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Analysis of Icons, Index, and Symbols of Wardah Renew You Anti Aging Facial Wash Advertisement. (Semiotic Analysis of Instagram Account @Wardah)

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Abstrak

Penelitian ini bertujuan untuk (1). Mengidentifikasi ikon, indeks, dan symbol yang digunakan dalam iklan wardah Renew you anti aging facial wash, (2). Menganalisis makna dan pesan yang disampaikan melalui penggunaan elemen-elemen semiotic tersebut, serta (3). Menjelaskan bagaimana elemen-elemen semiotic tersebut mempengaruhi persepsi dan pemahaman Masyarakat tertang produk wardah renew you anti aging Facial wash. Teori yang digunakan dalam penelitian ini adalah teori sistem tanda dengan pendekatan Semiotika yang dikemukakan oleh Charles Sanders Pierce. Dimana teori ini dapat membagi system tanda menjadi tiga bagian yaitu ikon, indeks, dan simbol. Metode yang digunakan yaitu metode deskriptif kualitatif yang diterapkan untuk mengetahui isi dari pemaknaan secara menyeluruh tentang iklan produk kecantikan Wardah Renew You Anti Aging Faciak Wash. Dalam mengadakan penelitian ini, penulis mengumpulkan, memilah, dan mengelompokkan data yang ada. Kemudian data dianalisis menggunakan teori semiotika, dan akhirnya penulis menyajikan hasilnya. Sementara itu, penulis menemukan 3 data sistem tanda ikon, 3 data sistem tanda indeks dan 3 data sistem tanda simbol. Keseluruhan data yang terkandung dalam Wardah Advertising YouTube dari Renew you anti aging Facial wash adalah 9 data. Dengan demikian, dapat disimpulkan bahwa setiap iklan memiliki tanda dan makna yang berbeda pula. Perbedaan-perbedaan ini telah memberikan interpretasi yang berbeda. Dengan memahami bagaimana ikon, indeks, dan simbol digunakan dalam periklanan, pemasar dapat merancang strategi komunikasi yang lebih efektif.

Kata Kunci: *Semiotika, Iklan, Ikon, Indeks Dan Simbol*

Abstract

This research aims to (1). Identify the icons, indexes and symbols used in Wardah Renew you anti aging facial wash advertisements, (2). Analyzing the meaning and message conveyed through the use of these semiotic elements, and (3). Explain how these semiotic elements influence the public's perception and understanding of the Wardah Renew You Anti Aging Facial Wash product. The theory used in this research is sign system theory with a semiotic approach proposed by Charles Sanders Peirce. Where this theory can divide the sign system into three parts, namely icons, indices and symbols. The method used is a qualitative descriptive method which is applied to determine the overall meaning of the advertisement for the Wardah Renew You Anti Aging Faciak Wash beauty product. In conducting this research, the author collected, sorted and grouped existing data. Then the data is analyzed using semiotic theory, and finally the author presents the results. Meanwhile, the author found 3 icon sign system data, 3 index sign system data and 3 symbol sign system data. The total data contained in Wardah Advertising YouTube from Renew you anti aging Facial wash is 9 data. Thus, it can be concluded that each advertisement has different signs and meanings. These differences have given different interpretations. By understanding how icons, index, and symbols are used in advertising, marketers can design more effective communication strategies.

Keyword: *Semiotic, Advertising, Icon, Index, and Symbol*

INTRODUCTION

In an increasingly advanced digital era, social media has become the main platform for companies to promote their products and services. Instagram, as one of the most popular social media platforms, offers a variety of attractive visual features to users, making it a very effective tool for marketing and branding. The primary objective of an advertisement is to boost the market sales of the promoted product. To capture attention, advertisements are crafted to be highly appealing, employing captivating language and featuring attractive models (Widiastuti, W. 2024).

Semiotics is a theory of signs in language that not only studies specific signs but also explores the broader science of language. Semiotics in advertising refers to the study and analysis of signs, symbols, and their meanings within advertisements. This involves understanding how various elements such as images, colors, words, and sounds convey messages and influence consumer perceptions and behaviors. (Sembiring, R. B. 2021).

In advertising, semiotics helps decode the layers of meaning embedded in an ad, revealing how it communicates its message and persuades the audience. By analyzing

these signs and symbols, advertisers can craft more effective campaigns that resonate with their target audience on a deeper, often subconscious level. This approach helps to understand not just the overt message, but also the cultural and emotional nuances that make an advertisement impactful.

