



Unveiling Meanings in Skin 1004 Advertisements

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Abstract

This research analyzes the verbal and non-verbal signs of the TEA-TRICA product series AD of SKIN1004 through the semiotic approach. The research seeks to reveal the unexpressed content that these skin care product advertisements carry regardless of spoken or illustrative aspects of the ad. The primary analysis was centered on three products: TEA-TRICA Purifying toner, TEA-TRICA Relief ampoule, and TEA-TRICA BHA foam. The findings regarding interviews indicate that green color is predominantly used owing to its minimal design conveying concepts of freshness, purity, and calmness. The figure of the name and Indian herb – Centella Asiatica, mentioned in the ad, strengthens the overall impression of the product as natural for the skin and tranquilizing. Furthermore, it is reasonable to assume that the product's visibility through its transparent packaging and using natural stones as non-verbal elements promote the concept of a natural and effective product. By performing a semiotic analysis, it has been demonstrated that SKIN1004 is competent in generating abstract ideas that might draw the attention of consumers searching for mild as well as naturally based products.

Keywords: *verbal sign, non-verbal sign, advertisement, skincare*

Abstrak

Penelitian ini menganalisis tanda-tanda verbal dan non-verbal dari rangkaian produk TEA-TRICA dari IKLAN SKIN 1004 melalui pendekatan semiotik. Penelitian ini berupaya mengungkap konten yang tidak terekspresikan yang dibawa oleh iklan produk perawatan kulit ini terlepas dari aspek lisan atau ilustrasi dari iklan tersebut. Analisis utama difokuskan pada tiga produk: TEA-TRICA Purifying toner, TEA-TRICA Relief ampoule, dan TEA-TRICA BHA foam. Temuan mengenai wawancara menunjukkan bahwa warna hijau dominan digunakan karena desainnya yang minimal yang menyampaikan konsep kesegaran, kemurnian, dan ketenangan. Sosok nama dan ramuan India – Centella Asiatica, yang disebutkan dalam iklan, memperkuat kesan keseluruhan produk tersebut sebagai produk yang alami untuk kulit dan menenangkan. Lebih jauh, masuk akal untuk berasumsi bahwa visibilitas produk melalui kemasannya yang transparan dan penggunaan batu alam sebagai elemen non-verbal mempromosikan konsep produk yang alami dan efektif. Dengan melakukan analisis semiotik, telah dibuktikan bahwa SKIN1004 kompeten dalam menghasilkan ide-ide abstrak yang dapat menarik perhatian konsumen yang mencari produk-produk ringan sekaligus berbahan dasar alami.

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

Introduction

Language is something we use to communicate and exchange information with someone. The function of language is vital in conveying an intent or purpose. Language is needed as a tool in communication (Sagimin & Wisesa, 2019). The important thing about language is how people communicate their thoughts to others, so there is communication activity. This means that the use of language must be appropriate, according to the situation and the purpose to be conveyed. In communicating, some people will convey messages explicitly. However, some convey messages implicitly (Grice, 1975). Language is also used to convey the meaning of something. Meaning is one part of linguistic science that can be analyzed with a semantic approach, especially semiotics (Peirce, 1931- 1958).

Semiotics is the study of signs and symbols (Sebeok, 2001). It defines a *sign* as a composition of signifiers and signified. The signifier is the form taken in the sign (Saussure, 1857-1913). Signified is a verbal and nonverbal concept. Verbal signs are used in communication in the form of spoken or written language. Verbal signs contain converted linguistic symbols such as words, phrases, and sentences that convey ideas or feelings to others (Saussure, 1916).

An advertisement is information in the form of a promotion that contains a message about a product to attract the attention of readers or listeners. Leech (1966:25), advertising is a means of communication that tries to persuade people or inform people about specific products, jobs, or services and can take the information of notices, pictures, text, movies, songs, or a combination. Good advertising can influence many consumers, and an approach made by advertising is to lead people to buy goods or offers (Yang, 2019). Companies use simple advertisements to be easily remembered by consumers, usually by making attractive symbols, colors, or simple words in their product advertisements (Lu, 2017). Several types of goods can be offered, such as cosmetics, style, food, and others. In this study, the researcher examined commercial advertisements offered through electronic, social, and print media. Skincare is very important to keep the face moist.

