the “cira” product of the skin care. So, this study only used semiotics study of the skin care of the citra product. This study can be concluded that the skin care/treatment for women with natural ingredient. This shows that the meaning of the sign of the women is skin. The skin is as measurement of the women performance and esteem.

Keywords : Semiotics, Product and Advertisement.

A. Introduction

It cannot be avoided that human being who lives in society needs to make communication to one of each other. In their communication, they need something can make they understand to one each other in the communication. They have several ways to deliver their message.

While Wardhaugh (1977: 3) states the language is a system of arbitrary vocal symbol used for human communications. Its definition is employing both the terms system and arbitrary.

In communication, the speaker has a message that needs to be conveyed to hearer. Sometimes the hearer cannot understand the message which conveyed by speaker so that, make misunderstanding between speaker and hearer. So the main function of language is a tool of communication to reach aims and intention. Language is very important in human being's life because through language people can communicate with other people all around the world. That's why, language can be called as a means to connect people and give than information about anything.

Moreover, Finocchiaro (1974:3) explained that language is system for insert vocal symbol that allow all people give culture or another person that have been studying that culture. For communicating or interacting, so with language we can talk what we are thinking, we can talk about ideas and our filling. We can imagine how destroy our live without language.

From many languages, some language famous is in our country. One of them is English, we often seen in our daily live. English used in many fields. In addition, Baskaran(2005:13).definition of language where it is seen as “sound organized into units of form and function with meaning, contextualized in reality”.We have seen how sound,form,function and meaning have been covered in pure linguistics. And the definition of the “contextualized in reality” related to the applied linguistics fields. Language use in context is studied in relationship to the various

situations the individual is pitched against and thus we have the social, psychological, pedagogical (classroom) and other such contexts of every day language use.

In addition, Saussure (1915 :16), Language is a system of signs that express ideas, and is therefore comparable to a system of writing, the alphabet of deaf mutes, symbolic rituals, polite formulas, military signal, etc. hence, it is very important to study about sign. Because sign is very easy found in daily life. To study about sign is including in linguistic field.

Semiotics is the study of meaning-making, the philosophical theory of signs and symbols. It includes the study of signs and sign processes (semiosis), indication, designation, likeness, analogy, metaphor, symbolism, signification, and communication. Semiotics is closely related to the field of linguistics, which, for its part, studies the structure and meaning of language more specifically. As different from linguistics, however, semiotics also studies non-linguistic sign systems. <http://en.wikipedia.org/wiki/Semiotics/> April 57th, 2015

Therefore, when some people need to read newspaper, passage or text, they do not only understand the hidden message in the same way but also understand it in the way intended by the producer of the text. There are two types of language that are used by human beings as a means of communication, spoken and written language. A spoken language is in the forms of conversation, speech, story telling, etc. While written language is reflected in the forms of newspaper, magazine, book, etc.

According to Eco in Piliang (2010:44), semiotic is the science that study about the all of something to lie. In the Oxford Advanced Learner's in Piliang (2010:45), lie as a you says or write something which you know that is false. That mean is the concept, content and meaning is not appropriate with the real drawn.

In addition Pierce (2000:15), is one of the founders of the semiotic approach and logic philosophy. Piercean sign has been defined as something, which stands to somebody for something in some respect or capacity. He made triangle-meaning model to understanding a sign. A triangle meaning consist of *sign, object* and *intrepretant*. Kurniawan (2001:22). Explains that semiotics of the Barthens is the developing of the Sausurre's theory which analyzes relationship between 'signifier' and 'signified' of a sign. Relationship of the sign is similarity but equivalncy.

According to Pierce in Pilliang (2010:310) A sign is a concrete thing that can be seen by the people and it represents another thing beyond it. A sign consist of *symbol* (the connection between sign and object because the convension on the social agreement), *icon* (the connection between sign and object because its similiarities), *index* (the connection between sign and object its causalities and effect). An object or reference is a social context which become reference from a sign or thing which it refer to. Interpretant or the usage a sign is a concept of thinking from the people who use the sign and give it a special meaning or meaning that people have in their minds about an object which is reference by the sign. The most important thing is in the process of semiotic is how the meaning occurs from a sign when the sign is used by people to communicate.

According to Sausurre (1990) in Pilliang (2010:46) that semiotics is the science which studies structure, types, typology, relationship of sign used in the society. Therefore, semiotics studies relationship among component of signs. The food advertisements is commonly important because it is consumptive things in life. And those can be studied from semiotic study.

In this study, the researcher just focuses on the semiotics used in advertisement of Batam Pos daily Newspaper. The formulation of the study is how message of the meaning of the product advertised. Therefore, the researcher entitles this study *A SEMIOTIC STUDY OF “ CITRA WHITE LOTION” ADVERTISEMENT.*

B. Research Methodology

1. Type of Research

This chapter discuss about the research method,it is consist of research design,source of the research data,pro cedure of data collection,and technique of data analysis. This type of study is a descriptively qualitative research. According to Ary (1988:415), descriptive research studies are designed to obtain information concerning the current status phenomenon. It can be seen from the data which are collected. It contains words and sentences rather than numbers. According to Cresweell (2003:179) qualitative procedures stand in stark contrast to the methods of quantitative research. Qualitative inquiry employs different of knowledge claims, strategies of inquiry, and methods of data collection and analysis. Creswell (2003) in Emzir (2008:28) states that qualitative approach is one in which the investigator primarily uses post positivist claims for developing knowledge. The research building a complex,holistic picture,analysis word,report detailed view of informants, and conduct the study in natural setting.

2. Source of the Research Data

The primary of the data source of this study is “citra white “advertisement of the telvison and the website downloaded.

