

EXPLORING THE ORIGINOTE ADVERTISEMENTS: A SEMIOTIC ANALYSIS

Ni Kadek Ade Sarwani¹, I Dewa Ayu Devi Maharani Santika²

English Study Program Faculty of Foreign, Mahasaraswati Denpasar University, Jl. Kamboja
No.11 A Denpasar – Bali, 80233¹

English Study Program Faculty of Foreign, Mahasaraswati Denpasar University, Jl. Kamboja
No.11 A Denpasar – Bali, 80233²

Correspondence Email : kadeksarwani00@gmail.com, devimaharanisantika@unmas.ac.id

Abstract

This research investigates the semiotic components in The Originote advertisement from website, focusing on 13 verbal signs and 7 visual signs. Based on Saussure's concept of semiotics as the science of signs that communicate both verbally and non verbally (1983:65), and Leech's view of advertising as a form of communication that aims to influence consumers (1996:25), this research highlights how these elements work together to create a cohesive narrative. The verbal language in the ad emphasizes key benefits such as cleansing, soothing, moisturizing, anti-aging, and acne treatment. The use of innovative terms and specific ingredient combinations adds a layer of scientific credibility and modern appeal. Visually, elements such as the warm color palette, natural images, and symbolic items such as the green background and clay bottle reinforce the product's positioning as a holistic skincare solution. The integration of these verbal and visual cues creates a compelling and engaging narrative that appeals to consumers looking for effective and luxurious skincare products.

Keywords: verbal sign, visual sign, the originote

Abstrak

Penelitian ini menyelidiki komponen semiotik dalam iklan The Originote dari situs web, dengan fokus pada 13 tanda verbal dan 7 tanda visual. Berdasarkan konsep semiotik Saussure sebagai ilmu tanda yang berkomunikasi baik secara verbal maupun non-verbal (1983:65), dan pandangan Leech tentang iklan sebagai bentuk komunikasi yang bertujuan untuk memengaruhi konsumen (1996:25), penelitian ini menyoroti bagaimana elemen-elemen ini bekerja sama untuk menciptakan narasi yang koheren. Bahasa verbal dalam iklan menekankan manfaat utama seperti pembersihan, menenangkan, melembapkan, anti-penuaan, dan perawatan jerawat. Penggunaan istilah inovatif dan kombinasi bahan tertentu menambahkan lapisan kredibilitas ilmiah dan daya tarik modern. Secara visual, elemen seperti palet warna hangat, gambar alami, dan item simbolis seperti latar belakang hijau dan botol tanah liat memperkuat posisi produk sebagai solusi perawatan kulit holistik. Integrasi petunjuk verbal dan visual ini menciptakan narasi yang menarik dan mengundang perhatian yang menarik bagi konsumen yang mencari produk perawatan kulit yang efektif dan mewah.

Kata kunci: tanda verbal, tanda visual, the originate

Introduction

Semiotics is the study of signs and symbols and how they are used to communicate meaning. This field, as defined by scholars such as Ferdinand de Saussure (1916) and Charles Sanders Peirce (1931), is not limited to linguistic signs (words) but includes any form of sign that conveys meaning, such as images, gestures, sounds, objects, and even cultural practices. According to Saussure, semiotics focuses on the understanding that signs are not just passive conveyors of meaning they actively shape and influence how people interpret the world around them. According to Saussure (1916), a sign is made up of two parts the signifier and the signified. The signifier is the physical form of the sign, such as a word, image, or sound, while the signified is the mental concept or meaning that this sign evokes. Semiotics goes beyond simple sign interpretation it investigates how these signs are embedded in cultural and social systems, influencing how individuals and groups perceive reality. In advertising, for instance, semiotics analyzes how images, colors, text, and symbols are arranged to create emotional connections, convey messages about lifestyles, and build brand identities. Roland Barthes (1977), another key figure in semiotic theory, emphasized the role of denotation (the literal or primary meaning of a sign) and connotation (the cultural or emotional meaning attached to a sign) in creating layered meanings in media and advertisements. Barthes explored how advertisements often communicate secondary, symbolic meanings that shape how products are perceived by consumers, reflecting social values and aspirations.

