

SEMIOTIC MEANING IN WARDAH ADVERTISEMENT

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English Education Program

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ABSTRACT

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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 Peirce 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*

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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In completing this study entitle "*Semiotic Meaning in Wardah Advertisement*", the researcher faced so many difficulties and problems but those did not stop the efforts to make a better one, and it was seemed impossible to be done without helps from the others. Thus, the researcher would like to express her grateful feeling especially for her dearest parents: Ayah Sinar Sembiring and Ibu Bakti Br Surbakti also all of her uncles, aunts, and cousins for their sincere prayers, love and support in moral and material during her academic year in completing her study at University of Muhammadiyah Sumatera Utara. May Allah SWT always bless them, thanks for their love. Then, the researcher also would like to thank:

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The researcher hopes that her study will give some contribution to the teaching and learning of Semiotic study The researcher realizes that the final project is far from being perfect. Thus, the researcher would be gratefully to accept any constructive comments and suggestions for the betterment of this final project.

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The Researcher,

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TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGMENTS	ii
TABLE OF CONTENTS	v
LIST OF FIGURE	vi
LIST OF TABLE	vii
LIST OF APPENDIXES	ix
CHAPTER I INTRODUCTION	1
A. Background of the Study	1
B. Identification of Problem	2
C. The Scope and Limitation	3
D. The Formulation of Problem	3
E. The Objective of Study	3
F. The Significant of Study	4
CHAPTER II REVIEW OF LITERATURE	6
A. Theoretical Framework	6
1. Semiotic	6
2. Sign	7
3. Types of Sign	9
4. Meaning	13
B. Relevant of the Study	17
C. Conceptual Framework	19
CHAPTER III METHOD OF RESEARCH	21
A. The Research Design	21
B. The Source of Data	21
C. The Technique of Data Collection	21
D. The Technique of Data Analysis	22
CHAPTER IV DATA AND DATA ANALYSIS	25
A. Data	25
B. Data Analysis	24
1. Type of Sign	25
2. The Meaning Type of Sign	28
2.1 Icon	28
2.2 Index	34

2.3 Symbol	38
C. Research Findings	46
CHAPTER V CONCLUSION AND SUGGESTION	48
A. Conclusion	48
B. Suggestion	48
REFFERNCES	50
APPENDIXES	

LIST OF FIGURE

Figure 2.1	20
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LIST OF TABLES

Table 4.1 The meaning of Iconic Signs	28
Table 4.2 The meaning of Indexis Signs	34
Table 4.3 The meaning of Symbolic Signs	38

LIST OF APPENDIXES

The Poster of Wardah Advertisement

CHAPTER I

INTRODUCTION

A. Background of the Study

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. So the

researchers conducted a study entitled "**Semiotic Meaning in Wardah Advertisement**".

B. Identification of Problem

Based on description of problems above, the problems were identified as follow study are:

1. Most people do not know the types of sign contained in Wardah's Advertisement.
2. Most people do not know meaning of the types sign contained in Wardah Advertisement.

C. The Scope and Limitation

The scope of this research was an analysis of semiotic meaning in Wardah Advertisement. The limitation of this research was analysis the sign and the types of sign meaning. By using Pierce's theory that identifies signs using three objects, namely icons, indexes and symbols contained in Wardah Advertisement.

D. The formulation of Problem

Based on the identification of the problem, the following is the problem formulation obtained by the researcher, namely:

1. What types of semiotic signs are coded in the poster of Wardah Advertisement ?
2. How is meaning of semiotic sign are coded in the poster of Wardah Advertisement ?

E. The Objective of Study

Based on the formulation of the problem above, the objectives of this study are:

1. To find out the types of semiotic signs are coded in the poster of Wardah Advertisement
2. To elaborate the meaning of semiotic sign in the poster of Wardah Advertisement.

F. The Significant of Study

The benefits of research is a use in research that can provide good benefits for oneself and others. The benefits of research also have several aspects, namely:

1. Theoretically, through this research, researchers can gain knowledge about semiotic studies and increase knowledge about signs, their various types, and their meaning.

2. Practically, useful for everyone who is interested in learning more about semiotics. In addition, the findings viewpoint can be of significant benefit, used for :
 - a. The Teacher
Becomes a reference for research related to semiotics in guiding students to further increase their knowledge of signs.
 - b. The Readers,
Readers can increase knowledge about signs in semiotic studies and can be a reference if you want to research similar problems.
 - c. Other researchers,
Become a reference if they have a thesis with a similar problem in order to better understand the problem being studied.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

Theoretical framework is a theory that has a structured series of sub-sub in research to support a theory related to the problem in research. As in this study, the author will clarify research points that must be discussed from this research, namely analyzing the meaning of the types of sign (icon, index, and symbol) of Wardah Advertisement.