Skincare is a series of financial treatments everyone must use for daily activities. The researcher used the Skin 1004 advertisement in this study, which was chosen as a data source because it relates to semiotic research. It is interesting to find verbal and nonverbal signs through written texts and symbols (Ghandeharion & Badrlou, 2018; Turdalieva & Weicker, 2019). Skin 1004 serves to cleanse, moisturize, protect, and care for the skin. Judging from its features, the Skin 1004 has many advantages that can soothe sensitive or problematic skin. The company that produces Skin 1004 has a strategy to market its products with unique images, such as slogans about verbal and non-verbal signs, so the advertisement has a hidden meaning. How advertising messages communicate information without words is a nonverbal sign found in advertising, but we convey information to the audience using body language, gestures, and eye contact. While past research has examined aspects like product names, slogans, and texts and mainly advertised for target audiences and creative strategy (Ghandeharion & Badrlou, 2018; Yang, 2019), studies on the relationship between verbal and non-verbal signs have not been extensive, particularly with specifics like SKIN1004 soothing skincare products. This research addresses this consideration almost too well; it examines verbal telling and feelings and associations,

like color, design, and other meaningful symbols, utilizing Barthes' model of meaning and Wierzbicka's color theory. Also, a shift was made to using natural imagery and color in the TEA-TRICA series, where green tones that evoke *Centella Asiatica* are used with more pieces revolving around nature, healing, and purity, which were underrepresented in other studies.

This study aims to find and study the implicit messages in SKIN 1004 advertising as a data source. This brand makes the most recent innovations to attract customers, beginning from the benefits contained in the skincare to the lovely colors in the skincare packs. The most pressing issue this research attempts to answer is the strategy SKIN1004 uses to communicate obscure messages to consumers through image ads with wordings and visuals. Moreover, this cosmetic product advertisement has images or texts that exude another layer of meaning, such as phrases with assorted colors and pictures.

Method

The data sources in this study were obtained from the Skin 1004 di account https://www.instagram.com/skin1004_indonesia and its main webpage. The products that were promoted include skin and facial care products. The data obtained from the Skin 1004 series concerning this study is the TEA-TRICA series. Three data sets are used in this study: TEA-TRICA Purifying Toner, TEA-TRICA Relief ampoule, and TEA-TRICA BHA FOAM. The observation method is applied in this study to gather facts. Skin 1004 has numerous ads on products, which have too many signs everywhere in each ad placed, and are then covered in the semiotic analysis. First, view the advertisement of Skin 1004 in Instagram posts, obtained from the When two controls the ad on the main Website. Secondly, understand the data carefully and filter out the main ones (active advertisements that would fall under the specific analytic category) and save them. Lastly, the researcher focused on the word- and non-word-based elements of the "Skin 1004". After that, the researcher employed the theory of semiotics to explain the meaning using the words and stereotypes of several people, such as Barthes (1967) and the theory of colors by Wierzbicka (1996).

Result and Discussion

Result

This study aims to determine the signs and meanings of the Skin 1004 Instagram account posts. Researchers analyzed three products, namely the "TEA-TRICA" series advertisements from SKIN 1004, which conveyed strong meanings about nature, cleanliness, and tranquillity through green images and advertisements. The TEA-TRICA series is "Tea" (from tea). So, it can be concluded that the green color in each product and setting is included because of its connection with the green

leaves. Then, “CICA” is Centella Asiatica, or gotu kola leaves (daun pegagan), a tropical plant native to Southeast Asia commonly used as a medicinal herb to treat various diseases for centuries. Centella Asiatica provides benefits to the skin mainly due to the triterpenoid content found in it. Centella Asiatica prevents premature aging, skin soothing, and moisturizing when processed into skincare. The findings of this research can be seen in the table below :

