



## A Semiotic Analysis in Victoria Secret Product Advertisements

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### Abstract

This study concerns semiotic analysis and explains the meanings that are conveyed by verbal and non verbal signs found in Victoria Secret Product Advertisements. In analysing this study the method that was used was a descriptive qualitative method to conduct clear and well organized descriptions about the problem. In regards to the analysis there are two theories and one supported theory applied in this research namely theory of Saussure (1983) in analysing signifiers and signified of the sign. The second theory is denotation and connotation meaning by Barthes (1986). And the last supported theory by Wierzbicka (1996) theory of colour terms. The verbal signs are to convey the information from the advertiser to the readers, meanwhile non-verbal signs used to make the advertisement look cool, attractive and impressive, but still contained the meaning that related to the product that was offered in advertisements. The researcher found there are 22 data of verbal and non-verbal signs Which also carried two types of meaning, those are denotation and connotation meaning Both of verbal and non-verbal signs contained connotative and denotative meaning. Verbal signs consist of explanations of the product and non-verbal signs consist of picture and colour.

**Keywords:** *verbal sign, non-verbal sign advertisements*

### Abstrak

Penelitian ini membahas tentang analisis semiotika dan menjelaskan makna yang disampaikan oleh tanda verbal dan non verbal yang terdapat dalam Iklan Produk Victoria Secret. Dalam menganalisis penelitian ini metode yang digunakan adalah metode deskriptif kualitatif untuk melakukan deskripsi yang jelas dan terorganisir tentang masalah. Dari segi analisis ada dua teori dan satu teori pendukung yang diterapkan dalam penelitian ini yaitu teori Saussure (1983) dalam menganalisis penanda dan petanda dari tanda. Teori kedua adalah makna denotasi dan konotasi menurut Barthes (1986). Dan teori terakhir yang didukung oleh Wierzbicka (1996) teori istilah warna. Tanda-tanda verbal adalah untuk menyampaikan informasi dari pengiklan kepada pembaca, sedangkan tanda-tanda non verbal digunakan untuk membuat iklan terlihat keren, menarik dan mengesankan, tetapi tetap mengandung makna yang terkait dengan produk yang ditawarkan dalam iklan. Peneliti menemukan ada 22 data tanda verbal dan non verbal yang juga membawa dua jenis makna, yaitu makna denotasi dan makna konotasi. Kedua tanda verbal dan non verbal mengandung makna konotatif dan denotatif. Tanda verbal terdiri dari penjelasan produk dan tanda non verbal terdiri dari gambar dan warna.

**Kata kunci:** *tanda verbal,, tanda non-verbal, iklan*

## Introduction

Semiotic is often a universal philosophical theory that is related to the production of signs and symbols as part of a system of codes used to communicate information. One part of the linguistics branch which studies sign processes that involves through sign or symbol is also called semiotic. Sign is related to the meaning that needs to be interpreted. Sign is often used to deliver the message to the audience. The advertisement is often used to promote and sell a product or service. As Dyer (1982) stated that advertising means illustration, interest in something or advising someone about things. Its main advertisements give information to get attention or persuade the audiences to buy or use the product that is offered in advertisements. Advertising is mostly used for sales of particular products.

Signs can deliver meaning. Leech (1981) states that meaning deals with the complexity of words, since they are considered having different thoughts, characteristics, relation, personal feeling and society. It means a sign carries any intended meaning of a thing or object so that it can be meaningful to those who see the sign. There are two kinds of signs in advertisements which are verbal and non-verbal signs. Verbal and non-verbal signs used in advertisements to explain and attract the buyer interest. Verbal sign has the shape of text and non-verbal sign in the form of picture and color. Chandler mentions that non-verbal signs related to pictures that can describe any idea. One Perfume brand that used advertisements as their promotional product is Victoria Secret. Victoria Secret is quite popular with their lingerie collection, but many people also love their perfume collection. Victoria's Secret is very famous in the US, Canada, England, China, Indonesia, Singapore, Malaysia, Thailand, and France. Victoria Secret has lots of signs that are found in each advertisement which are interesting to be analysed using the approach of semiotic.

