

## Denotation and Connotation in Beauty Advertisement: Implication for the teaching of Semantics

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**Abstrak** - Advertising language sets an important role in conveying the purpose of influencing the consumers. To advertise a beauty product, the choice of words representing the concept of beauty becomes the first concern. This study aims to examine the types of meaning of the words used in a beauty product advertisement. To interpret the lexical meaning in beauty product, the method used in this study is descriptive qualitative analysis on six beauty products, particularly the hand body lotion product by Nivea company. The data were analyzed through Leech theory. The result showed two types of meaning in the body lotion products, namely the denotative and connotative meanings. Denotation occurs more in all of the product compared to the connotative meaning. The implication of the finding contributes to the teaching of semantics to enrich the understanding of the perspective of Leech theory in lexical meaning.

**Keywords:** Semantics; denotative meaning; connotative meaning; beauty advertisement

**Abstrak** - Bahasa iklan memegang peranan penting dalam menyampaikan tujuan mempengaruhi konsumen. Untuk mengiklankan produk kecantikan, pemilihan kata yang mewakili konsep kecantikan menjadi perhatian utama. Penelitian ini bertujuan untuk mengkaji jenis-jenis makna kata yang digunakan dalam iklan produk kecantikan. Untuk menginterpretasikan makna leksikal dalam produk kecantikan, metode yang digunakan dalam penelitian ini adalah analisis deskriptif kualitatif terhadap enam produk kecantikan, khususnya produk hand body lotion dari perusahaan Nivea. Data berupa kata, dan kalimat dalam iklan produk kecantikan dianalisis melalui teori Leech. Hasil penelitian menunjukkan dua jenis makna dalam produk body lotion, yaitu makna denotatif dan makna konotatif. Denotasi lebih banyak terjadi pada semua produk dibandingkan makna konotatif. Implikasi dari temuan tersebut berkontribusi pada pengajaran semantik untuk memperkaya pemahaman perspektif teori Leech mengenai makna leksikal

**Kata Kunci:** Semantik; makna denotatif; makna konotatif; iklan kecantikan.

### INTRODUCTION

In this era, companies sell beauty products through advertisement which is considered more meaningful if it represents the product through the language, style, and certain characteristics. In this case, the use of lexicon is an important part of the success of advertising. Therefore, advertising language must be able to influence consumers to be interested in something advertised to end with transaction (Sumilat, 2015; Wicaksono, 2018).

Advertisement has a function to popularize a product through which consumers can find out and recognize the products quickly. In addition, advertisement influences the consumers in all platform such as online shopping sites. Through advertising, attitudes, choices, behavior, and lifestyle changes can even be directed according to the

wishes of producers. In other words, advertising has important function (Anisa, 2020).

Advertising language takes an important role in conveying the purpose of the advertisement itself. In digital media such as online advertisements, for example, advertisements are shared in various languages. The form of language used by advertisers in marketing their products to the public can be in statements, questions, orders or requests. The language use is according to or based on the wishes of the advertisers. Advertising language influences people in determining views, ideas, and behavior. What is constantly heard will be embedded and embedded in the mind and soul, as a result, something advertised will automatically appear when someone faces relevant matters (Bagut, 2019).

The discourse of advertising language has specific characteristics. It must be able to attract

attention to influence people through the choice of lexical meaning. Accordingly, it can reach a wider community through mass media and the internet directly contacting the public (Anisa, 2020).

There are two languages used by advertisements in Indonesia, namely Indonesian and English. English itself is unique in realizing the meanings in advertisements, English is also often chosen to be the main motto or product slogan in advertisements. However, the meaning contained in an English advertising slogan cannot be directly understood just by reading or listening. The language used is different from the language use in everyday life. It will be very influential if the advertisement's target does not understand the meaning contained so that they cannot catch the message or information conveyed by the advertiser (Sumilat, 2015).

This study concerns the advertisement language shared online. Currently, the increasing integrity of internet connections makes it easier for consumers to find out information particularly about cosmetic products to be purchased, especially for the millennial generation (Wifka & Diyah, 2020). Cosmetic companies target the millennial generation as the main target by producing suitable products for the millennial generation. Millennials are believed to be an important part of cosmetic consumers. The millennial generation is a big market in various industries, especially in the field of beauty. Now, what is becoming a trend among millennials is choosing cosmetic products (Kompas, 2017).

The millennial generation uses beauty products to enhance their appearance when taking pictures in front of the camera. Thus, the millennial generation maximizes their appearance by using beauty products. Meanwhile, the millennial generation is related to the digital world. The millennial generation often gets the latest information about cosmetic products through online advertisements, websites, beauty vloggers (Alga & Ayu, 2020) and influencers. The millennial generation is urged to be smart in choosing beauty products that are safe for the skin, useful, and good of quality by looking at product packaging labels, marketing permits, and expirations on cosmetic products (Simamora & Fatira, 2019).

