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## The Meanings of Signs in Victoria's Secret Advertisement

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**Abstract:** *This study is entitled The Meaning of Signs in Victoria's Secret Advertisement. This study focuses on the analysis of verbal and visual signs in the poster available on the Victoria's Secret website. It aims to identify the kind of signs implied in Victoria's Secret advertisements and to analyze the meaning of the signs implied in Victoria's Secret advertisements. This study used advertisements as primary data. This study applied the documentation method and note-taking technique in collecting data. This study used qualitative methods and the data was analyzed descriptively. The result of this study was presented in the informal method. Three theories were applied in this study. Dyer's (1982) theory was used to analyze the signs, particularly the verbal and visual signs found in the data. Then, the verbal signs meaning was analyzed through the theory from Barthes (1964) on the meanings of the signs and the color theory by Cerrato (2012) to analyze the meaning of the color in the data. The result shows that there are eight signs found in the data, four of them are categorized as verbal signs, and four others are visual signs. The verbal signs are visible through the placement, shape, and color of the texts, meanwhile, the visual sign focuses on the situation that happens throughout the posters. Based on the analysis, one verbal sign has a denotative meaning, another has a denotative and connotative meaning, and one does not have a denotative and connotative meaning, however, none of the data shows any myth aspects. Then, there is no dominant color found in the data because the colors in the data are different from one another.*

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## INTRODUCTION

Humans use many kinds of media to deliver ideas to society. Advertising is impersonal, never detached from human life, and draws council groups through the media. Media can convey advertisements verbally or in writing. As technology becomes more advanced, many online adverts appear on every smartphone and social media platform that is constantly used. A sign is one example of how something is advertised in written form. A sign is something that, in some way or another, represents someone or something Peirce in Chandler (2007).

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Advertising agencies oversee initiating, managing, and implementing paid marketing communications. Furthermore, some agencies have expanded into other types of marketing communications, such as public relations, sales promotion, interactive media, and direct marketing. According to Dyer (1982), advertising refers to grabbing the audience's attention. Advertising can be a deciding factor in determining whether a new product will be successfully adopted by the target audience because it is a crucial factor. A variety of forms can be used to arrange to advertise. They may include both visual components and spoken information. The amount of information in spoken components might vary. Most of the material in advertisements includes the product name, ingredients, advantages, or other details that thoroughly tell the audience about the product. This is generally the case. However, some advertising merely offers rudimentary details about the product and fails to convey relevant information. In contrast, asserts that in terms of visual components, there can be a direct correlation between visual signs in advertising and items, where there is an appearance of images in advertisements and a direct correlation between them.

Advertising is a method of drawing attention to something or telling or informing someone about something, according to Dyer (1982). Verbal and nonverbal signs are two crucial components in the realm of advertising. Most indicators used in communicating are verbal. Written and spoken language are examples of verbal signs. Another element of the advertisement that can be studied through text or written form is verbal signs.

Victoria's Secret advertisements are advertisements that discuss the brand's products that contain verbal and visual aspects that help the public to understand the information from the advertisement. The reason Victoria's Secret was selected for data research is that millions of individuals around the world, particularly in Indonesia, now use many Victoria's Secret products such as lingerie, underwear, and perfume. The product's content is stunning, and it is enhanced by some helpful details and images to support the advertisement, such as the figurative language used in the product. In addition, while advertisements feature a variety of images, people can typically guess or understand what product is being advertised based on the poses the models are striking or the overall theme.

According to Chandler (2015) semiotics as the study of signs can evaluate the visual components of advertising in addition to verbal and written language. This study focused on the meanings of the signs in Victoria's Secret advertisements, particularly those seen in Victoria's Secret advertisements. This advertising uses a variety of semiotic signs, including verbal, visual, and color meanings. To prevent confusion among the general audience regarding the advertisement's meaning, these advertisements are presented by presenting words and visuals, making them appealing to people who read or see them. Together, these two elements help draw in the audience. As a result, the verbal and visual components of advertisements.

