A Semiotic Analysis of Lipstick Advertisements by Using Charles Sanders Peirce's Theory

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ABSTRACT

This study is attempted to explain and analyze the semiotic process and the meaning of icons, indexes, and symbols in lipstick advertisements. The semiotic approach is used to identify and analyze the data which focuses on representamen, object, and interpretant by using the triadic semiosis concept of Charles Sanders Pierce's theory. The objectives of this research are to find out the meaning of icons, indexes, and symbols in the lipstick advertisements and explains their semiosis process. This research applied the descriptive qualitative analysis method. Based on the finding, the researchers found the lipstick advertisements using the semiosis process triadic and it started from the representamen. Also, the researcher found the semiosis process form in the three data of lipstick advertisements and found the interpretation of the three icons (pictures), one index (cause by an effect), and seven symbols (written language) from three data of the lipstick advertisements. Besides, the researcher also finds that the picture (icon) on the advertisement can be the first aspect that can give direction to the meaning. From the result analysis, it can be affirmed that all aspects of the advertisements have different meanings and different interpretations.

Keywords: Icons, Index, Semiosis Process, Symbols

ABSTRAK

Penelitian ini menjelaskan dan menganalisis proses semiotika dan makna ikon, indeks, dan simbol dalam iklan lipstik. Pendekatan semiotika digunakan untuk mengidentifikasi dan menganalisis data yang akan berfokus pada representamen, objek, dan interpretant dengan menggunakan konsep proses semiosis yang berbentuk triadik dari teori Charles Sanders Pierce. Penelitian ini bertujuan untuk mengetahui tentang makna ikon, indeks, dan simbol dalam iklan lipstik dan juga menjelaskan proses semiosisnya. Penelitian ini menggunakan metode analisis deskriptif kualitatif. Berdasarkan hasil temuannya, peneliti menemukan iklan lipstik menggunakan proses semiosis triadik dan dimulai dari representamen. Peneliti juga menemukan bentuk proses semiosis pada ketiga data iklan lipstik dan menemukan interpretasi dari tiga ikon (gambar), satu indeks (sebab akibat), dan tujuh simbol (bahasa tulisan) dari ketiga data iklan lipstiknya. Selain itu, peneliti juga menemukan bahwa gambar (ikon) pada iklan dapat menjadi aspek pertama yang dapat memberikan arah makna. Dari hasil analisis, dapat ditegaskan bahwa semua aspek iklan memiliki makna dan interpretasi yang berbeda-beda.

Kata kunci: Ikon, Indeks, Proses Semiosis, Simbol

INTRODUCTION

Since people need information, the internet, newspaper, magazines, and advertisements are things they cannot leave. Derived from an old French word 'informacion', it functions in giving a communication of news. The information can be found in printed advertisements which can make people understand it easily and get attention from it. That is why 'know your customer' is the simplest principle used by advertisers to target and influence customers to buy their products (Hill, 2017).

Advertisements are designed and displayed as attractive as possible without omitting the important messages. The language use must be persuasive and interesting to influence readers. Also, it must be clear, short, solid, and have an effect on readers (Candra & Putri, 2019). Daulay (2019) argued that language is used to convey messages, purposes, persuade, or for someone who would like to convey information. Furthermore, one of the advertisements is aimed at beauty products that build a new frame in people's minds. People will easily understand what is being advertised by looking at the symbols, slogans, headlines. Also, printed advertisements have a lot of signs encompassing verbal and visual signs that is why some advertisements have multidimensional meanings aimed not only to market products but also to interpret sign language (Widyahening, 2015).

Semiotics, one of the linguistics branches, is the study of signs or the existence of signs in societal life (Yakin & Totu, 2014). The verbal and visual signs are aimed at finding out messages from aspects as well as functions and meanings from the advertisements. They support the advertisements by

dealing with headlines, body copy, tagline, illustration, or image techniques, and so on. Meanwhile, verbal signs are intended to have informational and directive functions, and conceptual and affective meanings used to persuade audiences. The visual sign displays are also made attractive and impressive (Wahyuni, 2014). The relationship between verbal and non-verbal signs will assist readers to understand and to figure out the information, messages, and meanings in the advertisement (Agustini et al., 2017).

The term so-called semiosis is a process to analyze signs. Signs in relation to objects and interpretants stand in a special relationship to each other which is logically a triadic relationship. There are three aspects of the triadic, each of which can be divided into three elements. Signs can be divided into icons, indexes, and symbols. The icon is the relationship between representamen and object, based on similarity or resemblance. A tagged image that is directly characterized as an icon. An index is a sign that has a physical and existential relationship, between a representamen and an object. While index means a sign which cause and effect. Symbols are signs that have written language vocabulary as symbols (Yohana, 2015).

