

Semiotic Meaning In Wardah Advertisement

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Abstract

This study deals with Semiotic Meaning in Wardah Advertisement. The objectives of this study was to determine the types of semiotic signs and the meaning of the types of signs in the Wardah Advertisement poster. The researcher uses descriptive qualitative design method by applying the design of descriptive phenomena related to life in the daily life. It took 5 posters contained in the Wardah Advertisement. In collecting data, it took Wardah posters from Wardah's Instagram account which contained photos, word, and symbols containing semiotic signs. The steps in collecting data were, searching the posters, selecting posters, classifying posters and collecting all the signs contained in the 5 posters. It is recommended to all English Education students to make this research to expand knowledge about Semiotics. Likewise for future researchers to make research on Semiotics as a reference material for researching studies related to Semiotics. All Semiotic signs in this study were analyzed based on the theory of Charles Sanders Pierce who divided the types of signs into three, namely Icon, Index, and Symbol. After analyzing the data, it was found 44 the types of sign on the Wardah Advertisement poster. There were 12 Iconics, 8 Indexis, and 24 Symbolics on the Wardah Advertisement poster.

Keywords : *semiotic, sign, wardah advertisement*

1. INTRODUCTION

Semiotics is a theory of sign in language. Semiotics not only examines signs that are specific but also examines language science in general. All knowledge discussed is of a social nature with the condition that the sign language used as a tool to obtain, provide and process information can be determined freely. Sign can be examined in writing, colors, gestures, diagrams that have a particular meaning. In semiotics, many fields of knowledge are studied, for example theater, traditional marriage culture, film, music, advertising and others. Because semiotic aims to examine language in general. Because each sign is inseparable from the social life that occurs in society, especially in the field of advertising that displays and introduces a product to attract someone to watch and buy the product displayed.

One of the fields that has semiotic studies in it is advertising. In advertisements there are many signs that are not known about the type of sign and the meaning of the type of sign. Therefore, there are some reasons to do research on Wardah Advertisement posters. First, many people do not know the type of sign contained in the Wardah Advertisement. Second, there is a deep meaning of the type of sign contained in the Wardah Advertisement. Semiotics can find in Advertising.

According to Indiwana Seto Wahyu Wibowo (2013: 151) Advertising is an activity that is used to persuade consumers by a number or a non-personal institution and advertising in this definition is a mass media filler because it must use specific media and can hit many people. Advertising is used to establish communication between consumers and producers by introducing a product that makes producers or viewers interested in buying the product. In delivering advertisements, signs are used in verbal and non-verbal forms. In the verbal form the sign can be seen directly through the written form, while the non-verbal form cannot be seen in the written form, but in the form of colors, logos, pictures and others. However, many humans don't know what the meaning it.

Like Wardah's advertisement on Instagram, it has a meaning and sign in every uploaded image. Wardah is a beauty product that was founded in 1995 so that it has many enthusiasts and has high popularity. Those who already have a halal product label with an image of themselves as Muslim products in Indonesia. One of the image posts of the product shows a woman wearing a hijab which is included in a sign icon. The meaning contained in the picture is a woman wearing a hijab that reflects a religion, namely Islam. Where women are required to wear the hijab as people who obey the orders of the creator.

Based on the background of the problem described, the researcher is interested in raising the problem by using a semiotic study that analyzes meaning of the types signs found in Wardah's advertisements.

2. METHOD OF RESEARCH

This study used a descriptive qualitative method designed by applying the design of descriptive phenomena related to life in the world. The use of this method aims to find, identify, analyze, and describe semiotic analysis on the type of sign and the meaning contained in the sign. The phenomenon design used allows researchers to analyze the words, symbols and images contained in the Wardah Advertisement poster.

The data in this study was taken from Wardah's Instagram account. By taking data sources from images, words, symbols that have semiotic signs

contained in the Wardah Advertisement poster. After the signs are found, then an analysis is carried out to find out the meaning contained in them. In Wardah Advertisement there are many posters, but the researcher only took seven posters for analysis. All posters that will be analyzed are taken in stages from Wardah's Instagram account

Collecting data used in this study using the technique of analyzing the contents of the document. According to Yin (Nugrahani, 2014:109), the activity of analyzing the content of the document is called content analysis, because in this activity the researcher not only records the important contents written in the document, but also understands the meaning implied in the document carefully, thoroughly, and clearly. Analyzing document content is a technique in collecting data by utilizing notes, archives, pictures, films, photos, and other documents related to the research topic. The documents that were collected and analyzed were used to find the semiotic signs found on the Wardah Advertisement poster. Here are steps that have been taken to find the data, namely:

1. Searched for data. Searched for data from posters contained in Wardah Advertisements.
2. Selected data. Conducted the data in selection process on the Wardah Advertisement poster which has many semiotic signs.
3. Classified data. Carry out the classification process and observe the semiotic signs that was selected on the Wardah Advertisement poster.
4. After the process of searched, selected, and classified data was carried out, the last stage is Collected All Data.