Language is a highly complex and structured system of communication used by humans to express thoughts, ideas, emotions, and information. It can take various forms, such as spoken words, written symbols, or signs in sign language. Language functions through a combination of sounds, symbols, gestures, or signs that are governed by specific rules, including grammar, syntax, and phonology, which allow for the creation of meaningful expressions. These rules not only help in forming sentences but also ensure that communication is effective and comprehensible within a specific linguistic community. According to Noam Chomsky (1957), language is defined as a cognitive system that is innate to humans, with an underlying structure he calls universal grammar. Chomsky's theory argues that all human languages share a common foundation of principles and rules that allow people to generate and interpret an infinite variety of sentences. This means that, although languages may differ in vocabulary and surface structure, they are all rooted in a shared grammatical framework that is hard-wired into the human brain. Language serves as a primary tool for social interaction, enabling individuals to convey personal thoughts, ask questions, share knowledge, and establish relationships within cultural contexts. Language consists of symbols, primarily spoken or written words, but it also includes sign language and other forms of non-verbal communication.

Verbal signs in advertisements include spoken or written text, such as slogans, product descriptions, and promotional messages. These verbal elements are carefully crafted to convey specific information and evoke emotions, playing a crucial role in shaping the audience's perception of the product or brand. For instance, a catchy slogan not only informs potential customers about a product but also helps establish brand identity and recall. In addition to verbal signs, visual signs are integral to the effectiveness of advertisements. Visual elements such as images, logos, colors, and design layouts work alongside the verbal components to enhance the overall message.

The relationship between language, verbal signs, visual signs, and advertising is particularly significant, as advertisements utilize a blend of these elements to communicate messages effectively. According to Roland Barthes (1977), a key figure in semiotics, advertisements can be analyzed as a system of signs where both verbal and visual components work together to create meaning. Barthes emphasizes that meaning in advertising is constructed not only through language but also through images and symbols that resonate with cultural contexts.

Advertisements often leverage cultural symbols and references within both verbal and visual signs to resonate with target audiences. Edward Sapir (1921) posits that language is deeply intertwined with culture, suggesting that understanding cultural contexts allows advertisers to craft messages that are not only informative but also relatable and appealing. This connection between language and visual representation in advertising exemplifies how meaning is constructed and shared, as consumers interpret and respond to the interplay of signs within their social and cultural frameworks.

Several previous studies have delved into semiotic analysis in advertising, providing valuable insights and contrasting methodologies that highlight the importance of signs in marketing. One relevant study is "Semiotic Analysis of Modern Drink Advertisements on the Palangkaraya Café Instagram Account" by Sutiah (2023). This research investigates the hidden messages in modern drink advertisements, focusing on the types of signs present and their conveyed meanings. Both studies utilize a qualitative approach and emphasize the importance of signs; however, Sutiah's research centers specifically on the café context and digital media, while this study examines a broader skincare product advertisement.

Second study is "Semiotic Analysis on Tokopedia's Advertisement Titled 'Filosofi Pete'" by Azzahra and Oktaviani (2024). This research analyzes a YouTube advertisement for an Indonesian e-commerce platform, employing Roland Barthes' semiotic theories to uncover the narrative behind the ad. While both studies leverage Barthes' framework, Azzahra and Oktaviani focus on consumer perception and narrative transformation, contrasting with this research's focus on the duality of verbal and visual signs in conveying product benefits.

Third study "Semiotic Analysis of Wardah Beauty Moves You Ads Through YouTube Media" by Syahrani (2022) discusses how beauty standards and representations are symbolized in Wardah's advertisements. This research employs virtual ethnography to understand the implications of beauty in advertising, aligning with the current study's goal of analyzing the meanings derived from visual and verbal elements. However, while the Wardah study concentrates on societal beauty standards, this research aims to uncover a cohesive narrative that emphasizes the functional benefits of The Originote product.

Fourth studies have explored the significance of semiotic analysis in advertisements, revealing how verbal and visual signs function together to convey deeper meanings. For instance, Ni Made Ariani (2020) study of L'Oréal's "This is an Ad for Men Campaign" utilizes Chandler's semiotic theory to demonstrate that advertisements can address social issues while promoting products. By combining verbal and visual signs, the advertisement effectively captures audience attention and communicates complex messages that transcend mere commercial intent. Lastly the study by Nurhasanah Purba (2021) analysis of Roland Barthes' semiotic framework in the "I Face of Indonesia" advertisement illustrates how cultural symbols are employed to convey meaning and influence consumer perception. Through this comparative lens, the current study seeks to contribute to the existing body of knowledge on semiotic analysis in advertising, focusing on how The Originote advertisement constructs its narrative through strategic use of signs.