Peirce, one of the pioneers of semiotics, argued that no matter how complex a sign is, it still may be considered a sign from the moment it enters into a process of semiosis (Ramadhan et al., 2018). Pierce's theory of semiotics is known as a triadic concept (triangle meaning semiotics), which consists of representamen, object, and interpretant. Representamen or sign is something representing something else in some respect or capacity. The object is something represented by something translated on the sign or a

loading representative by reference. While the interpretant is the effect is caused by the sign and as perceived by people's minds. Interpretant will appear when a sign is captured and understood as a 'meaning' (Robingah, 2020). The Representamen-Object-Interpretant (R-O-I) relationship, a process of meaning and interpretation of signs is called the semiosis process. Pierce's triadic model of the sign is as follows.

Representamen

Object   Intrepretant
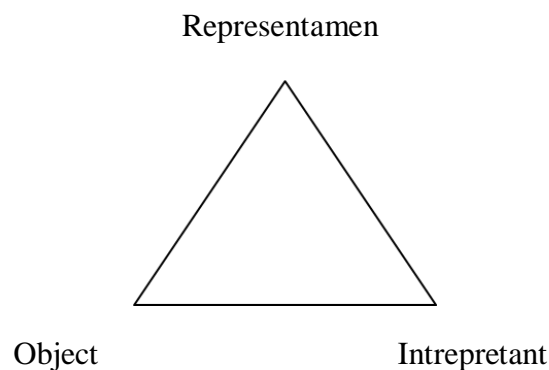
Furthermore, the icon, index, and symbol (written language) using the semiosis process can be found out in lipstick advertisements. Icons, indexes, and symbols are found in the part of language written and in the image of the ads. Meanwhile, this research focuses on analyzing the meaning of the text and image, and symbol in lipsticks advertisement using the triadic concept of Peirce. To support this research, there are some previous studies which also applied Pierce's notion in semiotics. The first one was conducted by (Darajah, 2020). She focused on representamen, object, and interpretant in the advertisement of Satā'ir Panasonic al-Hawā'īyah in Al Ahrām, Egypt's Newspaper. This study indicates that in terms of representamen, pink flowers in the advertisement show that what is seen is something that smells nice, soft, and comfortable; the object in the advertisement is all the images and writing contained in the ads; meanwhile, the interpretant of the advertisement shows

that the Panasonic brand AC cover product is fragrant, soft, clean, fresh, and comfortable to use. The methodology used in this research is the qualitative method with descriptive analysis. The second previous research was conducted by Priaditya & Ariwibowo (2018) they focused on qualitative research as their research design to analyze the sign in the ads. The conclusion of her research was to choose Subaru among other advertised products because of their reputation in producing advertisements for their transport equipment.

In contrast to the two studies above, this research focuses on what the semiosis process is and the meaning of icons, indexes, and symbols in lipstick printed advertisements. The distinctive items are the source of this advertising is only limited to the type of cosmetic ads and more precisely lipstick ads from several good brands. Hence, the purpose of this research is to find out the meaning of icons, indexes, and written language by symbols in the lipstick printed advertisement and get to know about the semiosis process formed in the lipstick advertisements. It can help the readers also to get to know there what signs of these ads.

METHODOLOGY

This research uses the descriptive qualitative research method because it explains how the semiosis process formed and focused on the signs of the lipstick advertisements. Meanwhile, qualitative research is defined as relying on text and image data. Qualitative research is framed in terms of using words (qualitative) (Creswell, 2014). This means that all data are in the form of

images and text are in accordance with qualitative methods. The data are three lipstick advertisements taken from Models Magazine (2019), Hapi Magazine (2019), and Model Magazine (2020).

Those ads were downloaded on May 21, 2021. The first ad is launched by L'OREAL PARIS lipstick and it has a woman with matte lip ink lipstick on her lips. The second one is by REVLON lipstick and it has a woman with Super Lustrous The Luscious Mattes on her lips. The third ad is by GUCCI and it has a woman with Metallic Glimmer on her lips. The data analysis technique in this study used the semiotic concept of Charles Sanders Peirce to recognize the semiosis process formed in lipstick ads and find the meaning of the lipstick advertisement by analyzing the icons, indexes, and symbols. Data collection procedures are as follows.

1. Searching the data on website magazines models.com and happi.com about the lipstick advertisements.

1. Choosing and finding the data from website magazines which are Loreal, Revlon, and Gucci. The data taken are in the period of 2019 and 2020.

2. Downloading the data.

RESULTS AND DISCUSSION

In this chapter, the researcher starts using the semiosis process to analyze the data. Semiosis is a process to analyze the sign. The semiosis process starts from the representamen {R}. The representamen can be an image or written language that is used in the advertisement. After that, the semiosis process is continued to the next step by determining the object {O}.

Then, the relationship between the representamen and its object produces the interpretant {I}. Icons, indexes, and symbols are found in the parts of the advertisements and in the image the sign.

This is the results of the analysis of the printed ads.