1. Semiotic

Semiotic is the study of signs that have a specific meaning and purpose in everyday life. Sign in semiotic describe the meaning of an object, situation, feeling and others that have a deep meaning. One of the philosophers from America named Charles Sanders Peirce said that "Semiotic in general is the study of sign and everything related to sign" (Rusmana, 2014:107). Including how they function, the relationship that occurs between sign, and how to examine the sender and receiver who use the sign. That way the sign is not only related to language and culture, but can also be used as an intrinsic characteristic of all phenomena that occur in nature. For example, the role of signs can be analyzed from social life which studies systems, rules, and conventions containing signs that have meaning.

The concept of signs in the field of semiotic not only includes language and communication systems in people's lives, but signs cover the whole world with thoughts from different people creating signs that have meaning. With the sign and humans understand the meaning of human relationships can be established in reality.

In Peirce's thought, basic human perception will refer to existing objects, which is a process that occurs in semiotic meaning. Therefore, Peirce said that semiotics is an action and cooperation between a triadic model consisting of, sign, object and interpretant. Peirce said that every sign is an interpretant and that interpretant will continue to be a sign in semiotics. For example, the emergence of the word "lion" and its scope becomes so wide because of the image of a lion. Therefore, Peirce should think of semiotics as disciplines (Rusmana, 2014: 32). Whatever form of sign used in various fields is called a semiotic phenomenon because the sign is a human means of thinking.

2. Sign

According to Charles Sanders Peirce (Rusmana, 2014:32) a sign is something that for someone represents the interpretant of the first sign and in turn will refer to a particular object. With the object that occurs due to the process of semiosis by combining entity and other entities, Peirce calls this process signification. Thus, Peirce said that the sign has a triadic relation that is directly connected to the interpretant and its object. The following is a triadic model contained in Peirce's theory :

1. The representament is something that is visible which is usually used for a sign that does not have to be visible in material form and experts usually call it a 'sign vehicle'.
2. An interpretant is an understanding made from the sign but not an interpretation.
3. An object is something beyond the sign to which it refers (a referent).

Pierce said, in classifying signs there are many elements that must be considered, the first thing to note is that there are some potential terminological difficulties that occur here. In talking about the sign as a signifying element, then, he is more correct to speak of a sign that is refined into the most important elements to function as a signifier. Peirce uses many terms for the signifying element including “sign”, “representament”, “representation”, and “base”. Here we will refer to the sign elements responsible for marking as "sign vehicles".

Peirce's idea that a sign does not signify in everything and has certain signifying elements is perhaps best explained by an example. Consider, for example, the nest of moles in my yard that is considered a mole sign. Not every characteristic of a mole nest plays a role in signaling the presence of a mole. The color of the mole's nest plays a secondary role as it will vary according to the soil from which it is composed. Similarly, the size of a mole varies according to the size of the mole that makes it, so again, this feature is not major in the mole hill's ability to mark. What is important here is the causal relationship that exists between the types of mounds in my yard and moles: because moles make mounds of dirt, mounds of earth signify moles. In effect, the mole hill's primary ability to signify a

mole is the rough physical relationship between it and the mole. These are sign-vehicle signs. Therefore, there are only a few sign elements that allow marking the object.

3. Types of Sign

Peirce argues that the type of sign based on the object is divided into three parts, namely:

A. Icon

Icon is a physical object that resembles what it represents. The representation is characterized by similarity. (Sobur, 2003: 158). An icon is a sign in linguistic form or in the form of a real image so that it can look real. Pierce explained that the icon is a sign that is interconnected between the signifier and the signified which is of the same nature in nature. The other meaning, icon is the relationship between a sign and an object that has similarities between the original object. The simple definition, an icon is a sign that is similar to the real thing. A sign is said to be an icon if there is a similarity between the sign and the thing it represents. Basically an icon is a sign that describes the main features of something. Icons can be seen in everyday life, because an icon is a physical object in the form of two or three dimensions that resembles what it represents.

Icons have certain characteristics or aspects, which an object also has and allows the Icon to be interpreted as a sign even though the object is not

present. In an object Icon can only refer to one characteristic of a concept and is never used to denote other characteristics of the concept. Because then identification can occur on the object represented by the Icon without any other additional information. Although Icons only show objects that are referenced for various reasons such as, they are similar in some respects. The similarity between an Icon and an object is not always based on the apparent resemblance between the sign and the object.