The Technique of Data Analysis

This study use an interactive model of data analysis proposed by Miles & Huberman (Nugrahani, 2014:110). Interactive model data analysis has three processes, they are:

A. Data Reduction.

The first step in analyzing the data is by doing data reduction. Data reduction is a qualitative data analysis process that aims to sharpen, classify, direct, clarify, and create focus, by removing things that are less important, and organizing data in such a way that the narrative of data presentation can be understood well, and leads to reliable conclusions. In carrying out data reduction, researcher takes several steps, namely by selecting, focusing, simplifying, abstracting on the Wardah Advertisement poster. Data reduction is carried out during the data collection process by making brief notes based on the reduction steps taken.

B. Data Display

The second stage in analyzing qualitative data is Display data. Data display is a collection of information that allows researchers to make conclusions and take action on research. The display data is presented based on the findings of the information organization obtained in a presentation format in the form of a description, complete narrative, and compiled based on the findings obtained in the data reduction process. The language used in the display data must use the language of the researcher which is logical and systematic so that it is easy to understand. Display data is usually presented in the form of a narrative equipped with matrices, networks, graphs, tables, schematics, illustrations, etc. With the aim that the results of the analysis are clearer and more detailed. The display data is arranged in a systematic form, in accordance with the themes in the main discussion so that it is easy to understand. By understanding the display data,

researcher will find it easier to analyze data in formulating research findings and make conclusions on the meaning analysis of the types of semiotic signs found on the Wardah Advertisement poster.

C. Conclusion Drawing/Verification

The last step in analyzing the data in the study is the conclusion drawing/verification. The conclusion process is an activity in the form of interpretation of the results of the analysis and interpretation of the data. In the conclusion process, it is necessary to carry out verification during the research process so that the results of the analysis can be accounted for. Every meaning found needs to be tested for truth and suitability so that its validity is guaranteed.

The verification process for the conclusions is carried out by tracing back each step of the research from the beginning of data reduction to the conclusions that have been formulated. In the final conclusion, it is recommended that the writing be made in a short, clear and straightforward form so that it is easy to understand. Therefore, the conclusions in this study were made to find out the meaning of the types of signs found in the Wardah Advertisement poster.

3. RESULT AND DISCUSSION

The data from this study was taken from Wardah's Instagram account https://instagram.com/wardahbeauty?utm_medium=copy_link to find images, symbols and words in the form of semiotic signs that have certain meanings in the Wardah Advertisement poster. Researcher took five posters to be analyzed from the semiotic type contained in the Wardah Advertisement poster. Researcher analyzed and described five posters that were used as data to see the types and meanings contained in the signs on the posters using the theory of Charles Sanders Pierce.

After collecting the data, the data were analyzed based on the type and meaning of the signs on the five posters using the theory of Charles Sanders Pierce. Determine the type of sign using the triadix model, namely icons, indexes and symbols.

The types of sign found in the Wardah Advertisement poster.

In the five selected posters, many signs were found. It will be explained in detail about these types of sign.

1. Data Analysis of sign in 1st Poster of Wardah (Appendix 1, Poster 1)

There were 3 types of sign on that poster, the were : Icon, Index and Symbol.

- a. Icon can be seen in the picture of Dinda Hauw, Wardah Lightening Serum, and the content contained in Wardah Lightening Serum.
- b. Index can be seen in the Dinda shirt and Hijab
- c. Symbol can be seen in the headline, sub headline and two logo such as, Wardah Lightening and No. 1 Kosmetik Pilihan Wanita Indonesia.

2. Data Analysis of 2nd Poster of Wardah (Appendix 2, Poster 2)

There were 3 types of sign on that poster, the were : Icon, Index and Symbol.