Table 1. The Icons

| Semiosis Process	Matte Lip Ink Lipstick (2019)	Super Lustrous The Luscious Mattes Lipstick (2019)	Metallic Glimmer Lipstick (2020)
Representamen	• A big picture of a woman and staring out and smiling while holding matte lip ink lipstick. • This picture has a strong color on lips and the women look so confident with matte lip ink.	• A woman wearing a black shirt and use earrings with lustrous matte lipstick on her lips. • This picture has seemed so attractive and shining color on lips and stunning woman.	• Two women wearing colorful outfits and they wear metallic glimmer lipstick on their lips. Two women wearing colorful outfits and wear metallic glimmer lipstick on their lips. • This picture has strong, aggression, confidence, and passion.
Object	• This picture has a strong color on lips and the women look so confident with matte lip ink are objects.	Seemed so attractive and shining color on lips and stunning woman refers to representamen, so that seemed attractive and shining color on lips and stunning woman are objects.	Strong, aggression, confidence, and passion refers to representamen, so that s strong, aggression, confidence, and passion are objects.
Interpretant	• The lipstick will make a woman's lips look so strong in color and show up. • For women who use this lipstick will seem confident with matte lip ink.	• The lipstick will make a woman's lips look so attractive and shining. • The woman who uses this product, will also seem stunning with good color on her lips and make lustrous on her lips.	• The lipstick will make a woman's lips look strong power in it with metallic glimmer color. • Woman who use this lipstick will seem agression, confidence, and passion.

Representamen

Figure 1. L'OREAL PARIS Lipstick

The icons is having the relationship between representamen and object, based on similarity or resemblance. The icon is a tagged image that is directly characterized. This part is talking about representamen of icons. Representamen is to represent something else and can be in images or pictures in the advertisements. The icon of the first data in the advertisement Matte Lip Ink Lipstick is shown a big picture of a woman and staring out and smiling while holding matte lip ink lipstick. This picture has a strong color on lips and the women look so confident with matte lip ink.

Figure 2. Revlon Lipstick
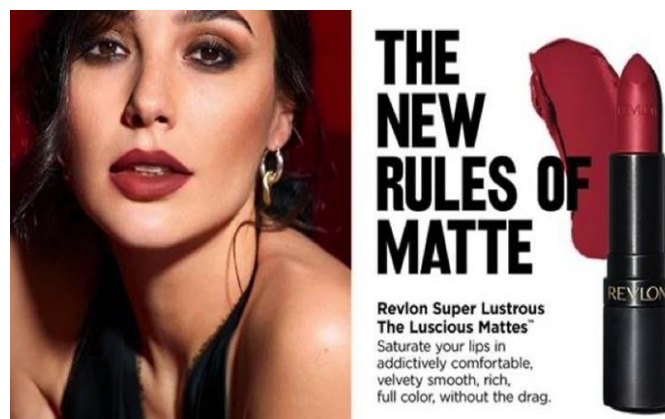
The icons of the second data in the advertisement Super Lustrous The Luscious Mattes Lipstick is shown a big picture of a woman wearing a black shirt and use earrings with lustrous matte lipstick on her lips. This picture has seemed attractive and shining on her lips and stunning women.

Figure 3. Gucci Lipstick

The third data in the advertisement Metallic Glimmer Lipstick is the picture of two women wearing colorful outfits and wear metallic glimmer lipstick on their lips. Two women wearing colorful outfits and wear metallic glimmer lipstick on their lips. This picture has strong, aggression, confidence, and passion.
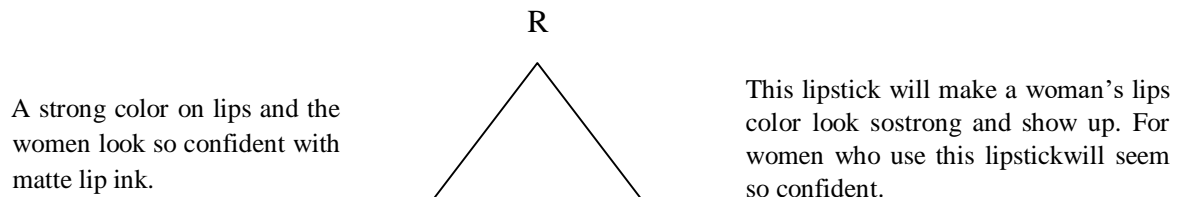
Object

The object is the component represented by the sign. The object of the first data in the advertisement Matte Lip Ink Lipstick is shown strong color on lips and the women look so confident with matte lip ink that refers to representamen. The picture has a strong color on lips and the women look so confident with matte lip ink lipstick. The object of the second data in the advertisement Super Lustrous The Luscious Mattes Lipstick is shown seemed

attractive and shining color on lips and stunning woman refers to representamen, so that seemed attractive and shining color on lips and stunning woman are objects. The object of the third data in the advertisement Metallic Glimmer Lipstick is shown strong, aggression, confidence, and passion that refers to representamen.