In his theory, Pierce (Zaimar, 2008: 05) mentions that icons are divided into three classes, namely, the 1st is, typological icons, namely the relationship of signs and objects based on their resemblance to a world map made based on reality and actual forms. 2nd is a diagrammatic icon, that is, the occurrence of a relationship based on stages, such as a diagram. In the process of marking, it is characterized by the presence of structural symptoms which are shown by relational similarities and sequentially. 3rd is a metaphorical icon, namely the existence of a relationship that occurs based on the resemblance, even though only partially similar. Examples of Icon, such as :

- a. White Gray uniform depicting high school level student icons
- b. The picture of the P alphabet is crossed out with a diagonal line at the side of the road that states the no-parking icon
- c. The image of a bitten apple on a smartphone depicts a product from iPhone

B. Index

Index is the occurrence of a natural relationship between a sign and a signified in a sign which is a causal relationship, or a sign that directly refers to reality (Sobur, 2003: 159). The index is the relationship between the sign and the signified that occurs because of cause and effect. Marks and markers in the index cannot be separated. Because if the mark does not exist then the mark in the Index will not be found. A sign is categorized as an index if there is a phenomenal relationship between the sign and the thing it signifies. Usually the relationship between the sign and its object in the index is concrete and actual. Each index occurs because there is a direct relationship between the sign and its object. For example, symptoms of disease in the body are referred to as indexes because there is an infection in the body so that symptoms of disease appear. In this case it refers to the original relationship that occurs between the sign and the object that does not depend on an interpretation. The object must be clear and the index is related to the object which is recognized as fact.

Actions that occur on the index depend on association by contiguity not resemblance. The index is a quality relationship, because the marker does not need to have its own special properties, only a relationship that can be proven by other things. A photo is considered an index not just an icon. Because in the photo not only focuses on the object in the photo but there is also the effect of the light generated from the camera. The images of the light are thought to resemble the images they take as objects. Because the

index is a sign that is present associatively due to the existence of a fixed reference feature relationship. Here are some examples of indexes:

- a. The presence of smoke is an index that there is fire
- b. Overcast clouds are an index that it will rain
- c. A person's thick accent when speaking indicates that he or she is from the South

C. Symbol

Symbol is a sign that shows the natural relationship between the signifier with signified (Sobur, 2003: 42). The relationship between them occurs because of an agreement from the community. A symbol is a sign that represents the object through an agreement or agreement in a specific context. Symbol is a form that sign something else out of shape embodiment of the symbolic form itself. The term symbol is used extensively with various meanings and, of course, must always be understood carefully. While the term symbol in Peirce's view in everyday terms is commonly called word, name and label. In symbols, signs require a meaningful process of meaning more intensive after connect it with objects, and symbols that occur because of the approval of the surrounding community.

Symbol refers to its object in accordance with socially established laws or rules so that the symbol is interpreted by referring to its object by agreement in a certain context. Basically, symbols have no relationship between objects, but there are conventions that are accepted and agreed

upon by a culture and society. The symbol is considered a conventional sign or a sign that depends on the good habits that are acquired or from the innate. Symbols are known to be connected to their objects based on ideas in the study of symbols, but in reality there is no relationship that occurs like these ideas. Because the idea was created solely to be used and understood according to the idea created. Examples of symbols are as follows:

- a. The color red is symbolized as a symbol of courage
- b. The rose is symbolized as a symbol of sincere love
- c. The sign of the cross which symbolizes one religion, namely Christianity.

4. Meaning

Meaning is the mean that is inferred from a word, then produces an interlinked relationship between the meaning and the object. According to Brodbeck (Sobur, 2013:262) meaning is presented in various theories and in a simple way. The first meaning is inferential, namely the meaning of a word or symbol is the object, thought, idea, or concept referred to by the word. The second meaning is the meaning (significance) of a term insofar as it is related to other concepts. The third meaning is the intentional meaning, namely the meaning intended by the person who uses the symbol. In discussing meaning with a wider scope, experts use two types of meaning, namely denotative and connotative meaning. (Sobur, 2013:262).

A. Denotative Meaning

Denotation is a term put forward by Barthes (Wibowo, 2013), which shows the significance of meaning in the first stage which is objective which can be given to symbols, namely with the reality or symptoms shown. The first stage of significance is the occurrence of a relationship between the expression (signifier) and its content (signified) in a sign against external reality so that it is referred to as the most real meaning of the sign. In denotation, a marker is always in the form of a material, such as an image, object, sound, etc. From the example above, denotation is generated according to observations from sight, hearing, feeling and others.

Denotative is the objective relationship between the linguistic of and referent. The meaning of denotation is direct, namely the special meaning contained in a sign, and is essentially referred to as a picture of a sign. Denotation is also the meaning of a word or group of words based on the direct designation of something outside the language which is based on certain conventions objectively. For example, a mirror is defined as a tool that people use to see themselves. Therefore, denotation is defined as the meaning of a word that comes from the deed or the object itself.