- a. Icon can be seen in the picture of Ayana Jihye Moon and some Wardah's products, such as lipstick and shampoo.
- b. Index can be seen in text in the picture of Wardah's product, such as shampoo and lipstick.
- c. Symbol can be seen in the some of logo, headline, sub headline and

hashtag.

3. Data Analysis of 3rd Poster of Wardah (Appendix 3, Poster 3)

There were 3 types of sign on that poster, they were : Icon, Index and Symbol.

a. Icon can be seen in the picture of Hijab girl and some product from Wardah, such as compact powder, foundation and lipstick.

b. Index can be seen in the Hijab girl's shirt and her hijab.

c. Symbol can be seen in the some of logo, headline and hashtag.

4. Data Analysis of 4 th Poster of Wardah (Appendix 4, Poster 4)

There were 3 types of sign on that poster, they were : Icon, Index and Symbol.

a. Icon can be seen in the picture of Wardah Foundation, Wardah Concealer and Wardah Powder.

b. Index can be seen in the background of poster.

c. Symbol can be seen in the logo and body copy text.

5. Data Analysis of 5 th Poster of Wardah (Appendix 4, Poster 4)

There were 3 types of sign on that poster, they were : Icon, Index and Symbol.

a. Icon can be seen in the picture of Amanda Rawles, some product from Wardah, such as foundation and powder.

b. Index can be seen in the vertical line on Amanda's face, and the text before and after.

c. Symbol can be seen in the logo, headline, sub headline, and body copy text.

The meaning of sign in the Wardah Advertisement poster

After categorizing all types of signs found on the five posters in Wardah Advertisement, the researcher elaborates the meaning of each type of sign (Icon, Index, and Symbol).

2.1 Icon

Several icons were found from five Wardah Advertisement posters, after identifying and classifying the types of signs. It will be explained the signs and the meaning.

a. Based on the first poster, three signs were identified as icons from the Wardah Advertisement poster. The 1st sign is a photo of Dinda Hauw who is known as an Indonesian actress. Based on the type of sign found, Dinda Hauw was identified as an Icon of the type of sign. Dinda is one of Wardah's brand ambassadors since 2018. Dinda is one of the talented Indonesian actresses, starring in various soap operas, films, and feature films. In addition, Dinda is also still concerned with education, as evidenced by the achievements obtained in lectures. At the end of 2018, Dinda was sure to wear a hijab. Thus, it increasingly reflects the character of Muslim women in themselves which is related to Wardah's characteristics.

The 2nd sign is a picture of the Wardah Lightening product. Based on the type of sign, Wardah Lightening serum product is categorized as an icon which has a meaning as a facial care product. Wardah Lightening Serum has benefits for facial health and makes the face brighter. Using these products makes your face more well-groomed, so you can feel happy because you have a healthy face.

The 3rd sign is a picture of the content contained in Wardah lightening serum such as dermatologically tested, non-acnegenic, alcohol free, non-

comedogenic. Based on the type of sign, the image content contained in Wardah lightening serum is categorized as Icon which is interpreted as the ingredients and the benefits. The picture is dermatologically tested it means that the ingredients contained in Wardah products are safe to use. The nonacnegenic's picture means that every use can prevent breakouts. The alcohol free's picture means that the product can be used before prayer because it is alcohol free. The non-comedogenic's picture means the product can prevent blackheads.

b. From the second poster, there are two signs identified as icons in the Wardah Advertisement. The 1st sign is a picture of Ayana Jihye Moon. Ayana is categorized as an icon which has the meaning of being a Wardah Brand Ambassador. Ayana is a Muslim convert from South Korea. Ayana wrote her entire life journey in a novel that she published, so that many people were inspired by her life journey. With so many positive impacts generated when she became Wardah's brand ambassador.

The 2nd sign is pictures of some products from Wardah, such as lipstick and shampoo. Based on the type of sign, Wardah product picture are categorized as Icons with the meaning of beauty products for lips and hair. The picture of lipstick means that it can make the color of the lips look beautiful if we use lipstick. The picture of shampoo means that, our hair will be strong and not fall out if you use it.

c. From the third poster there are two iconic signs, the 1st sign is a woman used hijab. Based on the sign, a hijab woman is categorized as an icon. A woman wearing a hijab is defined as a Muslim woman. Muslim woman are woman who adhere to the religion of Islam and already understand the obligation of a Muslim woman to cover their genitals, like the picture of the woman wearing the hijab. This shows that the woman already reflects the religion she believes in and is the target of this poster.