## **THEORITICAL FRAMEWORK**

### **1. Theory of Semiotic**

Semiotics is based on logic, according to Peirce in Buchler (2015:98), because logic studies how people think logically, and thinking logically is done through signs. The sign itself allows people to think, relate to others, and give meaning to what the universe shows them. Peirce claimed that the sign has three sides: the representamen, the object, and the interpretant. In other words, the representamen is the sign itself, the object is the thing to which the sign refers or a component of which it refers, and the interpretant is the idea that a person has about the object to which the sign refers in their mind. According to Peirce, the representamen is the word vessel, the object is the vessel physically, and the interpretant is something that comes

to mind when someone hears the word vessel, such as a passenger, sea, freight, float, buoy, and so on.

## **2. Signs**

As Dyer (1982) defines a sign as consisting of the signifier, a tangible vehicle, and the signified, a mental notion or reference. The signified is the notion or meaning to which the signifier refers, whereas the signifier has potential but not the actual meaning. These two components comprise a sign. The term sign or signal respectively divided into two categories, namely verbal sign and visual sign. Further explanation will be as follow:

### **a. Theory of Verbal Sign**

According to Dyer, (1982: 70) Verbal sign is a type of communication that can be conveyed in oral or written form in order to convey a message or thoughts. Verbal communication in advertisement can be analyzed in two ways which are textual and non-textual.

The textual method collects the verbal signs and analysis the meaning which is existed in the advertisement by making a simple paraphrase. Meanwhile, the non- textual method collects the verbal signs by asking about the meaning of the text to the author directly. The message which consisted of an advertisement can be presented by verbal signs through words. In addition, the verbal signs could give a more detailed explanation and support the meaning of visual signs.

### **b. Theory of Visual Sign**

According to Dyer (1982) Visual communication, also known as manual language communication, is the process of sending or receiving messages without the use of words, either spoken or written. Visual communication in an advertisement can be defined as a picture that represents the company's logo, the types of products, and the background of the advertisement.

Dyer (1982) also stated that visual signs can be classified into appearance, manner, activity, and setting. Appearance shows the age, gender, national and racial, hair, body, size, and look of the object in the advertisement. Manner shows the behavior or emotion. Which can be seen from the expression, eye contact, pose, and clothes. The activity can be analyzed from the body gesture, movement, and posture, which is related to the actor. The activity covers touch, body movement, and positional communication. Settings act as context. In advertisements, the settings give information about time and places, or also the weather.

## **3. Meaning of Signs**

According to Barthes (1964), there are three main perspectives of meaning, which revolve around denotative, connotative, and myth. Denotative is the first sign, while connotative is the second, according to Roland Barthes' theory. By this theory, the initial sign (denotative) in the sign of external reality is the relationship between the signifier (expression) and the signified (content). The breakdown of each point is as follows:

### **a. Denotative Meaning**

The primary sense of visual signs is denotative. It is the most basic level of meaning. In simple terms, denotative has an immediate or definite meaning to all people, regardless of their background, which may influence their perspective. In general, denotative conveys the literal meaning of the sign without further consideration.

b. **Connotative Meaning**

According to Barthes, connotative meaning is a dimension in which the relationship between the sign and the symbol is unclear, vague, or vivid. The connotative, according to Barthes (1964), is not always conceivable at the message level. It can, however, be deduced from certain events that occur during the generation and reception of the message. There are far too many factors that could impair people's ability to evaluate connotative meaning, such as tradition, lifestyle, experience, and beliefs.

c. **Myth**

Signs would become a symbol over time and create a new sign, which would then become another sign representing the previous sign. A myth is constructed from a collection of previously existing meanings. Myth has several signifiers. It denotes that the number of signified is less than the number of signifiers. A myth is a revelation or expression that is believed to be true but is difficult to verify. The meaning of a myth is more important than the message or the term. Signs have denotative meanings. A denotative is transformed into a connotative, and a myth is a connotative that is assumed to be true based on other connotative meanings. Myth, according to Roland Barthes, has four characteristics. The first is distorted, which refers to the form and meaning interacting in a twisted and deformative manner. The second characteristic is that myth is produced consciously by the people's culture for one or more reasons. Third, the assertion that myth is a natural narrative that we accept as unquestionable truth, something that is expressed naturally in everyday life. Finally, the motivating feature is that myths were created to aid in the selection of various ideas to be used.