According to Panofsky (1970:51-3), art historians define denotation as a representational visual image that will be recognized by all viewers from any culture and whenever the image as a depiction. From the explanation above, the meaning of denotation can be defined as the initial meaning of a sign, text, and so on. This phase explains the relationship between the

signifier and the signified in a sign as well as between the sign and the object it represents in external reality. External reality means everything that can be perceived by sensory perception. Denotation refers to what makes sense, the meaning of a sign. Denotation is also known as the dictionary meaning of a word or object terminology.

B. Connotative Meaning

Connotation is a term used by Barthes (Wibowo, 2013) to show the significance of meaning in the second stage. This describes the interaction that occurs when the sign meets the feelings or emotions of a reader and the values of his culture. In connotation there is a subjective meaning, meaning that in denotation it is what the sign depicts on the object, while in connotation it is explaining how to describe it. Connotative meaning is the communicative value an expression has by virtue of what it refers to over and above its purely conceptual content.

According to Barthes (Wibowo, 2013), connotation describes the interaction which takes place at the moment the sign meets the emotion of its use and cultural values. Fiske (2010) adds that connotation is the cultural meaning attached to a term. Connotation describes the interaction that occurs when the sign meets the emotions and cultural values of the reader. Connotation has a subjective or at least intersubjective meaning. This occurs when the interpreter is influenced by many objects or signs.

Connotation is expressive, more involving subjective and objective experiences. In connotation analysis, the sign is interpreted according to its additional meaning (connotative meaning), the connotative meaning includes aspects of meanings related to feelings and emotions, as well as values cultural and ideological values. The meaning partly occurs because the speaker wants to cause a feeling of agreeing or disagreeing agree or disagree on the part of the listener or communicate. If we compared connotative meaning with denotative meaning is connotative are relatively unstable, because connotative has different meaning depend on situation we used. Although the language that speakers used is exactly the same with conceptual framework, but each of them has individual perception of words. Connotative meaning undefined and openended. Connotations play a major role in the language of literature, of politics, of advertising and greeting card.

Connotation relates to how the sign system is used in each message. In the marking process, there is a limitation of pure analysis on the sign system which consists of a paradigm and a syntagm that does not include key elements in the interpretation process. Thus, subjective tests such as the alternation test have been developed to map connotations and thus decode more of the recipient's intentions. This is achieved by changing the shape of the signifier, by substituting the marker to assess what its alternative connotations are and by considering what markers are missing and why their absence might be significant. A change in shape will require replacing a

different font for the same text, or a different color or design for the same visual content.

B. Relevant of the Study

The Researcher takes information from several journals, proposals and theses as a reference in doing this research. With the results of several previous studies, researchers can make these results a reference in this study. The following are three previous studies related to semiotic analysis and signs, namely:

- a. Kintan Safira Maydi and Diah Agung Esfandiari, B.A., M.Si (2018) Vol.5, No.1, The Charles Sanders Peirce Analysis on Semiotics in “Baby Shark” Video Clip in Promoting the Image of Bima Arya Sugiarto Regional Officials in Bogor City. This study aims to find out how to promote the image of Bima Arya Sugiarto regional officials in the city of Bogor by making a baby shark challenge video uploaded to his personal Instagram account. In researching the promotion of the image of Bima Arya Sugiarto, the researcher uses a qualitative approach using C.S Pierce's dark semiotic analysis model. By analyzing meaning based on one of the triangular theories of meaning, namely objects consisting of icons, indexes, and symbols. The results of this study show a positive image in the baby shark challenge video. This is contained in the main character, namely Bima Arya Sugiarto.

- b. Murti Candra Dewi (2013) Vol. 06, No. 02, Representation of the Muslim Clothes in Advertising (An Analysis of C.S. Peirce Semiotic Theory in Wardah Cosmetic Advertisement on Nova Tabloid). The purpose of this research is to find out how the representation of moslem dress in Wardah cosmetics ad. This study uses semiotic analysis from Charles Sanders Pierce to find out the representation contained in the signs of Muslim women's clothing contained in Wardah cosmetic advertisements in Tabloid Nova. By classifying signs using icons, indexes, and symbols. The method used is a qualitative method with the results obtained, namely moslem dress in Wardah Cosmetics ad represented through the use of clothing that covers the nakedness but still stylish and fashionable.