The interplay between language and visual representation in advertising exemplifies how meaning is constructed and perceived. Consumers interpret these signs through the lens of their social and cultural frameworks, highlighting the importance of context in communication. Moreover, the integration of verbal and visual elements illustrates the complex nature of communication within advertisements. By effectively combining these components, advertisers can deliver impactful messages that resonate with consumers, bolster brand identity, and influence purchasing decisions. This dynamic relationship underscores the significance of language and signs in the advertising industry, demonstrating their critical role in shaping consumer behavior and decision-making processes.

In analyzing "The Originote" through a semiotic lens, one can observe how these principles apply to online narratives. The data extracted from the website provides insights into the nuanced ways in which cultural symbols and signs are employed to communicate meaning, ultimately impacting audience engagement and interpretation through website content. The problem of study focuses on identifying the verbal and visual signs found in The Originote advertisements and understanding the meanings of these signs within the context of the advertisements.

Method

The data sources for this study comprise three product advertisements sourced from the official website of The Originote. The goal of employing the observation method is to gather precise and in depth data information. The data collection process involves several steps, including: (1) Searching for and selecting The Originote ads, (2) Downloading data from website official of The Originote (3) Reading and recording data (4) Classifying data based on verbal and visual sign categories. This method is used by the author to find and analyze verbal and visual signs in advertisements based on the theory put forward by Saussure (1983) on signifiers and signifiers. To analyze the meaning of verbal and visual signs contained in advertisements, the theory put forward by Barthes (1967) on the theory of connotation and denotation meaning is used and supported by the theory put forward by Wierzbicka (1996) on the theory of color terms used to support the analysis of signs and the meaning of the sign itself.

Result and Discussion/Hasil dan Pembahasan

In this part of this study presented the classification of verbal and visual sign found in The Originote. The researcher found 13 verbal signs and 7 visual signs from three advertisements official website. The data as follows

Table 1. Result of Verbal and Visual signs in The Originote Advertisement

Advertisement	Verbal Signs	Visual Signs
Miceller Water	1. Official	1. The background is white with shadow of product
	2. The Originote	
	3. Hyalurose Miceller Water	2. The color of product is pink pastel
	4. Hyaluronic Acid and Rose	
Moisturizer	1. Official	1. The background is a white
	2. The Originote	
	3. Beauty in Unity	
	4. Ceratinol Moisturizer	2. Bottle shadow
	5. Retinol	
	6. Ceramide	
	7. Plants extract	
		3. The color of product is pink

Clay Stick	1. The Originote	1.White background
	2. Mugwort B3 Clay Stick	2.The color product is green
	3.Mugwort +Niacinamide with Salicylic Acid	
Total	13	7

Data 1.



Figure 1. Micellar Water

Verbal Signs

First verbal sign is Micellar Water, This term refers to a type of cleansing water that contains micelles—tiny oil molecules that attract dirt and makeup. It suggests effectiveness in cleansing without harsh scrubbing, appealing to consumers looking for gentle skincare solutions. Official, This term implies authenticity and legitimacy. It suggests that the product is recognized and endorsed, enhancing consumer trust and credibility. The Originote, this name indicates a focus on natural or foundational ingredients, possibly emphasizing purity and origin. It can suggest that the product is formulated with care and attention to its ingredients. Hyalurose Micellar Water, this combines “hyaluronic acid” (known for hydration) and “rose” (associated with soothing properties). It communicates the dual benefits of hydration and gentle cleansing, appealing to consumers interested in effective skincare. Hyaluronic Acid and Rose, highlighting these key ingredients reinforces the product’s hydrating and calming qualities, indicating it’s suitable for various skin types and enhancing its attractiveness.

Visual Signs

Background is White with Shadow of Product, the white background creates a clean and minimalist aesthetic, emphasizing purity and simplicity. The shadow adds depth, making the product appear three-dimensional and more visually appealing, drawing attention to it. Color of Product is Pink Pastel, the soft pink pastel color suggests gentleness and femininity, appealing to beauty-conscious consumers. This color often evokes feelings of calmness and care, aligning with the product's soothing properties.