Some studies about semiotics have been conducted and they help to strengthen the understanding of the same topic. First thesis entitled "*An Analysis of Verbal and Non-Verbal Signs in Himalaya Herbals Advertisements*" from Oktavianara (2020). They found that there are 46 verbal and 34 non verbal sign. There were two kind of research problem in this study: What are verbal and Non-Verbal sign occurred in Himalaya Herbals advertisements and what are the meaning of verbal and Non-Verbal signs occurred in Himalaya Herbals advertisements. The second theses with the title "*A Semiotic Analysis Found in the Selected Garnier Product Advertisement*" written by Putri (2020). In this thesis, there were two research problem which are: what are verbal and non-verbal sign found in selected Garnier product advertisement and what are the meaning of the verbal and non-verbal sign in selected Garnier product advertisement. The result show there are 49 verbal and 33 non-verbal sign from ten data of selected advertisement. The third is thesis entitled "*Semiotic Analysis Symbol Emoji that Found in The Captions @Brianmanuel Instagram Account*" from Jannah (2021). This study discussed about what Symbol emoji that found in Brianmanuel Instagram caption found in and what the meaning of those symbol emoji. It found 73 data from 55 instagram captions. The fourth is a thesis entitled "*A Semiotic Analysis Of The Advertisements Of Bukalapak Compared to Tokopedia And Elevenia*" written by Asih (2016). This study revealed that there was research problem which are what are denotative and connotative meaning found in the Bukalapak advertisements and What do the message contained in the Bukalapak Advertisements that interest people

so they prefer to access Bukalapak rather than Tokopedia. The fifth journal article entitled “*Discovering The Meaning Of Verbal and Visual Sign In L’oreal Paris Video Advertisements: Semiotic Study*” written by “Andina (2020). They found that there are 5 verbal and 6 visual signs. Both verbal and visual signs contained connotative and denotative meaning.

Similar to those studies, this study discusses Semiotics but using a different source, that is Victoria Secret Advertisements. There are many signs used in the advertisements and they provide enough data for the analysis of signs types, verbal and non verbal signs and meaning of connotative and denotative.

## **Method**

The data source of this study was taken from advertisements of Victoria Secret on [www.victoriasecret.com](http://www.victoriasecret.com). The products in advertisements are perfume products, body care products and lingerie products. Victoria Secret is one of the most famous brands which sells what women need. It is like perfume, body care, pajamas, and lingerie. Victoria Secret have lots of product advertisements that contain lots of the signs in each advertisement that can be analyzed in the approach of semiotic. First Searching and selecting Victoria Secret Product printed advertisement, second Searching and selecting Victoria Secret Product printed advertisements. Third, downloading the data from the official website Victoria Secret. The last is Classifying the data based on the category verbal and non verbal sign. Afterwards, the writer analyzed the theory meaning conveyed by verbal and non verbal sign using theory of meaning by Barthes (1967) and also supporting theory of color by Wierzbicka (1996) The data was collected by observation method which was conducted in note taking technique.

## **Result and Discussion**

Based on the result the researcher found 13 verbal signs and 9 non verbal signs from four advertisements. The data of verbal and non verbal sign can be seen below as follows:

**Table 1. Result of Verbal and Non Verbal signs in Victoria Secret Product Advertisements**

<b>ADVERTISEMENTS</b>	<b>VERBAL SIGNS</b>	<b>NON VERBAL SIGNS</b>
Victoria Secret Pajamas Set	1. Victoria Secret 2. Pajamas Set 3. Material Polyester 4. \$110 5. Colour Pink Set	1. The expression of the model’s facial 2. The picture of pajamas 3. The pink colour of pajamas 4. White colour as the background of

<p>Victoria Secret Bombshell Forever Advertisement</p>	<ol style="list-style-type: none"> <li>1. Introducing Bombshell Forever</li> <li>2. The fragrance : Bold, Confident, Forever Sexy</li> <li>3. Be a bombshell in this irresistible mix of boysenberry, lavender flower and pimple wood</li> </ol>	<p>advertisement</p> <ol style="list-style-type: none"> <li>1. Pink colour of the product</li> <li>2. Facial expression of the model and the way the model pose</li> <li>3. Black colour of the floor and the background of advertisement</li> </ol>
<p>Victoria Secret Bombshell Holiday</p>	<ol style="list-style-type: none"> <li>1. Bombshell Holiday</li> <li>2. Eau de perfume</li> <li>3. Sparkling and Glamorous</li> <li>4. A Winter wonderlands of icy fruit and dazzling woods</li> <li>5. Ice Pomegranate Winter Jasmine Birchwood</li> </ol>	<ol style="list-style-type: none"> <li>1. Sparkling necklace that was used by the model.</li> <li>2. The black colour of the dress that was used by the model.</li> </ol>

**Data 1 :**



**Figure 2.** Victoria Secret Pajamas Set Advertisement

The first verbal sign in this advertisement is the statement “Victoria Secret” as the signifier. This sign is the brand name of the product which is produced by Victoria Secret Brand. The statement has the goal to announce to the audience if this product is the product from the Victoria Secret brand that is already well known in the world. In the advertisement that this sign denotes meaning since it conveys the information that this product is one of Victoria Secret products that is already well known in the public or society.