Interpretant

The interpretant is the effect is caused by the sign and as perceived by people's minds. The relationship between representamen and object will produce the interpretant of the printed advertisements. The interpretant of the first data in the advertisement Matte Lip Ink Lipstick is shown this lipstick will make a woman's lips look so strength and show up. For women who use this lipstick will seems so confident. The interpretant of the second data in the advertisement Super Lustrous The Luscious Mattes Lipstick is shown the lipstick will make a woman's lips look attractive and shining. The woman who uses this product, will also seem stunning with good color on her lips and make lustrous on her lips. The interpretant of the third data in the advertisement Metallic Glimmer Lipstick is shown this lipstick will make a woman's lips look strong power in it with metallic glimmer color. Woman who use this lipstick will seem aggression, confidence, and passion. Therefore, the icon of first data becomes the representamen {R}. Bright, strength, and confident refer to representamen, so that bright, shiny, and confident are object {O}. Moreover, the relationship between representamen and object will produce the interpretant {I} which means the meaning of the connection between R & O. The diagram is shown as follows.

The woman is smiling while holding matte lip ink lipstick. This picture has a strong color on lips and the women look so confident with matte lip ink.
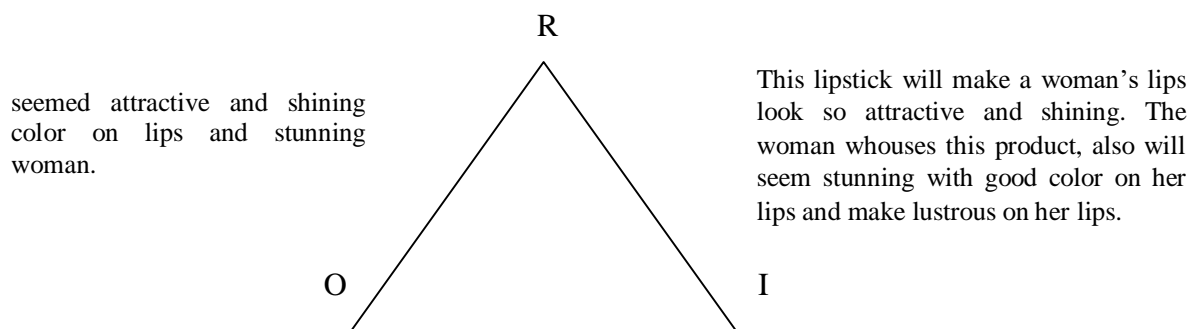
R

This lipstick will make a woman's lips color look sostrong and show up. For women who use this lipstickwill seem so confident.

A strong color on lips and the women look so confident with matte lip ink.

O   I

Icon's diagram of data 1

Next, the icon of second data becomes the representamen {R}. Attractive and stunning refers to representamen, so that attractive and stunning are object {O}. Moreover, the relationship between representamen and object will produce the interpretant {I} which means the meaning of the connection between R & O. The diagram is shown as follows.

The woman wearing a black shirt and use earrings with lustrous matte lipstick on her lips. This picture has *seemed so attractive and shining color on lips* and *stunning woman.*

R

This lipstick will make a woman's lips look so attractive and shining. The woman whouses this product, also will seem stunning with good color on her lips and make lustrous on her lips.

seemed attractive and shining color on lips and stunning woman.

O   I

Icon's diagram of data 2

The icon of third data becomes the representamen {R}. Strong, aggression, confidence, and passion.refers to representamen, so that strong, aggression, confidence, and passion.are objects {O}. Moreover, the

relationship between representamen and object will produce the interpretant

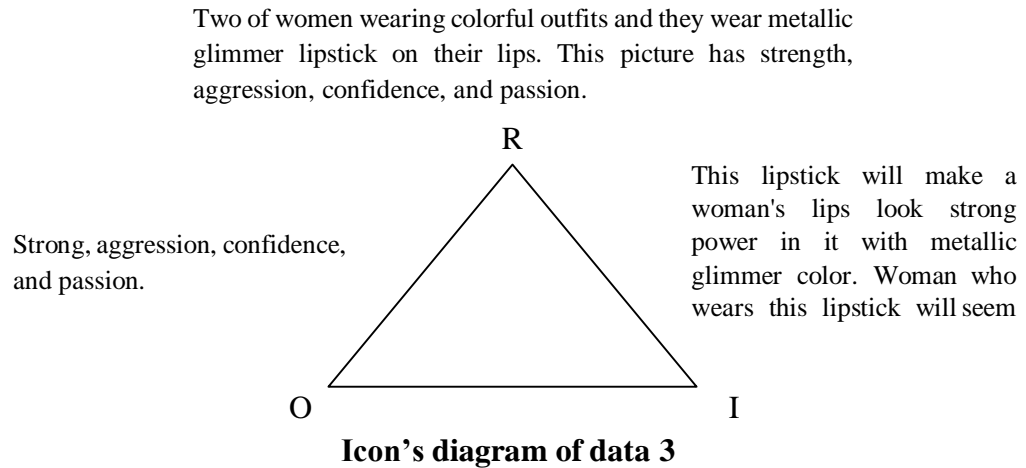{I} which means the meaning of the connection between R & O.The diagram

is shown as follows.

