
The Meanings of Signs in Oriflame Advertisement

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Abstract: *The study entitled "The Meanings of Signs in Oriflame Advertisement" is intended to analyze the verbal and visual aspects in the Oriflame Advertisement, to identify and analyze the verbal and visual signs in the advertisement, and to describe the function and the meaning of verbal and visual sign used in the advertisement. This study used library research, which applied the documentation method. The data data of this study were taken from the official websites of Oriflame in April 2019 and analyzed qualitatively with description techniques and the results of the research were presented in the form of description. This study applied the theory of signs which applied the Triadic of Sign proposed by Peirce cited in Butchler (2015), and the supporting theory of color by Cerrato (2012). The scope of this study was to discuss the verbal and visual signs that were used in the Oriflame Advertisement which include Skincare and a foundation product, and the function and meaning based on the theories that had been mentioned earlier. The result of this study showed that from the verbal aspect, the type of meaning contained in the advertisements was to inform information contained with fact and to persuade the readers to buy the products. Meanwhile, from the visual aspect, there were a lot of pictures, symbols, icons that could be found in the Oriflame advertisement. The meaning was also represented based on the Triadic of Signs. Besides, the colors that surrounded the advertisements played significant roles that were mostly dominated by white, green, and brown color.*

INTRODUCTION

Humans use many kinds of media to deliver their idea to the society around the globe. In order to share some news, information, or promoting stuff that is needed by society, they now have such a smart technology. Those may be delivered in written or oral form. In the written form, sign is one of the examples that is used to promote things. The sign is something stood to somebody for something in some respect or capacity (Peirce cited in Chandler, 2007)

In sending of the information easier, advertisement as one of the media can be used to help people distribute, sell, deliver things they would like to share. Advertising (Dyer, 2009) means drawing attention to something or notifying somebody about something in order to get the attention

of the audience. Since the advertisement becomes a significant factor, the advertisement may play a decisive role in specifying whether the new product can be successfully adopted or not by the target audiences (Kotler cited in Dens, 2011). Kotler (retrieved in Dens, 2011) clarified that advertisements can be arranged in different formats. They can contain both verbal information (in the form of text), and visual elements (in the form of pictures). In the terms of verbal elements, the amount of information can be diverse. Generally, the advertisement will be fulfilled by pieces of information that mostly included the name of the product, the ingredients of the product, the benefits, or additional information about the product that completely inform the audiences. In the terms of visual elements, Kotler(cited in Dens, 2011) states that visual signs in advertising can be directly related to the product, in which there is a direct link between the picture shown in the advertisement and the product.

Oriflame advertisement is an advertisement discusses beauty product that contains verbal and visual aspects that help the people to comprehend the information of the advertisement. This products is chosen because Oriflame has become one of the most products used by millions of people in the world especially in Indonesia. The content of the product is perfectly mesmerizing with several beneficial informations and pictures to support the advertisement, for instance the material used in the product that mostly use plants extract as their main material and the hygienes other material contained in the product. Furthermore, the picture shown in the advertisement varies, people can usually predict or understand what kind of product it is based on the pose the person does or based on the theme itself. Thus, both the sentences and pictures could persuade the readers who read the advertisement to buy the product and those aspects become the interest of analyzing the verbal and visual aspects within the advertisement.

This study was focused on the research of the verbal and visual signs contained in the advertisement and their function and meaning in verbal and visual signs in Oriflame advertisement. This advertisement is presented in both pictures and words. Both of these things support each other in order to get the audience's attention. Hence, the presentation of the verbal and visual parts of advertisement they had a relationship in delivering the messages to the readers. This implied that the words used in the advertisement should accurately clarify the messages that were highlighted in the utilizing of the picture. This research helps the audiences or the readers understand every meaning in each aspect which was verbal and visual signs contained in the advertisement and understand what factors make the audiences buy the product.

To support the analysis in this study, two main theories were utilized. First, Saussure's theory of semiotics (1983), as cited in Chandler (2001), posits that a sign comprises a signifier and a signified. Second, Eiseman's (2000) theory on the meanings of colors provides insights into the significance of weapon colors.