Beauty products for the millennial generation are inseparable from the use of the advertising language. Through the context of lexical meaning, the advertising language has certain characteristics for instance in the use of denotation and connotation. Currently, the previous studies concerning the denotative and connotative meanings are related to song lyrics (Mangewa, 2012), news (Martiarini, 2018), poetry, (Setiani, 2020), politics (Jayanti & Asridayani, 2019), and several other contexts.

Meanwhile, research is still needed on the denotative and connotative meanings of beauty advertisements. In this study, because companies use advertising as a communication tool to sell beauty products to consumers, beauty products have messages in the meaning of words. Analyzing the lexical meaning is equals to identifying the pattern of how the product is represented, or how the meaning of beauty can be conveyed. It also results in the meaningful use of lexicon because the meaning itself does not need to be ambiguous so that the message conveyed is easy to understand according to what advertised is (Anggrianto, 2019).

Why does the lexical choice become a key in selling the products through advertisement? It is due to the fact that advertisement is one of the mass communication media that has a big role in disseminating information and providing entertainment to all levels of society. By combination between visual representation of the product and the choice of words displayed in advertisements, the information about the product specification can be easily known, especially if it is a new product (Kusumawati, 2010).

A new product, for instance cosmetic is advertised by displaying the concept of beautiful, attractive, and illustration of popular models so that consumer can increase trust in the product, which in turn can force them or the millennial generation as targets to buy the advertised product. Let alone by the support of the use of promising language, it will increase the interest of buyers. Ads that can be liked are usually due to the skill of the advertiser in choosing the lexicon. The type of the lexicon chosen in advertising language is persuasive in the form of an invitation.

This study focuses on the types of connotative and denotative meanings in the use of beauty advertising language. Previous studies concern semantic analysis on denotative and connotative meanings (Pratiwi, 2020), and associative meanings (Kasopa, 2017). Some studies analyze the lexical meanings of song lyrics and describe the dominant words found in the lyrics (Zulaichah, 2008; Mangewa, 2012; Kusumawardhani, 2015; Rizkiyah, 2017; Wahyuni, 2019; Desy, 2020; Fauzan, 2020). The similar analysis is also conducted on poetry (Setiani, 2020), on translation text (Novitasari, 2018), on mass media (Jayanti & Asridayani, 2016; Martiarini, 2018), on signs of musical instrument (Saifudin, 2018). Some other studies deal with meanings, denotative and connotative analysis in advertisement of cigarette (Fajriani, 2016; Putra & Qordiani, 2017), of a beer product (Nagari, 2018). On beauty product, the analysis is done on man perfume (Mutaqqien, 2011; Ariyadi, 2014). However, the analysis on connotative and denotative

meanings in beauty product still needs more exploration.

This study is expected to be useful especially for writers and readers in general, both theoretically and practically. The results of this study are divided into two types, namely theoretical and practical contribution. It is expected to provide developments for linguistic knowledge in semantic studies, as the theoretical benefits. The results of this research are expected to provide an overview of linguistic semantics for students, especially English students.

## RESEARCH METHOD

This study used a descriptive qualitative research approach on the beauty advertisement text being observed. The qualitative approach is expected to produce in-depth data about speech, writing, and observed behavior from individuals, groups, communities, or organizations to produce a general understanding of social life (Rahmat, 2009). This design aims to describe the characteristics of a particular individual, situation, or group accurately (Atmojo, 2021). The most important thing about a product or service is an event, phenomenon, or symptom (Suyanto, 2015), which in this study is the language phenomenon in beauty advertisement. According to Bogdan and Taylor, qualitative is a research procedure that produces descriptive data in written or spoken words from people and observed behaviour. This study aims to describe the types of meaning in beauty product advertisements. The method in this study includes data collection techniques, data sources in the form of beauty advertising products, and data analysis techniques (Widyanto, 2018).

The techniques of data collection cover three ways, namely, first, observation, the researchers observed various beauty advertisements on the internet. The second step is choosing the beauty advertising brands on the internet. The third is classifying beauty advertisements on the internet, then researchers selected words with denotative and connotative meanings.

The technique of data analysis involves qualitative data analysis as a way to classify data. The first step of research data analysis is identifying data. In this study, the researchers identified data on online beauty advertisements in internet. First, the beauty advertising data were identified based on the type of language meaning by using the semantic theory. Then, the data were discussed based on the type of language meaning. The final step is drawing conclusion as the answer of the research problem.