The 2nd sign is Some products from Wardah, such as compact powder, foundation and lipstick. Based on the sign, Some products from Wardah are categorized as Icons. Wardah products are defined as Beauty products for face and lips. The compact powder picture means that when using compact powder products, the face will look bright and charming. The picture of the foundation means that the skin tone of the face will look even and acne scars will be disguised if you use a product foundation. The lipstick picture means that the lips will look beautiful and not pale after using the product.

d. Based on the fourth poster, three iconic signs were found. The 1st sign is The picture of Wardah Foundation product. Based on the sign, The picture of Wardah Foundation product is categorized as an icon which means the one of type Wardah product for face. The image of the foundation means that the face will look brighter, acne scars will be disguised and the face will be protected from excessive oil if you use foundation.

The 2nd sign is The picture of Wardah Concealer product. Based on the sign, The picture of Wardah Concealer product is categorized as an icon which means beauty product for the face. Picture of Wardah concealer product means that it is used to perfect makeup to cover imperfections, such as acne scars, black spots, and pimples.

The 3rd sign is the picture of Wardah powder product. Based on the sign, the picture of Wardah powder product is categorized as Icon which means beauty product from Wardah. Picture of Wardah powder product means that if you want your makeup to look flawless and long lasting, then we use Wardah

powder to handle it.

e. On the fifth poster there are two signs in the Wardah advertisement. The 1st sign is Amanda Rawles's picture. Based on the sign, Amanda Rawles's picture is categorized as Icon. Amanda is interpreted as an ambassador for Wardah products. Amanda was appointed as Wardah's brand ambassador in 2018, at that time she was 18 years old. Amanda is one of the Indonesian actresses who has many achievements in the world of entertainment. Dear Nathan is one of the highest grossing films in the cinema that she has starred in. That way, she becomes Wardah's youngest brand ambassador.

The 2nd sign is The picture of some product from Wardah, such as foundation and powder. Based on the sign, some products from Wardah's picture are categorized as Icons. Some products from Wardah are interpreted as beauty products originating from the Wardah brand. The picture of foundation and powder in the poster means that every time you want to use perfect makeup, it is recommended that you choose a shade that is suitable for your skin tone. That way the foundation and powder will blend with the skin color and the makeup will look perfect.

2.2.Index

Many Index was found in five posters of Wardah Avertisement, after researcher identification and classification based on the types of sign.

a. Based on the 1st poster, there are two indexes. The 1st sign is Dinda's shirt. Based on the sign, Dinda's shirt categorized as an index. Dinda's shirt meaning is a shirt with the white color of her shirt meaning and her shirt color which has the same color as the background of Wardah's product description on poster. Shirt can protect and cover Dinda's body from sunshine and dust.

The 2nd sign is Dinda's hijab. Dinda's hijab meaning as a hijab with light blue color. Color of her hijab has the same color with Wardah product, such as Wardah lightening product. Hijab can cover her hair so her aurat is not shown.

b. On the 2nd poster have one sign is Text in the picture of lipstick and shampoo from Wardah. The text with white and brown letter. Based on the sign, text in the picture of lipstick and shampoo from Wardah is categorized as an index. The text is interpreted as a description of Wardah's products. Description means that with the information it is easier for the buyer to determine what type is suitable for his lips and hair. This will hopefully attract more buyers' attention.

c. Based on the 3rd poster, two indexis were found on poster. The 1st sign is Hijab girl's shirt. Based on the sign Hijab girl's shirt categorized as an index. Her shirt meaning a shirt with brown color. Her shirt color has the same with some Wardah product, such as lipstick, powder and foundation. Shirt can protect and cover her body.

The 2nd poster is Hijab of girl. Based on the sign hijab of girl that categorized as an index. Her hijab meaning a hijab with brown color. Her hijab color has the same with some Wardah product, such as lipstick, powder and foundation. Hijab can protect and cover her head and hair.

d. Based on the 4th poster, one index were found on poster. Background of poster is the sign. Based on the sign background od poster categorized as an index. Background of poster used blue color has the same color with powder. There color really identic.

e. On the 5th poster, there are two poster. The 1nd sign is the Vertical line on Amanda's face. The vertical line is interpreted as a barrier between before and after. The difference between before and after is due to the use of

foundation that is used only on one side, it is clear that the resulting difference will be seen.