The study addressed the following research problems: identifying the verbal and visual signs used in Oriflame advertisements, and understanding the functions and meanings of these signs. The goals of the study were to identify and describe the verbal and visual signs in the Oriflame advertisement, focusing on their semiotic aspects. By examining a specific Oriflame skincare product advertisement, this research aimed to elucidate how these signs worked together to convey messages and persuade consumers. The theoretical framework for the analysis was based on Peirce's semiotic theory (as cited in Butchler, 2015) and Cerrato's (2012) theory of color, providing a comprehensive approach to understanding the interplay between text and imagery in advertising. This focused examination allowed for a detailed exploration of the semiotic elements within a single advertisement, offering insights into the broader strategies employed in marketing beauty products.

THEORETICAL FRAMEWORKS

A theory is a set of interrelated constructs, definitions, and propositions that present a systematic view of phenomena by specifying relations among variables to explain and predict phenomena (Kerlinger, 1986). Meanwhile, a framework is a set of ideas that is used when forming decisions and judgments (MacMillan English Dictionary, 2002). Thus, the theoretical framework is a collection of interrelated concepts that can be used to direct research to predict and explain the results of the research (LeCompte and Preissle, 1993). Hence, the theoretical framework is necessary to answer the questions of the research problems and to achieve the aims of the study. There were some theories adopted in this study, which were the theory of sign proposed by Peirce cited in Buchler (2015), and the supporting theory of color by Cerrato (2012).

Theory of Semiotics

According to Peirce (cited from Buchler, 2015), semiotics is based on logic because logic studies how people think logically, whereas thinking logically is done through signs. The sign itself allows people to think, relate to others, and give meaning to something that is shown by the universe. Peirce states that there are three sides of the sign, which are representamen, object, and interpretant. Peirce (cited from Buchler, 2015) explained that representamen is something that stands to somebody for something in some respect or capacity, it addresses somebody, or in other words, representamen is the sign itself, the object is a thing that is referred or component that represents a sign and interpretant is a concept that created in the mind of a person about the object that is referred by the sign. For instance, according to Peirce, the word vessel is the representamen, then the object is the vessel physically, and the interpretant is something that emerges in a person's mind when somebody hears the word vessel, such as passenger, sea, freight, float, buoy, etc.

Representamen or a sign is a First which stands in such a genuine triadic relation to a Second, called its Object as to be capable of determining a Third called its Interpretant, to assume the same object. The triadic relation is genuine, that is its three members are bound together by it in a way that does not consist in any complexus of dyadic. Hence, interpretant or third cannot stand in mere dyadic relation to the object but must stand in such a relation to representamen itself does.

1. Representamen

According to the first division, a sign can be termed as Qualign, sinsign, and legisign. Qualisign is a quality of the sign, such as the concept of color, the type of human voice, and so forth. Sinsign (where the syllable sin is taken as meaning "being only once," as in simple, single) is an actual existence thing or event.

Legisign is a law or rule of the thing that should be, for instance, "no smoking" sign in an air-conditioned room which indirectly asks people not to smoke in that room. The legisign is usually made by humans because it has been agreed socially in order to organize social life, and all the convention is legisign.

2. Object

According to the second trichotomy, the object has three classifications, there are icon, index, and symbol. The icon is the sign which denotes and has the characters of the object or the sign that has a resemblance with the fact of what it refers to. Furthermore, the index is a sign which refers to the object that it denotes by virtue of being really affected by that object. Lastly, the symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas that operates to cause the symbol to be interpreted as referring to that object.

3. Interpretant

The last division of trichotomy is Interpretant. Interpretant divides its classification into three sides, which are rheme, design or dicent sign, and argument. Rheme is a qualitative possibility. It is a sign which understood to represent its object in its characters, it can be interpreted in different meanings.

Theory of Colors

1. 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.

2. 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.

3. Yellow

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

4. 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).

5. 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.

6. 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).

7. 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).

8. 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.