**4. Theory of Colour**

Basically, an advertisement is filled with many things, such as sentences or words to describe the object that is being promoted. In addition to words or sentences, pictures are also required to support the sentence to explain or represent the meaning or theme that is discussed by the advertisement. Words are also written beautifully in order to captivate the reader and pique their interest in purchasing the product. Nonetheless, colors play an important role in convincing readers that if they buy the product, they will receive the benefit that it contains. The colors (Cerrato, 2012) are in the following sentence:

a. **Red**

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, and determination, as well as passion, desire, and love, according to Cerrato (2012). Red is a highly emotional color. The color red draws attention to text and images. Red is a warm and positive color in business, a very physical color that draws attention to itself and calls for action to be taken. Red is associated with energy, passion, sensitivity, and love in color psychology. Furthermore, red stimulates the physical senses, including appetite, lust, and sexual passion. Dark red represents vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath. Red is the color of vitality. It is linked to movement and excitement.

b. **Orange**

According to Cerrato (2012), orange combines the energy of red and the happiness of yellow. It is associated with happiness, the sun, and the tropics. Orange is associated with excitement, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

## c. Yellow

Yellow is the color of the sun. It is associated with happiness, joy, intelligence, and energy. Yellow has a warming effect, cheerful, stimulates mental activity, and generates muscle energy (Cerrato, 2012).

## d. Green

Green is the color of nature. It represents growth, harmony, freshness, and fertility. Green has a strong emotional association with safety. When advertising drugs and medical products, green denotes safety. Green has exceptional healing properties. Green represents stability and endurance. The darker green is commonly associated with money, the financial world, banking, and Wall Street. In business, green represents self-reliance, dependability, generosity, kindness, loyalty with a high moral sense, and dependability (Cerrato, 2012).

## e. Blue

According to Cerrato (2012), blue is the color of the sky and the sea. It is frequently linked to depth and stability. It represents faith, truth, and heaven, as well as trust, loyalty, wisdom, confidence, and intelligence. Blue is thought to be beneficial to both the mind and the body. It reduces human metabolism and has a calming effect. Blue is best used in business for conservative corporate matters where trust, dependability, and honesty are important. Loyalty, integrity, tact, caring, concern, idealism, responsibility, devotion, peace, calm, and perseverance are all associated with blue.

## f. Purple

Purple combines blue's stability with red's energy. The color purple is associated with royalty. It represents strength, nobility, luxury, and ambition. It represents wealth and extravagance. Purple represents wisdom, dignity, independence, creativity, mystery, and magic. Purple is associated with wealth, extravagance, fantasy, and the world of dreams in business. It promotes spiritual growth and enlightenment. Purple increases people's sense of beauty and their reaction to more creative thoughts. Purple is frequently associated with high-quality or superior products, such as Cadbury's chocolate or some women's cosmetics (Cerrato 2012).

## g. White

White represents light, goodness, innocence, and purity. It is regarded as the color of perfection. White represents security, purity, and cleanliness. White, as opposed to black, usually has a positive connotation. White is the color of new beginnings in business, so to speak, of wiping the slate clean. White is physiologically calming because it creates simplicity, organization, and efficiency out of chaos. White's primary characteristic is equality, which implies fairness and impartiality, neutrality, and independence (Cerrato,2012).

## h. Black

Cerrato (2012) defines black as dealing with power, elegance, formality, death, evil, and mystery. Black is an enigmatic color associated with terror and the unknown (black holes). In the business world, black represents authority, power, and control. It has the appearance of being sophisticated, dignified, and serious. Black also conveys a sense of mystery and secrecy.