Two of women wearing colorful outfits and they wear metallic glimmer lipstick on their lips. This picture has strength, aggression, confidence, and passion.

R

Strong, aggression, confidence, and passion.

This lipstick will make a woman's lips look strong power in it with metallic glimmer color. Woman who wears this lipstick will seem

O   I

Icon's diagram of data 3

Table 2. The Indexes

Semiosis Process	Matte Lip Ink Lipstick (2019)
Representamen	There a r e some pictures applied by matte lip ink lipstickwith strong color on lips.
Object	Mouth and matte lip ink lipstick refer to representamen, so thatmouth and matte lip ink lipstick are objects.
Interpretant	The lipstick will give a look so strong on a women's lips and make women's lips being don't look pale on their lips with the strong and bright color that makes them look very confident.

Representamen

Figure 1. L'OREAL PARIS Lipstick

The indexes are caused effect or causal relationship. The researcher just found indexes in the first data only which is in the advertisement Matte Lip Ink Lipstick. The representamen of this advertisement is there are some of pictures lipstick applied by matte lip ink lipstick with strong color on lips.

Object

The object in the first data in the advertisement Matte Lip Ink Lipstick is mouth and matte lip ink lipstick refers to representamen, so that mouth and matte lip ink lipstick are objects.

Interpretant

The relationship between representamen and object will produce the interpretant of this advertisement. The interpretant in the first data in the advertisement Matte Lip Ink Lipstick is this lipstick will give a look so strong on a women's lips and make women's lips being don't look pale on their lips with the strong and bright color that makes them look very confident. According to Pierce's theory is a sign which causes casualty or signify by cause and effect (Manurung et al., 2020). For this advertisement, there are some of pictures lipstick applied on lips. Moreover, the relationship between representamen and object will produce the interpretant {I} which means the meaning of the connection between R & O. The diagram is shown as follows.
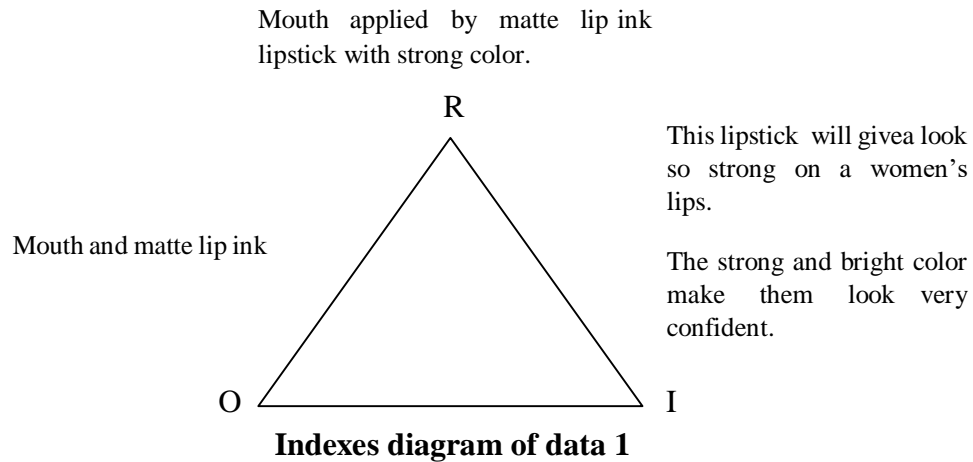
Mouth applied by matte lip ink lipstick with strong color.

R

This lipstick will give a look so strong on a women's lips.

The strong and bright color make them look very confident.