The 2nd sign is, Text before and after. Based on the sign, the text before and after is interpreted as a visible difference after using products from Wardah. The difference is clearly visible because a dividing line is made between the right and left cheeks. The right cheek looks brighter because of using makeup, while the left cheek looks darker because you don't use anything.

2.3 Symbol

There are some found the symbol from five posters in Wardah Advertisement, after identification and classification the types of sign.

a. Based on the first poster, there are four symbols found on the Wardah Advertisement poster. The 1st sign is the Headline "10x* Kekuatan Mencerahkan". The headline is categorized as a symbol. The headline "10x* Kekuatan Mencerahkan" is defined as the benefits and advantages of Wardah lightening products. The 10x* mark means that the product has very powerful properties for facial care because its strength has reached level 10 which is considered very good.

The 2nd sign is the sub headline "Blue Light Protection". "Blue Light" means exposure to light that causes skin damage, sleep disturbances, and visual disturbances. Blue light is usually caused by the emission of electronic devices that we use every day, such as smartphones, laptops, tablets, etc. Meanwhile, the headline "Blue Light Protection" on the poster is interpreted as an ingredient in Wardah lightening products that protects the skin from exposure to blue light.

The 3rd sign is the Wardah Lightening Logo. Based on the type of sign, the logo is categorized into symbols. The Wardah lightening logo has a meaning as a facial care product that has a lot of ingredients contained in the product. These ingredients have benefits for facial health, so many use these products.

The 4th sign is the Logo No. 1 Perawatan Wajah Pilihan Wanita Indonesia. The sign referred to in the word No. 1 Perawatan Wajah Pilihan Wanita Indonesia is to show that the quality of the product has been trusted by many people. Judging from the ingredients contained in Wardah products, there is no doubt about the efficacy of these products. Because it is considered very useful for making facial skin healthy and bright.

b. From the second poster, seven symbolic signs were found on the poster. The 1st sign is the Wardah Logo. The Wardah logo is defined as one of the beauty product brands in Indonesia. Many people are familiar with the Wardah logo, because Wardah has been around for 25 years. With a wide variety of products that are not only for beauty but also for facial and hair care.

The 2nd sign is the Tokopedia Logo. Tokopedia is categorized as a type of symbolic. Tokopedia is a one of online shop in Indonesia. On 2nd poster, Tokopedia have a green letter and owl mascot with green background.

The 3rd sign is the Shopee logo. After categorized the Shopee logo is a type of symbolic. Shopee is one of online shop in Indonesia. On 2nd poster, Shoppe have a orange letter and S letter on orange bag. The letter S on bag becomes the identity of the Shopee online shop.

The 4th sign is the Headline "Ayana's Choice". The sign contained in the word "Ayana's Choice" is interpreted as information about the beauty products from Wardah selected by Ayana. Ayana considers Wardah's products according to her wishes and skin conditions, so she chooses these products.

The 5th sign is, the sub headline “GET THE BEST DEALS NOW! Discs. 25% off”. The sign in word “GET THE BEST DEALS NOW!” is a notification about some of the best offers at that time too. If you buy several products at the same time, you will get many offers on prices and types of goods. Disc. 25% off is defined as a price reduction of 25% if we buy the product right away. With a discounted price, buyers will be more interested in buying the product.

The 6th sign is, the sub headline "Tersedia di:". The sentence "Tersedia di:" means that all the products we want can be purchased at various online shops. The poster shows that Tokopedia and Shopee are online shops that already sell Wardah products.

The 7th sign is the hashtag #StayGlowingHome. Based on the sign, the hashtag #StayGlowingHome means that during the current pandemic we are not allowed to leave the house if there is no urgent need. Even though we stay at home, our skin is still glowing because we use beauty products from Wardah that always keep our glowing face.

c. From the poster, four symbolic signs were found on the Wardah Advertisement poster. The 1st sign is Logo No. 1 Kosmetik Pilihan Wanita Indonesia. The sign is interpreted as one of the cosmetics brands from the Wardah that have been trusted and have many users in Indonesia. It is proven from the properties obtained after using Wardah products that make our faces look bright and well-groomed.

The 2nd sign is the Wardah Color F/T Logo. The sign of the Wardah Color F/T Logo has a meaning as a makeup product from Wardah that can be chosen according to skin color. The poster shows a powder and lipstick that have been provided with the appropriate color between lipstick and powder.