## i. Pink

Pink is concerned with compassion, nurturing, love, and romance. It is feminine and youthful in its softer shades, with more passion and energy in its deeper shades. Pink is inspiring, warm, and comforting, implying hope for the future. Pink is commonly used in female-oriented businesses such as cosmetics, fashion, beauty, and romance. Pink with darker colors adds sophistication and strength (Cerrato, 2012).

## j. Gold

Cerrato (2012) defines gold as the color of inner wisdom, quality, and wealth. It is associated with prestige, luxury, and material wealth, implying that a product or service is expensive and exclusive. It can cause extreme happiness and bliss, or extreme anxiety and fear. Gold represents the generosity of time, money, and spirit. This is the color of victory, which is why gold is used for winners.

## k. Silver

According to Cerrato (2012), silver is a color associated with prestige and wealth. It is regarded as a refined color associated with females, energy, prosperity, and modernity. It is a reflective quality that is associated with intuition, clairvoyance, and mental telepathy.

## l. Grey

According to Cerrato (2012), grey is a conservative color that symbolizes neutrality, indifference, and reserve. Depending on the amount of lightness and white in the grey, it can drain your energy and be depressing or uplifting. Dark gray is darker than light gray. The positive color meanings in business are intellect, knowledge, wisdom, security, and maturity. Boring, rigid, melancholy, lonely, lifeless, bareness, and subtle are some negative color meanings in business.

## m. Brown

Cerrato (2012) adds that Brown appeals to the majority of men because of its strength, dependability, durability, and practicality (it hides the dirt). Women are less accepting unless they are involved in outdoor activities or farming. Brown is appropriate for businesses that promote outdoor products and services because of its connection to the outdoors and down-to-earth activities.

## RESEARCH METHOD

This study used the descriptive qualitative method because it described the signs as well as the meaning found in Victoria's Secret advertisements and because it concentrated on the utterances and pictures represented in the poster. This section consisted of four sections: Data Source, Method and Technique of Collecting Data, Method and Technique of Analyzing Data, and Method and Technique of Presenting Data:

### 1. Data Source

The data examined in this study is from a perfume product that was taken from the official Victoria's Secret website. The items are extremely popular in Indonesia. Victoria's Secret was founded in 1977 by Roy and Gaye Raymond and was sold to Leslie Wexner Net Worth in 1982. They primarily provided high-quality lingerie, clothing, and beauty products for women, and they grew to become the largest lingerie retailer in the United States. This advertisement is intriguing to examine because it contained images and sentences with hidden meanings and colors that implied the unknown meaning that required further investigation in

this study.

## **2. Method and Technique of Collecting Data**

The data was collected using the documentation method, a method used in qualitative case studies to generate detailed explanations or descriptions of a thing, an event, a phenomenon, and a program. Diaries and journals, biographies and autobiographies, newspaper articles, books and articles, photographs, artifacts, and websites can all be used to collect data (Cohen, 2007:201).

However, for this study, the data sources were taken from the Victoria's Secret official website. The data is collected in several steps, the first of which was to search for the data on the official website. The data were downloaded after a search. After collecting the data, it was carefully read then the meaning of signs was classified. The data was then thoroughly examined in order to determine the meaning of the advertisement's verbal and visual elements. Finally, the required data were classified using words and pictures, followed by some note-taking.

## **3. Method and Technique of Analyzing Data**

The data were analyzed using the descriptive qualitative method. Descriptive research is a primary method that is used to portray things using words and sentences and to present things, classifications of a phenomenon, or an outline of events to answer questions about who, when, where, why, and how things happen. On the other hand, qualitative research is a method that appears in its negotiated results. They also mentioned that meaning and interpretations are negotiated with human data sources because the study is attempting to reconstruct the subject's realities. Moreover, the Qualitative method also can be meant as a method that is used to explore, describe, or understand particular events, phenomena, or things

The data was analyzed in a number of steps. First, the data was carefully read and organized into a sequence of verbal and visual aspects. To identify each aspect of the advertisement, both pictures and sentences were observed. As a result, the verbal and visual aspects were examined. Second, the meaning and function of the meaning were thoroughly explained, as was the classification process. Third, the visual sign, which consists of pictures, objects, and colors, was examined using Peirce's theory of sign, as found in Buchler (2015), Dyer's theory of verbal and visual communication, and Cerrato's theory of color (2012).