Mouth and matte lip ink

O ——————————— I

Indexes diagram of data 1

Table 3. The Symbols

Semiosis Process	Matte Lip Ink Lipstick (2019)	Super Lustrous The Luscious Mattes Lipstick (2019)	Metallic Glimmer Lipstick (2020)
Representamen	• The subheadline, body copy, and slogan. The first symbol word (subheadline) is "ROUGH SIGNATURE". • The second symbol word (body copy) is SIGN YOUR LIPS WITH STATEMENT COLOR. ALL-DAY MATTE IMPACT, BARE-LIP SENSATION. • The third symbol word (slogan) is LESS TEXTURE MORE COLOR.	• The slogan and body copy. The first symbol word (slogan) is "Revlon Super Lustrous The Lucious Mattes". • The second symbol word (body copy) is "Saturate your lips in addictively comfortable, velvety smooth, rich, full color, without drag".	• The headline and slogan. The first symbol word (headline) is "GUCCI". • The second symbol word (slogan) is Metallic Glimmer that gives you the glam.
Interpretant	"ROUGH SIGNATURE" is this lipstick can apply the color of a woman's lips from the center and blend outwards with a precise applicator for the perfect lip signature with strength color by matte lip ink lipstick. The L'OREAL Rouge Signature is a lightweight liquid lipstick with a thin, gel-like consistency. It will look great on a woman's	• "Revlon Super Lustrous The Luscious Mattes" is this lipstick has rich matte lipstick with color on lips light, creamy, even smoothy. • "Saturate your lips in addictively comfortable, velvety, smooth, rich, full color, without drag" is this lipstick can give clarity on	• "GUCCI" is this lipstick can give extremely good glossy on women lips which women who are like fashion and it will look excellent and this product is extremely great to use. • Metallic Glimmer that gives you the glam is This product is giving

lips and seems strong.

- "SIGN YOUR LIPS WITH STATEMENT COLOR. ALL-DAY MATTE IMPACT, BARE-LIP SENSATION" is this lipstick will give a look so attractive s on a woman's lips. This lipstick can stay long- lasting on lips with lightweight and non-drying. This product can have statement shades to flatter every skin tone.

- LESS TEXTURE MORE COLOR is this lipstick will give good effects on women's lips. This lipstick also makes someone be confident with great shape, rough, and bright color. A ipstick's finish will ultimately determine its texture and staying power, and also bright colors are still able to pop.

women's lips without feeling heavy instead of lightweight, smooth without any of the annoying draggy, and non-drying matte lipstick. It feels velvety smooth on lips and delivers all the full, vibrant lip color that can't get enough of.

truly sure to give something which makes women interested with it by enjoyable, stylish, and can make seems to gloss on lips because there's have a shade of metallic glimmer by using this product.
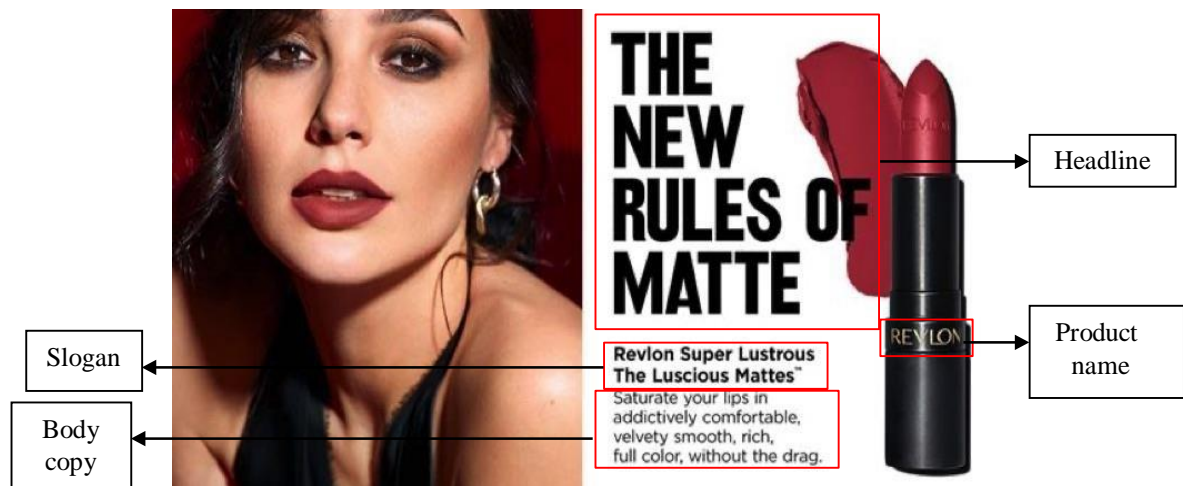
Representamen