## FINDING AND DISCUSSION

The data taken were analyzed based on semantic theory of lexical analysis of denotative and connotative meanings. The data were obtained from Nivea branded cosmetic beauty advertisement products, especially of hand body lotion products. Currently Nivea product advertisements have six kinds of hand body lotion which are divided into two parts, whitening and sensational as shown in table 1.

Table 1. Lexical meaning

No	Types	Denotative	Connotative
1.	Whitening	<i>Nivea</i>	<i>Whitening</i>
		<i>body lotion</i>	<i>Repairs dull</i>
		<i>UV Protect</i>	<i>Cool Sensation</i>
		<i>damaged skin</i>	<i>Refreshes &amp; brightens skin</i>
		<i>SPF 15</i>	<i>Extra</i>
		<i>Menthol</i>	<i>Cell repairs</i>
		<i>All Skin Type</i>	
2.	Sensational	<i>Nivea</i>	<i>Cherry Blossom</i>
		<i>Jojoba Oil</i>	<i>Rose</i>
		<i>Argan oil</i>	<i>Vanilla</i>
		<i>Almond oil</i>	<i>Orange Blossom</i>
		<i>Oil in lotion</i>	

### 1. Denotative meaning in Whitening

#### a. Nivea

The word Nivea means that Nivea is the name of a brand of beauty advertising products produced by the Nivea company. Nivea is a company that produces cosmetic products such as hand body lotion which is mostly used by female consumers. In addition, Nivea also has a history, namely at the founding of Nivea in 1911, one of the pharmacists Dr. Oscar Troplowitz develops potential at Eucerit. Then Dr. Troplowitz Inspired by white color of snow, it called NIVEA a name derived from the Latin words nix (snow) and nivis (snow). Finally, research and creativity had been carried out in December 1911, the NIVEA brand was launched as a skincare cream Heritage. (Nivea, 2021) So, it can be concluded that the word Nivea refers to the true meaning of snow-white by Dr. Oscar Troplowitz was renamed NIVEA (Nivea, 2011).

#### b. Body lotion

The word body lotion has a denotative meaning referring to its true meaning, which is to describe those women can use body lotion to maintain healthy skin. It means women using body lotion to make the skin more well-groomed and not damaged. The word body lotion can be interpreted as a beauty product sold by a company to care for the skin.

#### c. UV Protect.

The word UV Protect is a denotative meaning referring to the true meaning of women's beauty

products that must contain UV Protect on their skin. The word UV Protect can be interpreted as one of the rays that protect the skin from direct sunlight to maintain exposure to the sun that feels hot on the skin.

d. Damaged skin

The word damaged skin has a denotative meaning referring to the true meaning of an unhealthy skin condition that can experience several symptoms that need care. Therefore, the damaged skin must be given proper care so as not to cause further damage

e. SPF 15

The word SPF 15 has a denotative meaning referring to the true meaning as an indicator of sun protection in the beauty cosmetic or skincare products. The word SPF 15 means the higher the SPF number does not guarantee the strength to protect the skin from harmful rays. A high SPF will block the sun, but a low SPF will not protect the skin from the sun to its full potential.

f. Menthol

The word menthol has a denotative meaning. The vitamins used in beauty products which are parts of plants that contain essential oils having a fragrance. It can be extracted by distillation after cooling and then mixed with menthol products. The aroma and sensation become menthol.

g. All skin type

The word all skin type has a denotative meaning. The skin type on human skin is not the same, women should buy beauty products based on their skin type. The word all skin can be interpreted as a product that can be used for various skin types and not giving irritation symptoms if people choose the wrong product.

## 2. Connotative meaning in Whitening

a. Whitening

The word whitening has a connotative meaning, namely a condition that describes healthy skin, and makes skin fresher, not damaged, and does not look dull caused by air pollution. The word whitening has a very general meaning used by women. It can be interpreted as body care, especially for the skin, and whitening the skin is used by women to look more beautiful, healthy, and the skin looks more radiant.

b. Repairs dull.

The word repairs dull has a connotative meaning. It can be interpreted as a way to turn unhealthy skin

into healthy again by using products that contain ingredients to repair the skin. The word repairs dull is also intended to improve skin health.

c. Cool sensation

The word cool sensation has a connotative meaning. The cool sensation in a hand body lotion that makes the skin feel cold during activities. It also describes a cold sensation after using hand body lotion making the skin feel fresh.

d. Refreshes & brightens skin.

The word refreshes & brightens skin has a connotative meaning. It describes skin feeling safe and comfort. In this sentence it can be interpreted skin needs freshness, skin does not feel dry, and looks well-groomed.

e. Extra

The word extra has a connotative meaning. It refers to protecting skin when using hand body lotion. Extra is given more than usual use. It shows the strength of protection in body lotion, so that skin is maintained. The skin is not died and looks well-groomed.

f. Cell repairs

The word cell repairs have a connotative meaning. Cell repairs means improving the skin for the better, to look healthy. It describes that the skin has not been well maintained, so one way to repair it is by providing protection to keep healthy skin.