## **4. Method and Technique of Presenting Data**

In this study, the data analysis was presented in an informal method. The informal method is made up of words and sentences that are typically organized into paragraphs. In order to answer the study's research problem, this study was intended to identify and describe what was meant to be collected and found the meanings of the signs within the advertisements, then the meaning of these aspects was specifically analyzed using the theories mentioned earlier in this study.

## **RESULT AND DISCUSSION**

### **Verbal Signs**

This part focuses on the texts that appear on the poster that shows verbal signs with different intentions. The verbal signs are also strongly connected to the actions that happen in the background. This part discusses verbal signs in Victoria's Secret advertisements. The analysis of verbal signs also utilizes the theory of the meaning of the signs by Bathes (1964) to add further disclosure into the verbal signs.

(1)



As for the internal conflict in data (1), Coach Carter was in the practice room, alone while just sitting on his basketball. At that time, he was in a dilemma about the decision he made as a coach to help his pupils. The decisions that Coach Carter made started by increasing his pupils' academic by requiring that his students' grades be at least C+ (00:20:20). Then closing the field and not continuing to take part in the regional league championships (01:31:11). Because of what he did, the coach got hated, but he can understand people's anger, especially from their pupils. However, after thinking hard and contemplating all of his decisions, he decided to stick with his decision to increase his pupils' academic skills, because he wants his students to become even better people when they graduate from high school.

The data above is following the internal conflict understanding. According to Kenney (1986:5) saying that internal conflict occurs when one of the characters in the story has a problem in himself that makes him must fight the problem that occurs and solve it. Based on the definition of "Internal Conflict", Coach Carter surely had problems with himself. At the time, Coach Carter felt conflicted about his decisions as a coach to help his pupils, which he is confused about choosing between bringing his pupils to win the league (01:31:11) or helping their academics (00:20:20). At the end of the conflict in data (1), he chooses to solve his internal conflict by helping his pupils because he knew that becoming a pro basketball player is not enough to bring his pupils success in the future.

(2)



The second advertisement is Fabulous perfume from data (2). In the picture, the verbal sign is the text of the perfume "Forever sexy and irresistibly fresh with hints of blossoms and juicy berries." The slogan is colored in black to make it different from the background and the other words. The name of the perfume, background, and the product dominant with pink to make the poster attractive. According to Dyer, (1982: 70) verbal sign is a type of communication that can be conveyed in oral or written form in order to convey a message or thoughts. The denotative meaning of the sign can be seen in the word fabulous means are very good or excellent. "Forever sexy and irresistibly fresh with hints of blossoms and juicy berries." This slogan conveys the meaning that this perfume gives endless freshness and sexy feelings to those who use this perfume with a hint of blossoms and juicy berries. Fabulous is defined to give a good sensation of freshness and sexy feeling to those who use this perfume.

The connotative meaning of the sign "Forever sexy and interestingly fresh with hints of blossoms and juicy berries" in this poster shows a more specific choice of words, especially the



composition of the product. The verbal sign intends to explain what the user will feel about the perfume. Therefore, “Forever sexy and interestingly fresh with hints of blossoms and juicy berries” underlines the product's fresh fragrance that comes from hints of blossoms and juicy berries.

In the background, there is the name of the perfume with the additional word “LIFE IS” so the text will be Life is Fabulous. On the right side of the name of the perfume, there is a variant product of Fabulous with a pretty woman in the back of the product. The woman is seen smiling while holding a fabulous perfume in her hand. The packaging of the perfume is a glass bottle with pink liquid inside the bottle. Pink is concerned with compassion, femininity, love, and romance. The pink liquid indicates that this perfume is feminine.