Figure 1. L'OREAL PARIS Lipstick
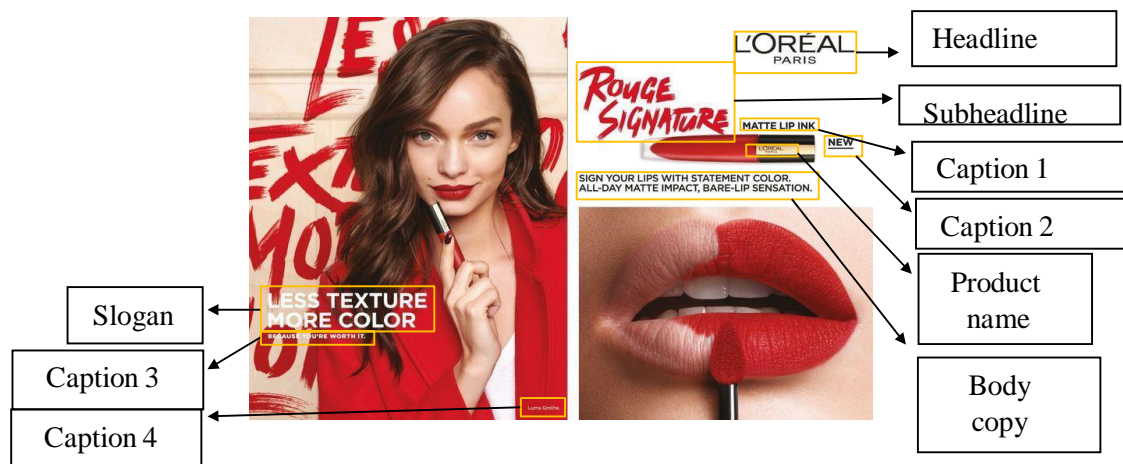
The symbol is verbal or written language. There are exist some written languages in the parts of advertisements. The first data in the advertisement Matte Lip Ink Lipstick are the representamen shown in the subheadline, body copy, and slogan. The first symbol word is the word from the subheadline "ROUGH SIGNATURE". The second symbol is the word from body copy "SIGN YOUR LIPS WITH STATEMENT COLOR. ALL-DAY MATTE IMPACT, BARE-LIP SENSATION". The third symbol is the word from the slogan "LESS TEXTURE MORE COLOR".

Figure 2. Revlon Lipstick

Next, the second data in advertisement Super Lustrous The Luscious Mattes Lipstick which is the representamen shown in the slogan and body copy. The first symbol word is the word from the slogan "Revlon Super Lustrous The Luscious Mattes". The second symbol is the word from body copy "Saturate your lips in addictively comfortable, velvety smooth, rich, full color, without drag".

Figure 3. Gucci Lipstick

Furthermore, the third data in advertisement Metallic Glimmer Lipstick which are the representamen shown in the headline and slogan. The first symbol word is the word from the headline "GUCCI". The second symbol is the word from the slogan "Metallic Glimmer that gives you the glam".

Object

The object in the first data in the advertisement Matte Lip Ink Lipstick is the first symbol word is the word from subheadline "ROUGH SIGNATURE" refers to representamen, so this word in the object is shown a precise applicator for the perfect lip signature. The second symbol is the word from body copy "SIGN YOUR LIPS WITH STATEMENT COLOR. ALL-DAY MATTE IMPACT, BARE-LIP SENSATION" refers to representamen, so this word offers an all-day long-lasting, high-impact color and bare-lip sensation as objects. The third symbol is the word from the slogan "LESS

TEXTURE MORE COLOR" refers to representamen, so this word in the object is shown the shape, rough, and bright color.

The object in the second data in the advertisement Super Lustrous The Luscious Mattes Lipstick is the first symbol word is the word from slogan "Revlon Super Lustrous The Luscious Mattes" refers to representamen, so this word in the object is shown rich matte with light and creamy. The second symbol is the word from body copy "Saturate your lips in addictively comfortable, velvety smooth, rich, full color, without drag" so this word in the object is shown lightweight, smooth, without any of the annoying draggy and drying.

The object in the third data in the advertisement Metallic Glimmer Lipstick is the first symbol word is the word from headline "GUCCI" refers to representamen, so this word in the object is shown extremely good, fashionable, and excellent. The second symbol is the word from slogan "Metallic Glimmer that gives you the glam" so this word in the object is shown this product is giving truly sure to give something which makes women interested with it by enjoyable, stylish, and can make seems to gloss on lips because there's have a shade of metallic glimmer by use this product.

Interpretant

The relationship between representamen and object will produce the interpretant of this advertisement. The interpretant is the first data in the advertisement Matte Lip Ink Lipstick is from subheadline "ROUGH SIGNATURE" is this lipstick can apply the color of a woman's lips from the

center and blend outwards with a precise applicator for the perfect lip signature with strength color by matte lip ink lipstick. The L'OREAL Rouge Signature is a lightweight liquid lipstick with a thin, gel-like consistency. It will look great on a woman's lips and seems strong. The second symbol of interpretant from body copy which is written: "SIGN YOUR LIPS WITH STATEMENT COLOR. ALL- DAY MATTE IMPACT, BARE-LIP SENSATION" is this lipstick will give a look so attractive s on a woman's lips. This lipstick can stay long-lasting on lips with lightweight and non-drying. This product can have statement shades to flatter every skin tone. The third symbol of interpretant from the slogan which is written: "LESS TEXTURE MORE COLOR" is this lipstick will give good effects on women's lips. This lipstick also makes someone be confident with great shape, rough, and bright color. A lipstick's finish will ultimately determine its texture and staying power, and also bright colors are still able to pop.