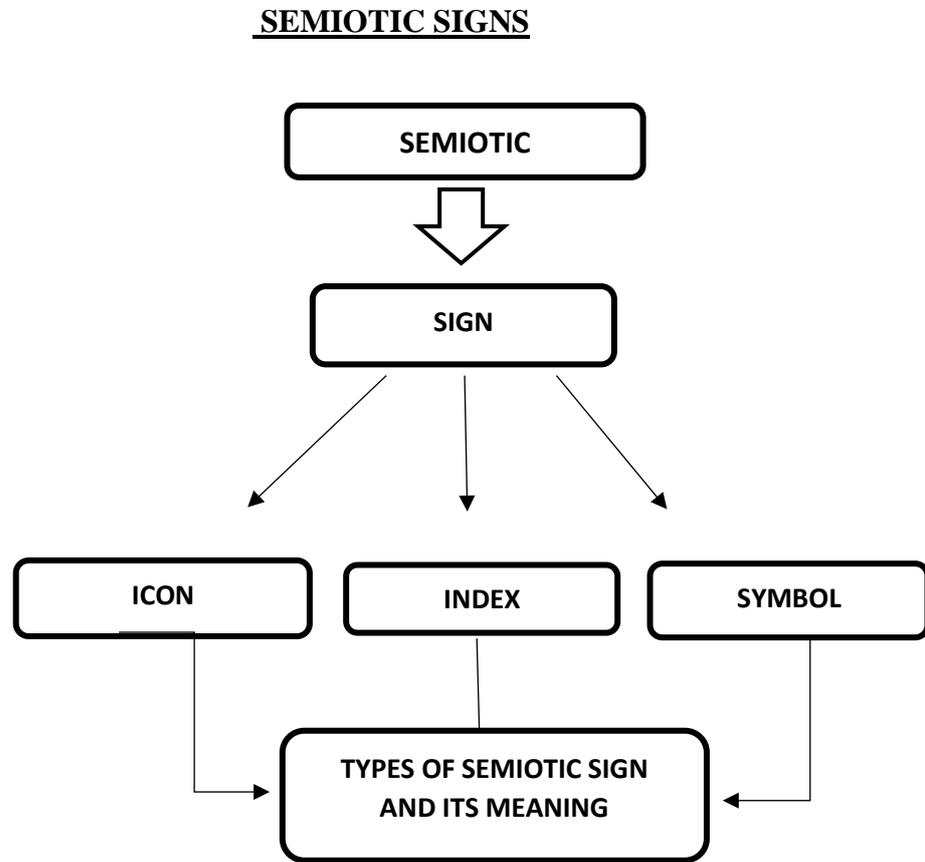
C. Conceptual Framework

Semiotic is the study about signs. In every life there is a sign that is transparent, we will not know what the sign means if we do not study the field of semiotic. With the study of semiotic, we can find out signs that have certain meanings and purposes. Therefore, human life cannot be separated from the sign. For example in Wardah's advertisement promoting products through advertisements in the form of posters that have many signs in it and we do not know the signs. Wardah advertisements are advertisements that display and promote cosmetic products that have been established for a long time and are very well known among the public. Wardah also produces products that already

have a legal halal certificate from the MUI which are safe for Muslim women to use.

This study aims to analyze the types of signs contained in Wardah's advertising posters using a semiotic study from Charles Sanders Peirce. The analysis carried out aims to determine the type of sign based on the object consisting of icons, indexes and symbols. After knowing the type of sign, it will be described in detail the meaning contained in the sign. To get the simple explanation about this conceptual framework, it can be seen below.

Figure 2.1



CHAPTER III

METHOD OF RESEARCH

A. The Research Design

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.

B. The Source of Data

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

C. The Technique of Data Collection

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.

D. 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.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

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 Peirce.

B. Data Analysis

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 Peirce. Determine the type of sign using the triadix model, namely icons, indexes and symbols.

1. 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, the 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 4th Poster of Wardah (Appendix 4, Poster 4)

There were 3 types of sign on that poster, the 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 5th Poster of Wardah (Appendix 4, Poster 4)

There were 3 types of sign on that poster, the 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.

2. 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 elaborate 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.

Table 4.1
The Meaning of Icon Sign

Poster	Sign	Meaning	
		Denotative	Connotative
1 st Poster	The picture of Dinda Hauw	A woman used Hijab	A woman as Brand ambassador of Wardah since 2018.
	The picture of Wardah Lightening Serum	A product of Wardah Lightening	Beauty lightening product of Wardah with 10x advanced can make bright face.
	The picture of content contained in	Ingredients contained in Wardah Lightening product	Some content contained in Wardah with best quality can make healty and bright face.

	Wardah lightening serum		
2 nd Poster	The picture of Ayana Jihye Moon	A woman wearing white Hijab and white shirt	A woman wearing a white hijab, white shirt and smiling broadly. The woman is Wardah's brand ambassador
	The picture of some Wardah product	Some beauty and treatment product of Wardah	Some product such as shampoo and lipstick for hair and lips with hairfall treatment color F/T series.
3 rd Poster	Hijab girls	A muslim woman wearing brown Hijab and brown shirt	A woman who religion of Islam wearing a brown hijab, brown shirt and smiling broadly. The woman is Wardah's brand ambassador.
	Some product of Wardah's picture	Beauty product of Wardah such as compact powder, foundation and lipstick	Beauty product with colorfit series used on face and lips. That product can make make up perfect.
4 th Poster	The picture of Wardah Foundation product	One type of Wardah product with liquid foundation type	Wardah product which is use to face to even out skin tone. With natural matte finish and SPF 30 PA +++
	The picture of Wardah Concelear product	One type of Wardah product with liquid concelear type	Wardah lightening product used on face with liquid type
	The picture of Wardah Powder product	Wardah beauty product with compact type	Wardah product with compact powder and provide mirror in packaging
5 th Poster	Amanda Rawles's picture	A black haired woman	A woman have black and wavy hair.