(3)



The third advertisement data (3) is VERY SEXY TEMPTATION taken from the website of Victoria's Secret. In the picture, there is a verbal sign found and it is the text of the perfume “An impossible-to-resist addition to our Very Sexy fragrance collection. It will leave you-and them wanting more.” The text is colored in white to make it clearly visible and blended with the hue color of the background.

The denotative meaning of the verbal sign very sexy temptation is the name of the perfume product from Victoria's Secret. It straightforwardly tells the audience about the meaning of the product. “An impossible-to-resist addition to our Very Sexy fragrance collection. It will leave you-and them wanting more.” This text means that audiences cannot resist the sexy fragrance of this perfume. With the fragrance of this perfume, the audience wants more.

It means a circumstance or action that offends propriety or established moral conceptions or a situation that is extremely bad. *Very Sexy Temptation* is interpreted to attract others and addicted to the fragrance of this perfume. It is as if everyone who smells this fragrance is captivated by its scents and wants to keep using it. In the background, there are color gradations between black, brown, and pink. There is also a picture of *Very Sexy Temptation* perfume, on the right is a sexy woman wearing a ring on her middle finger and her forefinger covering her lips, the woman is only wearing a bra which depicts a very sexy atmosphere.

(4)



The next advertisement data (3-4) is VERY SEXY SEA. In the picture, there is a verbal sign found and it is the text of the perfume “Sundrenched & rich. Lavish citrus meets Mediterranean waters.” The text was colored in white to make it clearly visible and blended with the hue color of the background.

*Very Sexy Sea* perfume presents a different advertising concept from previous advertisements. Models from previous advertisements usually take pictures in the studio but this one takes a photo at sea. “Sundrenched & rich. Lavish citrus meets Mediterranean waters.” This text describes the bright sunshine with the luxurious citrus fragrance scattered on the Mediterranean Sea. In the sense that this perfume is suitable for use in a very hot season when the audience is playing on the beach or at sea. This perfume is believed to provide freshness resulting from luxurious citrus fragrances.

*Very Sexy Sea* is defined as freshness when the hot sun and sea water come together. As if someone who uses this perfume becomes very sexy in the sea. On the poster there are three pictures to explain the specifics of the product, the first is a picture of a woman looking up while holding her hair and exposed to the sun with the name of the perfume printed in bold on the right side. The second image is still with the same woman but just swimming. The third image is an image of Very Sexy Perfume using a glass bottle decorated with a black ribbon at the neck of the bottle cap.

### Visual Sign

Dyer (1982:69) states that in order to comprehend the meaning of an advertisement with a human subject, one must first define the primary nonverbal channels of communication. Visual communication in an advertisement can be defined as a picture that represents the company’s logo, the types of products, and the background of the advertisement. Dyer (1982:92) also stated that visual signs can be classified into appearance, manner, activity, and setting. The theory of color meaning by Cerrato (2012) also presents an insight into the analysis of visual signs to add further disclosure into the meaning of the signs.

(5)



This advertisement data (3-5) is a bombshell perfume advertisement. It can be seen from the poster that the perfume uses glass bottles that have unique patterns and shapes. The middle of the bottle contains the name of the perfume. At the neck of the bottle is a ribbon containing the inscription Victoria's Secret, which is no less interesting on the very elegant bottle cap made of glass. Overall, the background of this poster is pink which is represented by flowers and bombshell perfume besides that there is also green which is represented by the leaves of these flowers. There are also the words “BOMBSHELL EAU DE PARFUM” in black which looks emphatic.

According to Cerrato (2012), Green is the color of nature. It represents growth, harmony, freshness, and fertility. Green has a strong emotional association with safety. When advertising drugs and medical products, green denotes safety. Green has exceptional healing properties. Pink is feminine and youthful in its softer shades, with more passion and energy in its deeper shades.

Pink is inspiring, warm, and comforting. Pink is commonly used in female-oriented businesses such as cosmetics, fashion, beauty, and romance. In the business world, black represents authority, power, and control. It has the appearance of being sophisticated, dignified, and serious. Black also conveys a sense of mystery and secrecy.