## 3. Denotative meaning in Sensational

a. Sensational

The word SENSATIONAL BODY LOTION has a denotative meaning as a part of the lexical meaning referring to actual meaning. It describes that the use of sensational body lotion on a regular basis can freshen the scent of the skin. It can be interpreted as a product to help women feel the sensation of hand body lotion.

b. Jojoba Oil

The word jojoba oil has a denotative meaning translated as oil derived from the jojoba plant. It has properties as a skin moisturizer to use on the neck, hands, and feet.

c. Argan oil

The word Argan oil has a denotative meaning that is the oil that comes from the Argan plant. It is used in beauty products, especially in hand body

lotions as a skin moisturizer Argan oil can be used on any part of the body.

d. Almond oil

The word almond oil has a denotative meaning. Almond oil is an oil derived from the almond plant which can be used as skin moisturizer and also for various other purposes.

e. Oil in lotion

The word oil in lotion has a denotative meaning. It describes oil that helps protect the skin in hand body lotions such as cherry blossoms, and jojoba oil. Oil in lotion is an additional ingredient in hand body lotion products.

#### 4. Connotative meaning in Sensational

a. Cherry Blossom

The word Cherry Blossom has the meaning of the floral scent of cherry blossoms used in hand body lotion products. The floral is identical to flowers used by Japanese women to treat beauty. In this scent, it is hoped the women will have clean skin like Japanese women.

b. Rose

The word rose has a connotative meaning. The floral scent used in the hand body lotion is roses, synonymous with flowers that women like. It can be interpreted as a flower that is unique as a symbol of beauty for women to look beautiful like a very charming rose.

c. Vanilla

The word vanilla has a connotative meaning. The floral scent used in the hand body lotion is vanilla, which is identical to the flowers that women use to treat beauty to have healthy and white skin like vanilla.

d. Orange Blossom

The word orange blossom has a connotative meaning as a refreshing citrus fruit scent used in hand body lotion products. The sensation felt by women for caring for beauty nourishes and refreshes the skin.

Based on the finding, the researchers did not find any other meaning besides denotative meaning and connotative meaning. The type of denotative meaning is the most commonly found in beauty advertisements. The original word found in advertisement is English by using the original word, advertisements are expected to be able to influence consumers more than using Indonesian. Second, the

researcher finds the implications of the advertisement for meaning learning, especially in semantic learning. Overall, the explanations of this research can be used as an illustration and a reference for advertisers. The style of language and meaning used by the advertising company must be attractive to readers or consumers, the company or product owner can apply the results of this study in making advertisements. The selection of the right words in an advertisement will affect the reader or consumer so that consumers or readers are interested in buying the products offered (Widyanto, 2018).

The benefits of this study in the field of semantics cover two aspects. First, the study provides empirical bases on the field of linguistics, especially on the types of meaning in advertising. The results of this study are expected to be useful in adding insight and knowledge to applied linguistics for readers, especially about the meaning of advertisements. Second, English educators can follow up the finding of this study to provide students with proper knowledge and understanding of meaning use in words or sentences. This study can also be used as a reference for further researchers in order to obtain more complete and accurate research results.

#### CONCLUSION

This study is in accordance with two problem formulations, namely, to identify the dominant types of meaning in beauty advertisements and find out the implications for learning in semantics, especially about meaning. The researchers can draw the following conclusions. First, the dominant types of meaning found are denotative meaning and connotative meaning. The researcher used in Nivea beauty product advertisements in six variants. It includes two types of meaning, namely denotative meaning and connotative meaning. Overall, there are twenty-two meanings used in beauty advertisements. In advertising, advertisers use language styles that aim to give a persuasive effect to consumers or readers.

Based on the results of the study and the conclusions that have been forward, there are several implications of the research results for semantic learning such as. The students using of dictionaries can also be referred to compare various types of meaning contained in expressions, meanings, idioms, proverbs contained in advertisement. They can compare various meaning relationships and compare changes in meaning. Another implication goes to advertisers and further researchers. Advertisers, especially hand body lotion, can use this study as a reference to find out opinions in making advertisements. In addition, advertisers are

expected to take advantage of the language meaning, especially to beautify the advertising language and have a good effect on consumers or readers. While, other research can develop other topics for example with sentence structure and others. This study limits words from beauty advertising products, especially hand body lotion by the Nivea company. Further researchers are expected to take from hand body lotion by different companies from Indonesia or foreign products. This study is expected to examine other meanings that exist in beauty advertisements.

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