Table 1. Result of Verbal and Non-Verbal signs in Skin 1004 Advertisements

ADVERTISEMENTS	VERBAL SIGNS	NON VERBAL SIGN
Tea-Trica Purifying Toner	1. SKIN 1004	1. Green Color:
	TEA-TRICA	Represents freshness,
	Purifying Toner	nature, and purity.
	2.	2. Green Natural
	MADAGASCAR	Stone: Enhances the
Tea-Trica Relief Ampoule	CENTELLA	connection to nature
	TEA-TRICA	and natural
	PURIFYING	ingredients.
	TONER	3. Transparent Bottle:
	3. Made with Pure	Suggests clarity and
Tea-Trica Relief Ampoule	Centella from	cleanliness.
	Madagascar	4. Minimalist
	4. 210 ML / 7.10	Typography: Reflects
	FL.OZ.	a modern and
	5. SKIN1004	professional image.
Tea-Trica Relief Ampoule	1. SKIN1004 TEA-	1. Green Color:
	TRICA Relief	Symbolizes nature,
	Ampoule	freshness, and
	2.	coolness.
	MADAGASCAR	2. Transparent Bottle:
Tea-Trica Relief Ampoule	CENTELLA	Conveys purity and
	TEA-TRICA	naturalness.
	RELIEF	3. Natural Green
	AMPOULE	Stone: Reinforces the
	3. Made with Pure	product's natural
Tea-Trica Relief Ampoule	Centella from	image.
	Madagascar	4. Minimalist
	4. 100 ML / 3.38	Typography: Reflects
	FL.OZ.	a modern, elegant,
	5. SKIN1004	

Tea-Trica Bha Foam		and professional impression.
	1. SKIN1004 TEA-TRICA BHA Foam	1. Pastel Green Color: Symbolizes freshness, cleanliness, and tranquility.
	2. MADAGASCAR CENTELLA TEA-TRICA BHA FOAM	2. Simple Packaging Design: Tube shape in white and green creates a minimalist and modern impression.
	3. Made with Pure Centella from Madagascar	3. Natural Green Stone: Reinforces the association with nature and natural ingredients.
	4. 125 ML / 22 FL.OZ.	4. Minimalist Typography: Simple and clean font gives an elegant and professional appearance.
	5. SKIN 1004	

The table above represents the data on the verbal and non-verbal signs in the three SKIN 1004 advertisements and their whereabouts. From the findings, a total of twenty-four (24) signs were found, of which eighteen (18) were verbal signs, while six (6) were non-verbal signs. This shows that the advertisements for skin care products also have a thick verbal and non-verbal layer. The verbal signs are written texts on the product with its name and description, while the non-verbal signs consist of pictograms, colors, and other design features. For example, the colors – green and pastel green – suggest freshness, nature, and purity, which are the qualities most victims of the skin care products identify with, while the clear bottles project clarity and cleanliness. Furthermore, natural green stones add to the natural aspect associated with the product and make it more natural. Thin typography adds a modern and professional feel.

Discussion

Data 1:



Figure 1. TEA-TRICA PURIFYING TONER

This image shows an advertisement for the product SKIN 1004 TEA-TRICA Purifying Toner. The advertisement's primary focus is the bottle of purifying toner that stands out against the green background. The bottle has a luxurious design with a white product cap and a transparent glass body that displays the green product inside.

This image depicts freshness, impurity, and refreshment, with the green color dominating it. This color choice perfectly matches the product's "purifying" element. The background's green gradient and the product's greenish color create a cohesive and appealing composition.

The large white text at the top of the image reads "SKIN 1004 TEA-TRICA PURIFYING TONER", which emphasizes the brand identity, "TEA-TRICA" indicates the specific product line, and "PURIFYING TONER" clearly shows the primary function of the product. Through the font placement and size, the word "PURIFYING" shows the main advantage of this toner.

The bottle label provides additional information, listing "CENTELLA" and "TEA-TRICA" as the main ingredients. The label "MADE WITH PURE CENTELLA FROM MADAGASCAR" indicates that the ingredients used are pure, showing the product's natural aspect. The volume information "210 ML / 7.10 FL.OZ" indicates the size of the product in the metric and imperial systems, making it easier for customers worldwide to understand.

The bottle is placed on a green stone or crystal structure. The purpose is to convey messages ranging from promoting purity and emphasizing natural ingredients.

to adding a luxurious aesthetic. Purity, cleanliness, and natural ingredients attract consumers to natural skincare products.