9. 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)

10. 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.

11. 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 telepathy.

12. 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 grey is darker than light grey. 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.

13. Brown

Cerrato (2012:20) 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

To achieve the objectives of this study and address the research problems, a structured research method was implemented. The research method is essential for systematically solving the research problem, as Kothari (2004) explains that it involves addressing practical situations with the aim of finding solutions. According to Walliman (2011), research methods can be seen as "tools and techniques for doing research," allowing for thorough investigation and discovery of new facts. This study utilized a comprehensive approach divided into four main aspects: Data Source, Method and Technique of Collecting Data, Method and Technique of Analyzing Data, and Method and Technique of Presenting Data.

Data Source

The data source for this study was from the official Oriflame website, specifically from their digital catalogue. The analysis focused on two products: the NovAge [Ecollagen] Wrinkle Smoothing Eye Cream Advertisement and the Foundation Giordani Gold, both of which were released in April 2019 in the UK edition. Oriflame, founded in 1967 by Jonas and Robert af Jochnick with the help of Bengt Hellsten, offers high-quality beauty products inspired by Swedish nature. These advertisements were selected due to their rich combination of visual and verbal elements, which provide an interesting case for semiotic analysis.

Method and Technique of Collecting Data

Data collection was conducted using the documentation method, a technique suitable for qualitative case studies that generate detailed descriptions or explanations of phenomena (Stake cited in Bowen, 2009). The data included elements such as diaries, journals, newspaper articles, books, photographs, and digital archives (Cohen, 2007). For this study, data was specifically collected from the Oriflame official website. The process involved several steps: first, searching for relevant advertisements on the website; second, downloading the advertisements; third, reading the material carefully; fourth, classifying the verbal and visual signs; fifth, thoroughly observing the data to discern the meanings of the verbal and visual elements; and finally, noting down observations based on the use of words and pictures.

Method and Technique of Analyzing Data

The data was analyzed using a descriptive qualitative method based on relevant theoretical frameworks. Descriptive research, as described by Neuman (2014), involves portraying phenomena using words and sentences to answer questions about who, when, where, why, and how events occur. Qualitative research emphasizes negotiated results, aiming to reconstruct the realities of the subjects being studied (Lincoln & Guba cited in Creswell, 2014). This method is used to explore, describe, and understand specific events or phenomena. The analysis process involved several steps: reading and arranging the data in sequence; observing the pictures and sentences to identify verbal and visual aspects; explaining the meanings and functions of these aspects; and analyzing visual signs, including picture objects and colors, using Peirce's semiotic theory (as cited in Buchler, 2015) and Cerrato's (2012) color theory.

Method and Technique of Presenting Data

The data analysis was presented using the informal method, which involves arranging

information in words and sentences, typically in paragraph form (Sudaryanto, 2019). This method was chosen to effectively convey the identification and description of the verbal and visual signs within the advertisements, as well as the analysis of their meanings using the aforementioned theories. This approach ensures clarity and comprehensibility in presenting the research findings.

RESULTS AND DISCUSSION

This chapter was presented by introducing and analyzing each Oriflame advertisement. The analysis focused on two main aspects: the verbal and visual signs in the advertisements and their meanings and functions. The analysis was based on Peirce's theory of signs (cited in Buchler, 2015) and Cerrato's theory of color (2012) as supporting theory.

1. NovAge [Ecollagen] Wrinkle Smoothing Eye Cream Advertisement



Figure 1. NovAge (Ecollagen)

The first advertisement was the NovAge [Ecollagen] Wrinkle Smoothing Eye Cream, featured on Oriflame's website in the UK Catalog, April 2019 edition. This product, part of the NovAge line, claimed to improve skin condition and smoothness using Tri-Peptide technology and Solanaceae plant stem cell extract.

a. Verbal and Visual Signs in the Advertisement

Advertisements aim to attract attention, enhance the product's appeal, and encourage purchases, especially when discounts are offered. Effective ads use clear, interesting verbal and visual elements to convey their message.

b. Verbal Signs:

- 1) **Headline:** "A VISIBLY SMOOTHER, BRIGHTER EYE CONTOUR" is in large, bold, capital letters to grab attention.
- 2) **Subheading:** "TRI-PEPTIDE TECHNOLOGY + SOLANACEAE PLANT STEM CELL EXTRACT" uses scientific terms to highlight the product's advanced formulation.
- 3) **Descriptive Text:** Provides detailed benefits, such as reducing crow's feet and dark circles over time and offering immediate moisture and freshness.