	Some product from Wardah	Beauty product of Wardah, such as powder and foundation	Beauty product of Wardah with 2 type product. Foundation product with color F/T series and matte foundation. Powder product with color F/T series a.
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- 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 non-acnegenic'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 Ikon 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 Advertisement, after researcher identification and classification based on the types of sign. The signs and meaning were described in the table 4.2

Table 4.2
The Meaning of Indexial Type

Poster	Sign	Meaning	
		Denotative	Connotative
1 st Poster	Dinda's shirt	A shirt with white color	A shirt color which has the same color as the background of Wardah's product description on poster
	Dinda's hijab	A hijab with blue color	A hijab color which has the same color as the Wardah product on poster
2 nd Poster	Text in the picture of Wardah product	White and brown letter in Wardah product.	White and brown letter described about Wardah product, such

			as shampoo and lipstick
3 rd Poster	Hijab girl's shirt	A shirt with brown color	A shirt color which has the same color as the Wardah product on poster
	Hijab of girl	A hijab with brown color	A hijab color which has the same color as the Wardah product on poster and hijab cover her hair
4 th Poster	Color of Background poster	Background poster with blue color	Blue color on poster has the same color with powder on poster
5 th Poster	Vertical line on Amanda's face	Vertical line with white color.	Vertical line on Amanda face barrier showing the difference between before and after
	Text before and after	Capital letter with white background.	Capital letter visible differences in facial skin after using Wardah products

- 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. Signs and the meaning were described in the table 4.3

Table 4.3
The Meaning of Symbolic Type

Poster	Sign	Meaning	
		Denotative	Connotative
1 st Poster	Headline “10x* <i>Kekuatan Mencerahkan</i> ”	Quality of Wardah	Quality of Wardah with 10x advanced Niacinamide can make brighten and diminish Acne marks appearance.
	Sub headline “Blue Light Protection”	Protection in content of Wardah product	Content of Wardah can protect face with blue light protection.
	Logo Wardah Lightening	Beauty product with Wardah brand.	Beauty product as a facial care product that has many ingredients for facial health
	Logo <i>No. 1 Perawatan Wajah Pilihan Wanita Indonesia</i>	Treatment products with capital and blue letter.	Treatment products with capital and blue letter. That have been choosing by Indonesian women that are beneficial for facial health
2 nd Poster	Logo Wardah	Beauty product brands	Beauty product brands with white letter.
	Logo Tokopedia	One of the online shop in Indonesia	Online shop in Indonesia with green letter and owl mascot
	Logo Shopee	One of the online shop in Indonesia	online shop in Indonesia with orange letter and S letter on orange bag
	Headline “Ayana’s Choice”	Products that Ayana used on poster.	Tells about products that Ayana used on

			poster, such as shampoo and lipstick
	Sub headline "GET THE BEST DEALS NOW! Disc. 25% off"	Disc. 25% for Wardah product.	Provide various offers on Wardah products
	Sub Headline "Tersedia di:"	Tells about Wardah product was available in online shop	Tells about Wardah products are available in Online Shop, such as Tokopedia and Shopee.
	Hashtag #StayGlowingatHome	Suggest to stay glowing at home.	Suggest to stay glowing at home. In a pandemic situation, the face must be maintained and bright even stay at home
3 rd Poster	Logo <i>No. 1 Kosmetik Pilihan Wanita Indonesia</i>	Beauty product with with capital and brown letter.	Beauty product with with capital and brown letter. Cosmetics from the Wardah brand have been trusted and have many users in Indonesia
	Logo Wardah Color F/T	Beauty product with color F/T series	Products from Wardah that have Color F/T which have different types, such as lipstick and compact powder
	Headline "Always Ready On-cam with COLORFIT SERIES"	Activities on cam with Wardah product.	With Wardah Colorfit series products, we are always ready to appear in front of the camera because we feel more confident
	Hashtag #StayGlowingatHome	Suggest to stay glowing at home.	Suggest to stay glowing at home. In a pandemic situation, the face must be maintained and bright even stay at home
4 th Poster	Logo Wardah 25 Tahun	Capital letter with 25 Tahun description.	Describe a wardah as beauty product has been around for 25 years.