Data 2.



Figure 2. Ceratinol Moisturizer

Verbal Signs

First verbal sign is Moisturizer the meaning of this term indicates the product's primary function to hydrate and nourish the skin. It appeals to consumers looking for effective skincare solutions. Official has a meaning that this suggests authenticity and credibility, indicating that the product is recognized and endorsed, which can enhance consumer trust. The Originote has a meaning that this name implies a focus on natural ingredients or foundational beauty principles, suggesting purity and care in formulation. Beauty in Unity this phrase suggests a holistic approach to beauty, emphasizing harmony and balance. It can imply that the product combines various beneficial elements for comprehensive skincare. Ceratinol Moisturizer has a meaning The name combines "ceramide" and "retinol," suggesting a blend of hydrating and anti-aging properties. It communicates to consumers that the product offers both moisture and skin renewal benefits. Retinol meaning a well known skincare ingredient recognized for its anti-aging benefits, retinol indicates that the product can help improve skin texture and reduce the appearance of fine lines. Ceramide has a meaning that this ingredient is known for its ability to strengthen the skin barrier and retain moisture. Highlighting ceramide suggests

that the product is gentle and suitable for various skin types. Plant Extract means that this term implies that the product contains natural ingredients, appealing to consumers interested in botanical skincare and gentle formulations.

Visual Signs

First Visual Sign of this poster is the Background is White. A white background conveys cleanliness and simplicity, enhancing the perception of purity and professionalism. It allows the product to stand out and draws attention to its features. The shadow of the bottle adds depth and dimension to the visual presentation, making the product appear three-dimensional and more engaging. Color of Product is Pink, soft pink color conveys gentleness and femininity, appealing to beauty-conscious consumers. This color choice often evokes feelings of calmness and care, aligning with the product's nurturing quality

Data 3.



Figure 3. Mugwort B3 Clay Stick

Verbal Signs

First verbal sign that founded in this poster is Clay Stick. This term indicates a skincare product formulated with clay, suggesting benefits like detoxification, oil absorption, and skin purification. The word "stick" implies convenience and ease of application. The Originote, this name conveys a focus on natural or foundational ingredients, suggesting that the product is crafted with care and attention to quality. Mugwort B3 Clay Stick, the inclusion of "Mugwort" highlights a key natural ingredient known for its soothing and anti-inflammatory properties, appealing to consumers seeking gentle skincare solutions. "B3" refers to niacinamide, known for its skin-brightening and

barrier-strengthening effects. Mugwort + Niacinamide with Salicylic Acid, this combination emphasizes the product's multifunctional benefits. Mugwort soothes the skin, niacinamide addresses uneven skin tone and strengthens the barrier, while salicylic acid targets acne and unclogs pores. This informs consumers about the product's effectiveness for various skin concerns.

Visual Signs

On this picture of product that has a White Background that conveys a clean and minimalist aesthetic, enhancing perceptions of purity and professionalism. It helps the product stand out and draws attention to its features and Color of Product is Green, the green color suggests natural and botanical qualities, aligning with the use of mugwort and reinforcing the idea of a gentle, plant-based formulation. It often evokes feelings of calmness and freshness, appealing to consumers interested in eco-friendly or organic skincare.

Conclusion/Simpulan

Based on the analysis results, it can be concluded that The Originote advertisements from the official website consists of 20 data points divided into 13 verbal signs and 7 visual signs from the three The Originote advertisements on the official website. For the meaning of verbal and visual signs, from the discussion of the data, the verbal and visual elements of these products work together to create a cohesive and attractive narrative that effectively communicates its benefits and appeal. The strategic use of language highlights key ingredients and their associated benefits, while the visual elements, including color choices and design, enhance the overall aesthetic and brand identity. Each product effectively conveys its unique qualities whether it is the hydrating properties of the Hyalurose Micellar Water, the anti-aging benefits of the Ceratinol Moisturizer, or the purifying effects of the Mugwort B3 Clay Stick. This harmonious integration not only resonates with consumers but also fosters trust and interest in The Originote brand. By emphasizing natural ingredients and effective skincare solutions, the advertisements position the products as desirable choices in the competitive beauty market. Ultimately, The Originote successfully employs a combination of verbal and visual strategies to engage consumers and communicate the value of its offerings.

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