The interpretant is the second data in the advertisement Super Lustrous The Luscious Mattes Lipstick is from slogan which is written: "Revlon Super Lustrous The Luscious Mattes" is this lipstick has rich matte lipstick with color on lips light, creamy, even smoothy. The second symbol of interpretant from body copy which is written: "Saturate your lips in addictively comfortable, velvety smooth, rich, full color, without drag" is this lipstick can give clarity on women's lips without feeling heavy instead of lightweight, smooth without any of the annoying draggy, and non-drying matte lipstick. It feels velvety smooth on lips and delivers all the full, vibrant lip color that can't get enough of.

The interpretant is the third data in the advertisement Metallic Glimmer Lipstick is from headline which is written: "GUCCI" is this lipstick can give extremely good glossy on women lips which women who are like fashion and it will look excellent and this product is extremely great to use. The second symbol of interpretant from slogan which is written: "Metallic Glimmer that gives you the glam." is this product is giving truly sure to give something which makes women interested with it by enjoyable, stylish, and can make seems to gloss on lips because there's have a shade of metallic glimmer by using this product.

Moreover, the symbol of the first data is the word that shown "ROUGH SIGNATURE" {R} this word is a precise applicator for the perfect lip signature{O}. The second symbol is the word "SIGN YOUR LIPS WITH STATEMENT COLOR. ALL-DAY MATTE IMPACT, BARE-LIP SENSATION" {R} this word offers an all-day long-lasting, high-impact color and bare-lip sensation {O}. The third symbol is the word "LESS TEXTURE MORE COLOR" {R} this word is the shape, rough, and bright color {O}.

DISCUSSION

The discussion of this research reveals the research findings, in order to justify two research objectives: (1) to know the semiosis process formed in the lipstick printed advertisements and (2) to find out the meaning of icons, indexes, and symbols in the lipstick printed advertisements. Based on findings, the analysis uses semiotics which means the study of signs and signs

can be analyzed in language and images so that they can produce and relate to the meaning. It is supported by Curtin (2009) who said that semiotics is concerned with meaning and how representation within the broad sense of language, objects, and images generate meanings or processes by which we did attribute or related with the meaning.

The findings shows that analysis can use lipsticks advertisement semiotics by Charles Sanders Peirce theory with verbal (written text) and non-verbal signs (images or pictures). Based on Dyer (1993) as cited in Agustini et al. (2017) that advertising is notice and draws attention to someone or something. It mentioned that there are two important elements in advertisements which is verbal and non verbals for analysis.

Moreover, findings is shown the icons, index, and symbols (written language) with semiosis process by Peirce's theory in advertisement. Semiosis process involves a triadic relationship between a sign or representamen, an object, and an interpretant. It confirms the ideas from one of my previous studies (Priaditya & Ariwibowo, 2018) that Peirce's triadic process claims will be used to identify the icon and symbol meaning through representamen and interpretant in triangle figure or triadic. In advertisements, signs, and the socially constructed knowledge claims to elaborate the qualitative research in the study.

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Moreover, findings is shown the icons, index, and symbols (written language) with semiosis process by Peirce's theory in advertisement. Semiosis process involves a triadic relationship between a sign or representamen, an object, and an interpretant. It confirms the ideas from one of my previous studies (Priaditya & Ariwibowo, 2018) that Peirce's triadic process claims will be used to identify the icon and symbol meaning through representamen and interpretant in triangle figure or triadic. In advertisements, signs, and the socially constructed knowledge claims to elaborate the qualitative research in the study.

CONCLUSION

This conclusion is based on the advertisement analysis of the nonverbal (picture) and verbal written languages. The researcher concludes that this analysis on lipstick advertisements has answered the problems of the research which is already found three icons, one index, and seven symbols using Peirce's theory. The researcher obtained the meaning in the advertisement started from the picture of the advertisements (icons). The advertisement uses pictures of a woman and lipsticks. Next, the researcher also found the causes of casualty (indexes) in the advertisement which is the picture of pale lips and lip ink. Moreover, the researcher also uses verbal or written language as the symbols of the advertisements. The symbols exist in parts of printed advertisements like headlines, body copy, slogans, etc. The written language is from cosmetic or lipstick advertisements is about how the companies make their products in advertisements as attractive as possible so that their products are sold and make consumers that the product is proper to buy and get it. It is a goal for companies. The goal is to see how advertisements made can affect people to affect the sale of these products. These companies are giving deliver messages to the consumers from the written languages or verbal that it give result and effect when consumers wear the products and make sure that it's worth it. The advertisements aim to tell the consumers or audience whoever wears these lipsticks, they will get enhance their appearance. The lipstick also provides a variety of interesting colors for lips. Apart from providing an attractive color to the lips, lipstick is also able to provide protection and moisturize the lips from sun exposure. If some women do activities outside, it will certainly make their lips dry if they do not protect them with lipstick. For women who like to wear lipsticks, they will look fresh too and lipstick can help the lips look healthy and moisturized. This advertisement's messages can be clearly understood by the audience or consumers from the semiotics analysis of Peirce's theory of three advertisements.

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