The next verbal sign in this advertisements is the statement “Pajamas set”. It means the name of the product collection. This is one of pajamas collection that produced by Victoria secret since Victoria Secret has lots of product. This set of pajamas has become one of the products that are sought after by customers. This pajamas set is also a rare product in Victoria Secret because Victoria Secret produces more perfume than this pajama set. This statement of the Pajamas set brings to denotation meaning because this pyjamas set is the name of a series of Victoria Secret products.

The third verbal sign is the statement “Material Polyester”. This statement means this product uses polyester material which is very comfortable to use while sleeping. This polyester material is the superior material of victoria secret. This polyester material is one of the best and most comfortable materials to use therefore Victoria Secret chose this material. This statement of the Material Polyester has denotation meaning because this statement wants to explain using material polyester in Victoria Secret.products.

The next verbal sign is the statement “\$ 110”. This statement means the price of pajamas set. The buyers can get this price if they buy this product on the official website or at the victoria secret store. This statement also used to remind the buyer that this item is original from Victoria Secret. The price of this product is a fairly cheap price with the best quality from Victoria Secret. This statement of the \$ 110 has denotation meaning because this statement announces the official price of this product on the official website or at the Victoria Secret store.

The last verbal sign is the statement “Colour Pink Set”. This statement means the colour of a pajama set. This set of pyjamas is pink which is the favorite colour of women in general. This statement aimed to catch the customer’s attention, especially the woman who bought this product because mostly pink is loved by the woman. These statements decided to detonate meaning because this statement tells and informs the colour of the product that was offered in this advertisement.

The first non verbal sign in this advertisement is the facial expression of the model. The smile of the model expresses feeling happy or showing liking for this pyjama set product. The model expresses feeling happy because this pyjama set makes the users feel comfortable while sleeping. This sign has a connotation meaning because the smile expression of the model provides the benefit of the product when used.

The second non verbal sign is the picture of pajamas. The picture shows a collection of products offered by Victoria's Secret. The aim of this picture is because Victoria's Secret has lots of collections of the product. This picture used to get the customer to try the product. This sign has a denotation meaning because it provides the information about the product that is offered in these advertisements.

The third non verbal sign is the pink colour of pajamas. The pink colour showing the colour of the pajamas set that offered in this advertisements is pink. Pink colour of the product aimed to attract customer especially the women. This product also as the special product offered by Victoria Secret for women. This sign has connotation meaning because the pink colour of the product has a hidden means behind just a colour.

The last non verbal sign is the white colour as the background in advertisements. According to Wierzbicka (1996) white represent coolness and clearness. This is related to the products offered by the product collection because it provides coolness with the result that comfortable while sleeping. Coolness also can make the users mind refresh. This sign has connotation meaning. It is because the white color of the background show the characteristic of the product and the tells benefit of the product.

**Data 2 :**



**Figure 2.** Victoria Secret Bombshell Advertisement

First verbal sign is the statement “Introducing Bombshell Forever”. This sign is the name of one collection of Victoria Secret products. . The word ‘INTRODUCING’ used to introduce the product that was offered in the advertisement since this product is another new product produced by Victoria Secret. The characteristic of the perfume is long lasting and has a sweet scent that makes it hard to move on with the scent. The benefit of the perfume will make women who use it and around always remember the scent for a long time. This sign has denotation meaning because the statement has the goal to tell the information of the product to the audience

that this product is one and the new product collection of Victoria Secret products with name Victoria Secret Bombshell Forever.

The second verbal sign is the statement “The fragrance: Bold, Confident, Forever Sexy”. The word bold means the perfume has a sweet and strong lavender flower scent mixed with boysenberry. Confidence, this means using this perfume makes you feel more confident because when smelling the fragrance is light and opulent. Forever sexy, although the scent is light but the opulent fragrances make a woman who has a sexy and attractive smell. It can conclude that the fragrance of the perfume has a sweet and strong scent that makes it hard to move on from the fragrance and also when using the perfume feel confident every time because the perfume produces opulent fragrance that makes the users have a sexy scent and is attractive. This sign brought up a connotation meaning because the statement wants to explain the characteristics of the product by using the expression.

The third verbal sign is “Be bombshell in this irresistible mix of boysenberry, Lavender Flower, and Pamplewood”. The sentence means to be the most striking to attract the attention around with the special selected ingredients like boysenberry, Lavender Flower, and pamplewood. The mix of the scent and lavender scent that make the perfume has a strong scent and different sexy, and pamplewood, the basic ingredients that makes the perfume has the perfect scent. This sign has a denotation meaning because this sign provides the information about the ingredients of the product.

The first non verbal sign in this advertisement is the pink colour of the product. According to Wierzbicka (1996) pink color signifies romance, love, and friendship. Beside that pink colour means feminism. Pink colour of the product gives a meaning that the perfume design is specially made and used for women. And also the product use pink colour to show that the perfume has feminism fragrance, elegance and charming that make around the users love the scent. This sign is considered to have a connotation meaning because the colour of the product represents the characteristic of the product.