Data 2 :



Figure 2. TEA-TRICA RELIEF AMPOULE

This image shows an advertisement for the product SKIN1004 TEA-TRICA RELIEF AMPOULE. The ad focuses on the ampoule bottle that stands out against the gradient green background. The bottle has a contemporary and luxurious design, with a white dropper and a transparent glass body that displays the green product inside.

This image depicts freshness, healing, and nature. Green is the dominant color, perfectly fitting the product's "RELIEF" element. The background's green gradient and the product's greenish color create a cohesive and attractive composition. The large white text at the top of the image reads "SKIN1004 TEA-TRICA RELIEF AMPOULE," which emphasizes the brand identity; "TEA-TRICA" indicates the specific product line, and "RELIEF AMPOULE" clearly shows the primary function of the product. By placing the word "RELIEF" and changing the font size, the main benefit of the relief is that it can handle stress and anxiety.

The bottle label provides additional information, mentioning "MADAGASCAR CENTELLA" as the main ingredient. The phrase "MADE WITH PURE CENTELLA FROM MADAGASCAR" indicates the ingredients' purity and authenticity and shows the product's natural and exotic nature. The volume information, "100 ML / 3.38 FL.OZ," indicates the size of the product in the metric and imperial systems, making it easier for customers worldwide to understand.

The bottle sits on a green or mineral stone structure, which serves as a symbolic element to reinforce the visual message of the product's natural and calming qualities.

This green stone adds texture and depth to the image and symbolizes strength and a sense of relaxation, in line with the ampoule's "RELIEF" function. In the ad context, the green stone can represent the product's stability, balance, and healing power.

Data 3 :



Figure 3. TEA-TRICA BHA FOAM

SKIN1004 TEA-TRICA BHA FOAM advertisement is pictured there. The cleansing foam tube is the main point of attention against the soft green background. With its yellowish-white color and modern design, the tube conveys a smooth and natural feel.

This image depicts freshness, cleanliness, and the environment. This color choice perfectly matches the product's "foam" characteristics, which refer to gentle and natural cleaning. The light green background with the mist or vapor effect makes for an attractive and calming composition.

The large white text at the top of the image reads "SKIN 1004 TEA-TRICA BHA FOAM", which emphasizes the brand identity, "TEA-TRICA" indicates the specific product line, and "BHA FOAM" clearly indicates the product type and its primary function. The larger font shows "BHA FOAM," an essential characteristic of this cleansing product.

The label on the bottle indicates that "MADAGASCAR CENTELLA" is the main ingredient. The label with the phrase "MADE WITH PURE CENTELLA FROM MADAGASCAR" indicates the impurity and authenticity of the ingredients used, making the product more natural and exotic. The volume information "125 ML / 4.22 FL.OZ" indicates the size of the product in both metric and imperial systems, making it easier for customers worldwide to understand.

The bottle is placed in a green stone or mineral structure, representing natural elements or the cleansing power of the product. The use of the stone structure adds

texture and depth to the image. The presentation focuses on cleanliness, impurity, and natural ingredients, appealing to consumers looking for an effective yet gentle facial cleansing solution

The product's image as a pure and effective cleanser is reinforced by the minimalistic, clean packaging design dominated by white. The label's use of contemporary sans-serif fonts reflects modern skin care practices. The advertisement showcases the product's main benefit: gentle and natural cleansing with BHA. In addition, it enhances SKIN 1004's brand reputation as a premium facial care manufacturer that uses high-quality natural ingredients.

Conclusion

This research has focused on the verbal and non-verbal cues accompanying the TEA-TRICA series advertisements of SKIN1004 and found an exciting combination of visuals with a text that promotes purity, nature, and healing. Green tones, laconic design, and nature-oriented images are primarily used in the advertisements, cementing the connection between the products and the gentle and natural. Incorporating Centella Asiatica as one of the essential ingredients serves only to furnish ideas that serve such products to notions of freshness, peace, and health. From the perspective of semiotic analysis, the investigation draws attention to the fact that SKIN1004 intentionally manipulates colors, fonts, and packages to construct meanings that are likely to appeal to consumers looking for skincare products that are gentle and natural in any way possible. Such a strategy seamlessly builds the natural appeal of the brand and rationalizes the offerings to those who embrace low-key and effective skincare products emphasizing inner skin beauty.

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