One of the leading cosmetic brands in Indonesia, Wardah, has used Instagram to promote its beauty products, including the Wardah Renew You Anti Aging Facial Wash product. The Wardah Renew You Anti Aging Facial Wash product is part of a series of skin care products designed to fight the signs of aging. This product is claimed to be able to clean the skin deeply, remove dirt and make-up, and provide the nutrients needed to keep the skin young and healthy. By using various visual elements, such as product images, models and graphic designs, this product advertisement seeks to attract the audience's attention and convey messages about the benefits and advantages of the product. However, to understand in depth how this advertisement works and how these visual elements influence the audience, a more in-depth analysis using a semiotic approach is needed. Semiotics, as the study of signs and symbols and the meanings they carry, provides an effective framework for analyzing advertising in detail. By analyzing icons, index and symbols in advertising, we can understand the implicit messages conveyed and how these messages are received by the audience.

In the realm of semiotics, anything that can be interpreted is called a sign. Semiotics, derived from the Greek word "semeion" meaning sign, delves into the intricate nature of sign systems that transcend conventional grammar and syntax. These systems govern the interpretation of complex, hidden, and context-dependent meanings within texts. Semiotics sheds light on how additional meanings arise through the use and combination of signs, capturing the essence of our communicative practices. According to this perspective, every social practice can be perceived as a linguistic phenomenon, and therefore, as a sign. Renowned semiotician Roland Barthes notably emphasized the expansive nature of signs, which encompass not only verbal language but also non-verbal forms of communication. Semiotics is the analysis of signs and symbols utilized for communication within a society. This expansive view highlights the profound role signs play in shaping our understanding of the world around us.

This research focuses on the Wardah Renew You Anti Aging Facial Wash advertisement on Wardah's Instagram account. Through semiotic analysis, this research aims to identify and analyze the use of icons, index and symbols in these advertisements.

Apart from that, this research also seeks to understand the meaning and messages conveyed through these visual elements, as well as how they influence the audience's perception and understanding of the Wardah Renew You Anti Aging Facial Wash product. Thus, this research will not only provide insight into Wardah's marketing strategy on social media, but will also contribute to semiotic studies in the context of digital advertising. It is hoped that this research can be a reference for marketing practitioners and academics who are interested in semiotic analysis and visual communication strategies in advertising.

RESEARCH METHOD

a. Research Design

This research uses a qualitative research design with a descriptive analysis approach. The research type is qualitative descriptive research. Descriptive research aims to describe and interpret the phenomena that occur, while a qualitative approach is used to understand the meaning and messages conveyed through visual signs in advertisements.

b. Technique of Analyzing Data

- Observation : The observation technique was carried out by observing and watching various types of beauty advertisements for Wardah Renew You Anti Aging Facial Wash products published on Wardah's Instagram account.
- Note technique: noting icons, indexes and symbols obtained from observations, then classifying icons, indexes and symbols that have been determined to be examined and the meaning of the sign.

Based on the research method used, the study approach in this advertisement can be matched to the semiotic theory conveyed by one of the figures named Charles Sanders Peirce, namely Icon, Index, and Symbols, which will answer the researcher's purpose in analyzing the Wardah Renew You Anti Agung Facial Wash advertisement. The data analysis model in this study is based on the notion presented by Miles and Huberman. According to Miles and Huberman (1984), activities in qualitative data analysis were carried out interactively and constantly at each stage of the study to ensure its completion. Data analysis involves the following components:

1. The data obtained from the report is extensive, requiring careful and detailed recording. Data reduction involves summarizing, selecting key points, emphasizing

important aspects, and identifying themes and patterns."

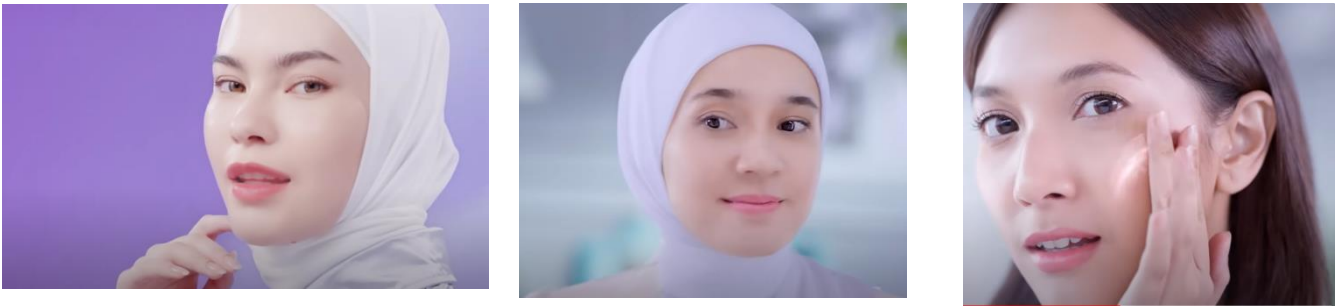
2. Qualitative research data can be presented through concise descriptions, charts, category relationships, and similar formats
3. The initial verification or inference of the submitted data is provisional and will be revised if substantial supporting evidence is discovered in subsequent stages. However, if the preliminary conclusions are backed by valid and consistent evidence during further data collection, then these conclusions are considered significant."