The second non verbal sign in this advertisement is the facial expression of the model and the way the model poses. In this advertisement the model poses with the prone style and the expression is flat and a little bit flirting with the purpose to look sexy. It means beside the perfume has a feminism fragrance and it can support someone to look feminism. On the other hand, the model shows that the perfume also gives the impression of being sexy and seductive in every spray of the perfume. This sign has a connotation meaning because the benefits of the product were explained using the facial expression of the model and the pose of the model.

The last non verbal sign in this advertisement is the black colour of the floor and the black colour as the background of advertisement. According to Wierzbicka (1996) black associated with power, elegance, and formality. The advertisement uses black colour of the background and floor colour to emphasise that every fragrance of the perfume gives an elegant impression with the mixing power of boysenberry, lavender, and pamplewood. And also this perfume is matched to using in every formal event or at night when going outside. This sign is considered as a connotation meaning because the black colour not just about the colour but also present the characteristic of the product.

**Data 3:**



**Figure 3.** Victoria Secret Bombshell Holiday Advertisement

The first verbal sign in these advertisements is the statement “Bombshell Holiday”. This statement is the name of the product series from Victoria Secret since Victoria Secret has lots of collections of perfume. This statement has the goals to attract the customers attention using the brand that is already well-known in the public. This statement has a denotation meaning because the statements clearly explain the information of the product which is the name of the product collection.

The second verbal sign in this advertisement is the statement “Eau de parfum”. This statement clearly explains the product in advertisements in perfume products. This is because Victoria Secret has lots of products such as body care, lingerie, pajamas, and the like. These statements also emphasize the picture of the perfume product in the advertisement. This sign has a denotation meaning because the statements tell about the product that was offered in the advertisement.

The third verbal sign in this advertisement is the statement “Sparkling and Glamorous”. It means this perfume has a glamour fragrance when it smells. The word sparkling is to emphasise the meaning of glamorous which usually represents glamorous. This sign has a connotation meaning because this statement explains the characteristic of the fragrance of the product which has glamour fragrance with the word sparkling which is sparkling represent glamorous.

The fourth verbal sign in this advertisement is the statement “A Winter wonderlands of icy fruits and dazzling woods”. It means this perfume has a very fresh fruit scent to smell. In order to always look fresh and the smell of fruit makes the spirit of doing activities. This sign has a denotation meaning because the statements tell about the product that was offered in the advertisement.

The fifth verbal sign in this advertisement is the statement “Ice Pomegranate Winter Jasmine Birchwood”. This statement tells the ingredients of the product in



making the fragrance where pomegranate shows a sweet aroma in perfume and can stimulate skin beauty when wearing it. The pomegranate contained makes the skin look younger and fresh. This sign has a denotation meaning because the statements tell about the product that is offered in advertisements.

The first non verbal sign in this advertisement is the sparkling necklace that used by the model. Sparkling associated with elegance and glamorous. The sparkling necklace to emphasise the word “Sparkling” in the advertisement which tells the characteristic of the product. With a sparkling necklace the model looks elegant and glamorous. This sign has connotation meaning because the characteristic of the product especially the fragrance express by the picture of sparkling necklace which means this product has glamorous fragrance.

The second non verbal sign in this advertisement is the black colour of the dress that was used by the model. According to Wierzbicka (1996) Black is the dark colour which is associated with power, elegance and glamour. It means the colour related to the characteristic of the product that was offered in advertisement which is this product has elegance and glamour fragrance. After using this perfume the smell of the fragrance will make the user have power to do some activities. This sign has a connotation meaning because the colour of the model dress is not just a colour. The characteristic of the product expressed by the colour.

## **Conclusion**

In this era, advertisements are really needed to promote or sell the product. The example is the Victoria Secret brand used printed advertisements as the marketing and promotion of the product. Victoria Secret products as the data source that was analysed in this study. Based on the finding there are 22 total signs which are 13 verbal signs and 9 non verbal signs from three printed advertisements. The second analysis, which is the meaning of verbal and non verbal signs, from the data discussion the researcher found 11 denotative meaning and 12 connotative meaning. The characteristic of non verbal signs in this research is composed of the expression of the model, the picture in the advertisement, also the colour of the advertisement and the colour of the background. On the other hand, the characteristics of verbal signs are composed of the statement in the advertisement, the name of the product, the ingredients of the product, the function of the product and also the benefit of the product. The connotative meaning is the most meaningful that is applied in the advertisements because the advertisement mostly uses women as the model, such as the facial expression or the pose of the model it provides information, the function and the benefits about the product. Based on the research analysis it can be concluded that Victoria Secret has pink characteristic colour because Victoria Secret is a brand product for women.

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