	Body copy text “FIND YOUR Perfect Shades”	Sentence with capital and style letter. Finding the perfect shades as desired in makeup	Sentence with capital and style letter. Finding the perfect shades as desired in makeup with foundation, powder and concealer.
5 th Poster	Logo Wardah	Beauty product brands	Beauty product brands with white letter
	Headline “Advanced Shade Match”	Tells about matching a shade for skin tone.	Matching skin tone with foundation and powder from Wardah
	Sub headline “CHOOSE A PRODUCT”	Capital and white letter tells about Wardah product.	Tells about choose some Wardah products, such as foundation and powder
	Sub headline ”CHOOSE YOUR PERFECT SKIN TONE”	Capital and white letter tells about skin tone.	Tells about choosing the best skin tone for the face for maximum makeup results
	Sub headline “Find Product that match your skin tone”	Product that match to skin tone.	Tells about product that match to skin tone. Looking for the right type of skin tone for each skin
	Body copy text “WARDAH COLOR F/T MATTE FOUNDATION”	One type of foundation from Wardah	Type of foundation from Wardah which is matte with color F/T series.
	Body copy text “TRY HERE”	Capital letter with red background	Capital letter with red background. Give an offer to try products from Wardah

- 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 4th 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 1st 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 1st 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 2nd 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.

C. 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 Shanderson 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.

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

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

1. Based on data analysis 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.

B. SUGGESTION

Based on the results of the conclusions above, below are suggestions in detail:

1. For students of English education study program, it is recommended that they study more about linguistics, especially about Semiotics

who study signs in everyday life because there are still many who do not know these signs.

2. It is recommended for readers to make this research as information that increases knowledge about Semiotic.
3. For other researchers, it is recommended that this research be used as a reference and material for conducting research related to Semiotic.

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<https://www.suara.com/lifestyle/2019/04/16/103211/sejarah-panjang-kosmetik-halalindonesia-bersama-wardah> (*History of Wardah Site was accessed on 6th June 2021*)

https://www.instagram.com/p/CQI_EtJJdj9/?utm_medium=copy_link (*The 1st Posters of Wardah Advertisement was accessed on 19th August 2021*)

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

https://www.instagram.com/p/CS6xkADpXVt/?utm_medium=copy_link (*The 3rd Posters of Wardah Advertisement was accessed on 19th August 2021*)

https://www.instagram.com/p/CFWrxtnJ0MY/?utm_medium=copy_link (*The 4th Posters of Wardah Advertisement was accessed on 22th August 2021*)

https://www.instagram.com/p/CS_YeRZpHvi/?utm_medium=copy_link (*The 5th Posters of Wardah Advertisement was accessed on 19th August 2021*)

APPENDIXES

APPENDIX 1

Wardah
LIGHTENING

NO. 1 PERAWATAN WAJAH PILIHAN WANITA INDONESIA

10x* Kekuatan Mencerahkan
10x* Advanced Niacinamide
Blue Light Protection

Wardah LIGHTENING serum ampoule
Advanced Niacinamide

Wardah LIGHTENING serum ampoule
10x* Advanced Niacinamide
Blue Light Protection

*Dibanding Wardah Lightening lainnya
**Wardah, Perawatan Wajah, No. 1 Wanita Indonesia berdasarkan penelitian lembaga riset internasional independen di Indonesia (Jakarta, Surabaya, Medan, Bandung, Jogja, Makassar) terhadap 1500 wanita umur 15-30 tahun pada tahun 2020 untuk kategori kosmetik dan perawatan wajah.

APPENDIX 2

Wardah #StayGlowingatHome

Ayana's Choice

GET THE BEST DEALS NOW!

Disc. 25% OFF

Tersedia di: tokopedia Shopee

APPENDIX 3



APPENDIX 4



APPENDIX 5

Wardah
Advanced
Shade Match

CHOOSE A PRODUCT ●●

Wardah
COLORFIT
SPF 30
MATTE FOUNDATION

CHOOSE YOUR PERFECT SKIN TONE ●●

COOLER LIGHTER BEST SHADE DARKER WARMER

Find products that
match your skintone

TRY HERE

BEFORE < > AFTER

The advertisement features a woman's face split vertically. The left side shows her natural skin tone, while the right side shows her skin after applying makeup. The interface includes a product selection menu for 'Wardah COLORFIT SPF 30 MATTE FOUNDATION' and a skin tone selector with five options: COOLER, LIGHTER, BEST SHADE, DARKER, and WARMER. A 'TRY HERE' button is located below the skin tone selector, and 'BEFORE' and 'AFTER' buttons with navigation arrows are at the bottom.



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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Riantika Br Sembiring
NPM : 1702050074
Program Studi : Pendidikan Bahasa Inggris

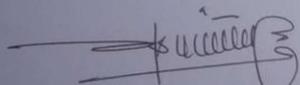
Judul	Diterima
Semiotic Meaning in Wardah Advertisement	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris.