Based on the explanation above, the writer concludes that visual signs are essential codes in advertisements. These signs can be observed through the visuals and audio in television ads. The data analysis technique involves initially capturing images that represent sign systems as per C. S. Pierce. These signs complement each other, giving the advertisement meaning, which can be studied using the distribution of advertising signs: icons, indexes, and symbols. Icons illustrate the resemblance between objects, indexes indicate cause-and-effect relationships, and symbols convey related meanings of a sign. The second step is to classify these images into sign systems according to C. S. Pierce, as these three types of signs are used to analyze Wardah Renew You Anti Aging Facial Wash advertisements. The third step involves providing reasons to explain how each image fits into the sign systems according to C. S. Pierce. Finally, the analysis of the meaning of each sign reveals the clear meaning contained in the advertisement."

RESULT AND DISCUSSION

The data from this research was taken from Wardah's Instagram account <https://www.instagram.com/wardahbeauty?igsh=MWw3bW9lOThnbGQ1NA==to> find images, symbols and words in the form of semiotic signs that have certain meanings in the Wardah advertisements. This research aims to analyze the use of icons, indices and symbols in the Wardah Renew you anti Aging Facial Wash beauty advertising. To get the result of the sign system in the Advertisement You Tube of Wardah Renew You Day, the researcher collects the data by analyzing the images of a character or design of other images. The analysis of sign has used the theory of sign from Charles Sanders Pierce. Moreover, the finding and discussion will explain and discuss the sign that finds out in the Wardah advertisement.

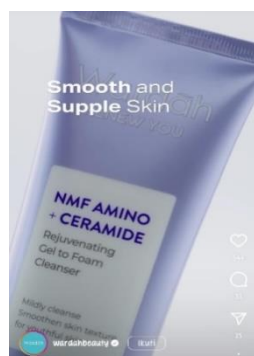
a. Analysis of the Icon.



An icon is a sign that bears a direct resemblance to the object it represents. In the Wardah Renew You Day Series advertisement, the dominant icons are images showing the faces of models with skin that looks young, bright and fresh. This icon is used to visually depict the expected results from using Wardah products. The advertisements above are three a females icon with youthful and radiant skin who often appears in these advertisements. This image acts as an icon because it shows the expected results from using the product, namely younger, healthier looking skin. It provides a visual representation of the product's benefits and helps consumers imagine the results that can be achieved. Wardah aims to empower women to confidently showcase their beauty through the use of their products (Salindeho, S. et all 2023)

Moreover, the models involvement symbolizes the Wardah brand's commitment to inclusivity. The Renew You Anti Aging Facial Wash is designed to cater to all skin types of Indonesian women, offering high-quality skincare at an affordable price. Wardah uses the iconic Woman model to emphasize the anti-aging aspect of the product. This shows the age of the target consumer or the effects of aging that the product wants to overcome.