The 3rd sign is the Headline “Always Ready On-cam with COLORFIT SERIES”. The word from the headline means that under any circumstances always be ready and look beautiful in front of the camera. It was explained that after using the Colorfit series from Wardah, the resulting makeup would look more perfect. So if you are faced with a camera, you will be more confident.

The 4 th sign is the hashtag #StayGlowingatHome. The meaning of the hashtag is that we must look beautiful even in a pandemic. Because using beauty products from Wardah that make the face look beautiful under any circumstances.

d. From the fourth poster, two symbolic signs were found in the Wardah Advertisement. The 1 st sign is Logo Wardah 25 Tahun. The logo means that Wardah has been around for 25 years. For 25 years, Wardah has had many users in Indonesia, even abroad. Related to the logo, Wardah offers a variety of their latest products, namely foundation, powder and concealer as shown in the poster.

The 2nd sign is the Body copy text “FIND YOUR Perfect Shades”. The body copy text is categorized into symbols, which means that Wardah has issued several products that make the shades on makeup perfect. Regarding the Shades in question, namely foundation, powder, and concealer launched by Wardah to make makeup perfect.

e. Last, based on the fifth poster, eight signs were found. The 1 st sign is the Wardah Logo. The meaning interpreted in the logo is one of the local beauty products that are in demand from various circles and already has a halal label.

The 2 nd sign is the “Advanced Shade Match” Headline. Based on the sign, the headline is categorized as a symbol. The meaning of "Advanced Shade

Match" is that Wardah has released the latest type of makeup product, namely Foundation. The launched foundation offers various types of skin levels that are suitable for each skin type.

The 3rd sign is the sub headline "Choose a Product". The meaning of the word 'choose a product' is that everyone can choose the latest type of foundation product from Wardah. The products selected are based on the customer's wishes, because they are free to choose the type of foundation that suits their skin color.

The 4th sign is, the sub headline "CHOOSE YOUR PERFECT SKIN TONE". Based on the sign, the sub headline is categorized as a symbol. The word "Choose your perfect skin tone" is interpreted as choosing a product that suits our skin tone. Each customer is offered an offer with various types of foundation colors that match their respective skin colors so that the makeup results will look perfect.

The 5th sign is the sub headline "Find a product that matches your skin tone". The meaning of the word "Find a product that matches your skin tone" is to research every type of foundation that matches your skin tone. Every buyer is advised to be careful in choosing the type of foundation that is similar to their respective skin so they don't make the wrong choice.

The 6th sign is, Body copy text "WARDAH COLOR F/T MATTE FOUNDATION". The meaning of the word "Wardah color f/t matte foundation" is the latest product from Wardah that provides foundations with various types of colors in matte form. That way buyers will be more interested because they will find a foundation that matches their skin tone. The 7th sign is, Body copy text "TRY HERE". The word "try here" in the body copy text is interpreted as product offerings available at Wardah. Related to the desire of everyone who wants a makeup shade that matches their skin tone, it is recommended to try foundation products from Wardah.

4. RESEARCH FINDINGS

Based on the data analysis that has been done, there are several results found, namely:

1. On the Wardah Advertisement poster there are many types of semiotic signs found.
2. The sign is classified by researchers based on Charles Shandlers Pierce's theory. In theory, it explains the division of sign types into three parts, namely Icon, Index, and Symbol. After classifying the type of sign on each poster, the researcher analyzed and described the sign based on the sign/representation and the meaning.
3. The meaning of the sign can be seen based on the denotative and connotative meaning.
4. There are 12 Iconic signs, 8 Indexis signs, and 24 Symbolic of Semiotic signs from 5 posters in the Wardah Advertisement taken by researchers.

5. CONCLUSION

After analyzing the 5 posters contained in the Wardah Advertisement, several conclusions were made, there are:

1. Based on data anlysis there are three types of semiotic signs, such as Icon, Index, and Symbol. 44 signs were found on Wardah Advertisement posters. Each type of sign has a different total number namely, Icon has 12

signs, Index has 8 signs, and Symbol has 24 signs were found on Wardah Advertisements.

2. The meaning of the type of sign is described based on the sign or representation using denotative and connotative meaning to know the meaning of each sign.

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- https://www.instagram.com/p/CSOxJbZJKvF/?utm_medium=copy_link (The 2 nd Posters of Wardah Advertisement was accesed on 19th August 2021)

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