3 Procedures of the Data Collection

Based on the explained above, the writer describes the steps in collecting data as follows:

- a. The first step, the researcher look for the “citra white “advertisement of the television and the website downloaded in April 2015. The second step, the writer would understand the meaning of the “citra white “advertisement of the television and the website downloaded..
- b. The third, the researcher would observe the data from “citra white “advertisement of the television and the website downloaded in April 2015 to select the data use lexical semantics of the semiotic study of food advertisement..

3.4 Technique of the Data Analysis

Based on the explained above, the writer drew data analysis as follows:

- a. the researcher collected the Batam Pos Newspaper.
- b. the researcher analyzed the sentence of the Batam Pos Newspaper as data to look for lexical cohesion.
- c. The last, the researcher made conclusion of the whole of data analyzed.

C, Finding and Discussion

The finding of the study is this study can be divided into two parts. The first is general view of the “citra” product and the second is the discussion of the advertisement of the “Citra” product. Those are as follows;

1. General view of the” Citra “ product

In this part is dussion of the geral view of the “Citra” product. This is emerged in 2006 that “ Citra” product has two mission in serving of the its consumers. Therefore, this mission is how to attract its consumers. Those are as follows:

- a. First mission, Citra desires of the skin treatment trademark completely. This can be described from the product of the Citra which is existed of the body skin treatment. Citra also hasi Citra Hand & Body Lotion, Citra Liquid Soap dan Citra Body Scrub. While the skin treatment and facial treatment continuously innovate strategies which have relationship with its consumers.

- b. Second, the mission is “ Citra” product desires to help Indonesian woman to balance their think and body. Therefore, “Citra” product aware of Indonesia women have double roles in leading their life. On the other hand, there are greatly demands from the society for women to lead their roles.

2. Discussion of the advertisement of Citra



As we know that beauty trademark with natural ingredients from strongly Indonesian heritage, and it spread in Indonesia almost 20 years. Citra product known firstly as the trademark of Hand & Body Lotion. In contrast, several years this product has widened perspective buyers in its various products such as soap of the liquid Body Scrub, face cleansing, and facial lotion

a. Target of the Advertisement

The target of the Advertisement of the “Citra” product is women of 15 age to 35age who wants their modern style without forgetting social norm of the Indonesian culture.

This is due to the Indonesian women believe that the ingredients of the “Citra” product is good for skin care/ treatment. This is continued in the natural product of the “Citra” product which offers how the women can be more softer and whiter of their skin. This makes Indonesian women who have colour skin more confident with new style.

It is important that “Citra” product can be marketed in the skin care in Indonesia since 1984. And then “Citra” product is produced from natural ingredients from Indonesia with strongly cultural heritage of Indonesia. As long, “Citra” product recently has maintained its position as leader of the Hand & Body Lotion product in Indonesia.

3. Innovation of the Product

It is very important to raise higher marker is by continuously innovating of the new product. This is caused that when the competitor adds so, the consumer wants new products. This is one of the mission of the company that “Citra “ product is most complete skin care/ treatment. This

mark is known well widely. Due to those things, the company mostly release new innovation of t its product. This is done to implement its mission. The innovation of the products are as follows;

- a. In February 2006, “Citra” Product released variant of the Citra Hand & Body Lotion (Citra ‘bengkoang’ White Lotion, “Citra” Product of the green tea of the Beauty Lotion and Citra ‘Mangir’ Beauty Lotion) and releases “Citra” Product of the liquid soap (Citra ‘Bengkoang’ White Milk Bath and “Citra” Product of the green tea of the Refreshing Bath).
- b. The newest innovation is in July 2006 is Citra Body Scrub (Citra ‘Bengkoang’ White Body Scrub and “Citra” Product of the green tea of the Refreshing Body Scrub) effectively is to clean dust from the skin and it may release dead cell of the skin. So, the skin is clean and fresh.

Therefore, Citra” Product will continuously conduct innovation toward new products of the skin care/treatment with releasing new products which has relationship with Indonesian women. So, this will upgrade of its products and market in skin product of women.

So, Citra products may offer of the skin care/treatment for women with natural ingredient. This shows that the meaning of the sign of the women is skin. The skin is as measurement of the women performance and esteem. So, this product sold out due to of this case.

D. Factors of the Innovation of the Product

There are some factors which influence of the innovation of the new products. Therefore, the company will accept aspiration of the innovation of the new product. This new product can be known widely by using advertiment. So, the factors can be seen as follows;

- a. The product recently grows rapidly either volume or quantity of the products. This is due to the demand of the consumers. This is supported by the high demand of the products.
- b. Citra products continously has commitment to start consumer plan and invent based on the demand of the consumers. This awarded that this is mirror of the award of the prudcut. "Citra" got award three times in sequences such as Indonesian Best Brand Awards and Indonesian Consumer Satisfaction Award.
- c. This is based on the SWA magazine that market of the Hand & Body Lotion, Citra product has higher index of loyal consumers. This is based on the research that, Citra product got Indonesian Consumer Loyalty Awards in 2006.
- d. In 2006, Citra also release and activate of the beautiful house of Citra. This house is sem-permanetly spa house to feel Citra product to care and beautify of the soul beauty.

4. CONCLUSION

This is based on the analysis above, the advertisement of the Citra product of skin care can be concluded that this advertisement has content of its meaning. This product is one the most famous skin care product. This advertisement may emerge natural product of the Indonesian heritage. This product is drawn that Indonesian women need perfect performance to gain their self-esteem. This shows how the skin can be more whiter, brighter and softer.

This study can be concluded that women need good performance in front public. This makes them confident. In other sides, the product can caught the Indonesian women desire. Therefore, the advertisement is very useful to attract Indonesian women to consume Citra product by performing of the good and interesting product. So, Citra product of the skin care to be the best product in Indonesia.

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