b. Analysis of Index

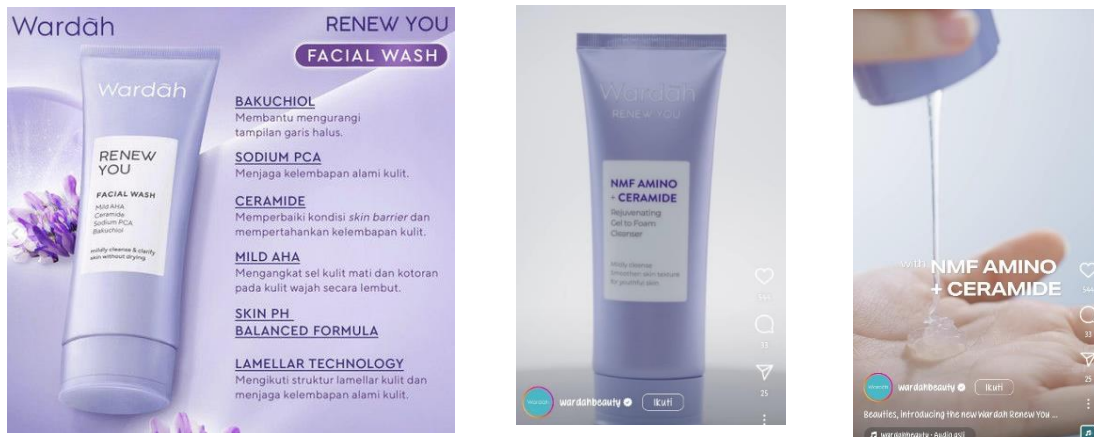


Index refers to object whose representatives relationships are based on their association. Such as: _Representation of Product Benefits. Model images showing younger

and fresher looking skin serve as a visual representation of the benefits of Wardah Renew You Day Series products. This helps grab the audience's attention and provides an immediate picture of the desired outcome.

An index is a sign that indicates a cause-and-effect relationship or contextual closeness to the object it represents. In this advertisement, the indices used are visual and narrative elements that show changes in the model's skin after using Wardah products. Before and after use. Photos or videos showing the skin condition before and after using the Wardah Renew You Anti Aging Facial Wash product act as an index. Visible differences in skin condition show direct results from product use, providing visual evidence that substantiates the product's claims of effectiveness. The use of an attractive and beaming face icon helps in attracting the audience's attention. This icon also reinforces the message that this product is effective in repairing and rejuvenating the skin. The existence of a logo or certification symbol from a dermatological institution or other authority body functions as an index of credibility. These logos show that the product has been tested and approved by experts, thereby increasing consumer confidence in the safety and effectiveness of the product.

c. Analysis of Symbol



A symbol is a sign that has an arbitrary relationship to the object it represents, depending on social convention or agreement. The symbols used in these ads include colors, logos, slogans and other visual elements that have deeper meaning. Colors and aesthetics: The use of purple and gold in advertising serves as a symbol of luxury and high quality. This color symbolically links the product with the concept of rejuvenation and beauty. Visual elements such as product layout, packaging design, and lighting effects also

serve as symbols that reinforce the brand message and attract the audience's attention.

Key text and words in the advertisement such as "anti-aging," "renew," and "youthfulness." These words are carefully selected to influence consumers' perceptions of the product's benefits. They imply that this product can address the signs of aging and provide a younger, fresher look. Use of English in advertising. Even though this product is marketed in Indonesia, the use of English can give a global and modern impression. It can also attract consumers who associate products with English labels as international quality products. Key text and words in the ad such as "anti-aging," "renew," and "youthfulness." These words are carefully selected to influence consumers' perceptions of the product's benefits. They imply that this product can address the signs of aging and provide a younger, fresher look. Use of English in advertising. Even though this product is marketed in Indonesia, the use of English can give a global and modern impression. It can also attract consumers who associate products with English labels as international quality products. In semiotic analysis, symbols in advertising are often used to convey certain messages to the audience. In the Wardah Renew You Anti Aging Facial Wash product advertisement published via the Instagram account @Wardah, we can identify several symbols used to attract consumers' attention and convey the values of the product. Use of color and product packaging design. The purple color that dominates the Wardah Renew You Anti Aging Facial Wash packaging gives an elegant and luxurious impression. These colors are often associated with high quality and exclusivity, reinforcing the product's image as a premium skin care solution. Visual symbols such as images of women with skin that looks healthy and radiant. These images are not only aesthetically appealing but also provide a visual representation of the expected results from using the product. This builds consumer aspirations and confidence in the effectiveness of the product.

CONCLUSION

The analysis results show that the Wardah Renew You Day Series YouTube advertisement effectively uses icons, indices and symbols to convey its main message. The use of icons helps attract attention and provides a visual representation of the product's benefits. The index reinforces product claims through a visual demonstration of the effects of use. The symbol helps build a strong brand identity and associates the product with the concept of rejuvenation and beauty. The use of these semiotic elements plays an important role in shaping consumer perceptions and increasing advertising effectiveness.

Audiences not only receive information about the product, but are also emotionally involved through the visual and symbolic representations conveyed in advertising. This research provides valuable insights for marketers and advertisers about the importance of semiotic elements in visual communication. By understanding how icons, indexes, and symbols are used in advertising, marketers can design more effective and impactful communication strategies.

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