Medan, 07 April 2021

Disetujui oleh
Dosen Pembimbing

Hormat Pemohon



Fatimah Sari Siregar, S.Pd, M.Hum



Riantika Br Sembiring



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Kredit Kumulatif : 136 SKS

IPK = 3.60

Persetujuan Ket/Sekret. Prog. Studi	Judul yang Diajukan	Disahkan Oleh Dekan Fakultas
	Semiotic Meaning in Wardah Advertisement	
	Analysis Figurative Language Meaning in Avial Designe Song	
	Analysis the Factors Causing Student Saturation in Learning During the Covid-19 Pandemic	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan
persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, April 2021
Hormat Pemohon,

(Riantika Br Sembiring)

Keterangan:

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- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan



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Form : K-2

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FKIP UMSU

Assalamu'alaikum Wr. Wb

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NPM : 1702050074
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

Semiotic Meaning in Wardah Advertisement

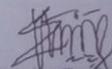
Sekaligus saya mengusulkan/ menunjuk Bapak/ Ibu:

1. Fatimah Sari Siregar, S.Pd, M.Hum Acc 19/04-2021 RF

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, April 2021
Hormat Pemohon,


(Riantika Br Sembiring)

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Dibuat rangkap 3

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- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan



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Nomor : 941/IL.3/UMSU-02/F/2021
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Riantika Br. Sembiring
N P M : 1702050074
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Meaning in Wardah Advertisement
Pembimbing : Fatimah Sari Siregar, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 9 April 2022

Wa'alaikumussalam Warahmatullahi Wabarakatuh.

Dikeluarkan pada Tanggal :
Medan, 26 Sya'ban 1442 H
09 April 2021 M



Dekan

Prof. Dr. H. Efrianto Nst, S.Pd, M.Pd. A
0115057302

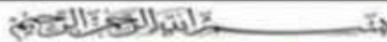
Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
WAJIB MENGIKUTI SEMINAR



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BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Sabtu, Tanggal 10 Juli Tahun 2021 diselenggarakan seminar Prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama : Riantika Br Sembiring
N P M : 1702050074
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Meaning In Wardah Advertisement

No	Masukan/Saran
BAB I	Background of the Study and Identification of Problem
BAB II	Theoretical Framework
BAB III	-
LAINNYA	References
KESIMPULAN	() Disetujui () Ditolak () Disetujui Dengan Adanya perbaikan

Medan, 10 Juli 2021

Dosen Pembahas

Dra. Diani Syahputri, M.Hum

Dosen Pembimbing

Fatimah Sari Siregar, S.Pd., M.Hum

PANITIA PELAKSANA

Ketua

Mandra Suragih, S.Pd., M.Hum

Sekretaris

Pirman Ginting, S.Pd., M.Hum



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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata - I bagi :

Nama Lengkap	: Riantika Br Sembiring
NPM	: 1702050074
Program Studi	: Pendidikan Bahasa Inggris
Judul Skripsi	: Semiotic Meaning In Wardah Advertisement

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

UMSU

Diketahui oleh :

Unggul | Cerdas | Terpercaya

Diketahui/Disetujui Oleh
Ketua Program Studi

Mandra Saragih, S.Pd., M.Hum.

Dosen Pembimbing

Fatimah Sari Siregar, S.Pd., M.Hum.



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SURAT PERNYATAAN

Assalamu'alaikum Warahmatullahi Wabarakatuh
Saya yang bertanda tangan dibawah ini :

Nama Mahasiswa : Riantika Br Sembiring
NPM : 1702050074
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Semiotic Meaning In Wardah Advertisement

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong plagiat.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Juli 2021

Hormat saya
Yang membuat Pernyataan

(Riantika Br Sembiring)

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd., M.Hum.



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UPT PERPUSTAKAAN

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Bila menjabar surat ini, agar diarahkan
ke kantor dan bertanggung jawab

SURAT KETERANGAN

Nomor : 1454/KET/II.3-AU/UMSU-P/M/2021

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dengan ini menerangkan :

Nama : Riantika Br Sembiring
NIM : 1702050074
Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/S-1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi
dengan judul :

"Semiotic Meaning in Wardah Advertisement"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya

Medan, 29 Muharam 1443 H
07 September 2021 M



Kepala UPT Perpustakaan

Muhammad Arifin, S.Pd, M.Pd



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Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Riantika Br Sembiring
NPM : 1702050074
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Semiotic Meaning in Wardah Advertisement.

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
10 Juni 2021	Chapter I and II	
29 Juni 2021	Chapter I, II, III and References	
11 September 2021	All Chapter in general (I - V)	
13 September 2021	Abstract	
17 September 2021	ACC untuk di ujikan	

Medan, 17 September 2021

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum.

Fatimah Sari Siregar, S.Pd., M.Hum.