- c. Visual Signs:
 - 1) Product Image: Shows the eye cream prominently to create visual appeal.
 - 2) Color Scheme: Uses white and green to suggest purity, nature, and health.
 - d. Meaning and Function of Verbal and Visual Signs
 - 1) Meaning:
 - a) Verbal Signs: Convey the product's benefits and scientific basis, enhancing credibility and appeal.
 - b) Visual Signs: Complement the verbal message, reinforcing the product's quality and innovation.
 - 2) Function:
 - a) Attention-Grabbing: Bold text and prominent images attract consumers.
 - b) Credibility: Scientific terms and detailed descriptions build trust.
 - c) Emotional Appeal: Promises of visible and instant results satisfy consumer desires.
2. Foundation Giordani Gold Advertisement



Figure 2. Foundation Giordani Gold

The second advertisement, from the cover of the Oriflame Catalog UK Edition (April 2019), featured the Giordani Gold Foundation. This product promised a fresh, smooth, and naturally brightened look. It had a luxurious texture designed to pamper the skin.

- a. Verbal and Visual Signs in Foundation Giordani Gold Advertisement
 - 1) Verbal Signs:
 - a) Beauty by Sweden, How you look, live, feel: Located at the top left, this slogan aims to give a positive first impression.
 - b) Discover luxurious Giordani Gold, Master Creation Foundation: Positioned on the left, it introduces the product.
 - c) ORIFLAME - SWEDEN: Centered at the bottom, it highlights the company's name to assert its prominence in the beauty industry.
 - d) 02. 01/04 - 30/06 2019: Located at the bottom right, it indicates the release date of the catalog.

- 2) Visual Signs:
 - a) Images
 - b) A close-up of a woman's face wearing makeup.
 - c) A bottle of foundation next to the woman's face to draw attention to the product.
 - d) Color Scheme: Dominated by brown tones, creating a warm and luxurious feel.

Both verbal and visual elements worked together to convey the product's quality and the brand's prestige, making the advertisement engaging and persuasive.

CONCLUSIONS

The analysis of the Oriflame advertisement aimed to identify and describe the verbal and visual signs, as well as their functions and meanings. In the NovAge [Ecollagen] Wrinkle Smoothing Eye Cream advertisement, seven verbal signs were identified, including key phrases like "A Visibly smoother, brighter eye contour" and detailed descriptions of the product's benefits and ingredients. These verbal elements were designed to inform and persuade potential customers about the product's effectiveness. Four visual signs were noted, such as images of a model, the product, plant stem cell extract, and an eye, which collectively enhanced the advertisement's appeal and provided visual evidence of the product's benefits. The meanings and functions of these signs were rooted in their ability to attract attention and build trust.

The visual signs were analyzed using Peirce's triadic model of signs, consisting of the Representamen (the ad's images and colors), the Object (the eye cream product), and the Interpretant (the viewer's understanding). Additionally, the visual signs were examined using three trichotomies, revealing that one element, "rheme," needed further explanation to fully convey the message.

In the Giordani Gold Foundation advertisement, four verbal signs were identified, including promotional phrases like "Discover Luxurious Giordani Gold Master Creation Foundation," which aimed to highlight the product's luxury and effectiveness. The visual signs included close-up images of a woman and the foundation product, which served to attract attention and provide a visual context for the product's claims. The combined use of verbal and visual signs ensured the advertisement was engaging and convincing, as text alone might be unappealing and images alone might lack context. Together, they created a compelling narrative that informed and persuaded potential customers about the product's quality and benefits.

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