The green hue color in this advertisement means nature, harmony, and freshness can be seen from the setting which is between the flowers and leaves. The pink hue color means feminine with more passionate energy, it is inspiring and comforting to the perfume it can be seen from the appearance of the bombshell placed between the existing flowers so that it blends with the flowers which brings an element of comfort. The black color represents seriousness because the text “BOMBSHELL EAU DE PARFUM” is bold.

(6)



Another advertisement data (3-6) is a bombshell intense perfume. As can be seen from the poster, there are several product variants for the Intense Bombshell. The entire product is red with the same background color, which is red. The packaging of Bombshell Intense Perfume is the same as the other Bombshell variants, but the only difference is the color, the shape of the glass bottle, the band on the neck of the bottle, and the bottle cap are the same.

According to Cerrato (2012:4-5), Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, and determination. Red is a highly emotional color. The red hue color in this advertisement means emotional, for audiences who want to use this perfume should be more enthusiastic and have great determination.

(7)



Another advertisement data (3-7) is a tease perfume. It can be seen from the advertisement that the overall background of this poster is pink, and in the middle, there is a tease perfume product surrounded by fallen flowers. The shape of packaging of this perfume is made of glass which looks calm and has no special motifs that make it more unique. The neck of the bottle also contains a black ribbon and a black bottle cap as well.

According to Cerrato (2012:17), Pink is concerned with compassion, nurturing, love, and romance. It is feminine and youthful in its softer shades, with more passion and energy in its deeper shades. Pink is inspiring, warm, and comforting, implying hope for the future. The pink color in

this background means feminine in softer shades, it is warm implying hope for the future because seen from the setting there are fallen flowers that signify autumn, the season itself means waiting for the arrival of new things. This product is appropriate for a feminine and soft woman who wants to try something new.

(8)



This advertisement data (3-8) is a *Bare* perfume. It can be seen from the advertisement that the size of this perfume is very small, the shape of the packaging is cute and does not have many components, gold in color with a background like human body parts the color of human skin should be brown. Perhaps this product has the most different shape and appearance from other Victoria's Secret products. Cerrato (2012:18), defines gold as the color of inner wisdom, quality, and wealth. It is associated with prestige, luxury, and material wealth, implying that a product or service is expensive and exclusive. It can cause extreme happiness and bliss, or extreme anxiety and fear. Gold represents the generosity of time, money, and spirit. This is the color of victory, which is why gold is used for winners. This perfume represents luxury, implying that a product is expensive even if it is small and does not have an appearance.

## CONCLUSION

Victoria's Secret advertisement that was analyzed in the previous chapter is based on the research problems which aim to identify the kind of signs implied in Victoria's Secret advertisements and analyze the meanings of the signs implied in Victoria's Secret advertisements. The conclusion was presented as follows.

The results show that eight data points were discussed, four of which were verbal and four of which were visual. All the data has been analyzed, and each data set is distinct. The verbal signs found in the data are texts about the features of the Victoria's Secret Perfume product; however, the shape, placement, and color of the texts themselves have their own meaning, adding indirect value to the advertisement. Conditions, activity, manner, and setting are forms of visual signs.

In general, verbal signs have both denotative and connotative meanings. According to the analysis, of the four verbal signs discovered in the data. One verbal sign has a denotative meaning, another has a denotative and connotative meaning, and one does not have a denotative and connotative meaning, however, none of the data shows any myth aspects. Four visual signs also deliver their meaning in the advertisement to enhance the delivery of value on the product. Furthermore, all the data is analyzed using color theory to better understand the meaning. Because the colors in the data are different, no dominant color is found in the data.

There are the colors black, pink, green, red, and gold in the data of visual signs. In general, the verbal signs provide direct information to the target audiences about the poster of Victoria's Secret perfume product and the company's claim that their product is good in the perfume category. Visual signs serve as illustrations and emphasis the meaning of the advertisement. The information obtained is very useful for including disclosure on how verbal and visual signs are very important

in advertisement to add value to the product or service being promoted and raise the probability of purchase by the target audiences.

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