



## The Verbal and Non-verbal Signs of “For Women by Women: IDÔLE Lancôme” Advertisement

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| ARTICLE INFO                                                                                                                        | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Received:<br>1 July 2022                                                                                                            | The study is intended to identify the verbal and non-verbal signs used in the advertising “For Women by Women: IDÔLE Lancôme.” Humans employ both verbal and non-verbal communication techniques to engage, including messages, sounds, visuals, and gestures. This study is designed using a descriptive qualitative method. Data is gathered through observation methods. The analysis of verbal and non-verbal signs is done based on Saussure’s semiotic theory. As a result, there are three verbal and three non-verbal signs found. Besides that, the advertiser also wants to provide the audience with a relevant message or piece of advice, emphasizing that ladies should have the courage to follow their vast aspirations. The commercial has nonverbal that may be examined in the form of an image or graphic and appear in terms of color. Through this study, researchers recommend scholars research to explore the vocabulary and grammatical use in advertisements. |
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### 1. Introduction

The study of signs and symbols, particularly those used in language to convey meaning, is known as semiotics (Chandler, 2017; Copley, 2010; Jaworski & Thurlow, 2018). For interpreting their surroundings, people employ signs. Images, signs, emojis or emoticons, logos, and brands are examples of semiotics. Finding the rich meaning that results from the viewer’s response to the signs is the process of interpreting the signs.

There are two categories of signs: verbal signs and non-verbal signs. The most prevalent type of sign is verbal, which includes both spoken and written languages (Gravells, 2017). Non-verbal signs, however, frequently take the form of images. According to Dyer (2008), pictures are usually more straightforward to understand than

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words. They also have more impact and provide more room for creative expression and communication. Most life involves the usage of pictures or images, with advertisements being one of them. Advertising is one of the essential tools for using the media to educate and spread knowledge. Most verbal and non-verbal signs are employed in advertisements to make them appear more beautiful and alive. With words and text, verbal signs in advertising represent. In the meantime, non-verbal signs correspond to the image (Danesi, 2006). Nowadays, advertisements play significant functions. They can be used to share knowledge, educate people worldwide, and promote specific goods or services (Simon & Dejica-Cartis, 2015). Since Lancôme Paris is a well-known beauty brand worldwide, this study is interested in analyzing the verbal and non-verbal signs in one of its video advertisements.

There are two critical items are being discussed in this research: the nature of the verbal and non-verbal signs used in the “For Women by Women: IDÔLE Lancôme” commercial and the significance of the verbal and non-verbal signs used in the advertisement. Researchers use the semiotics theory proposed by de Saussure (2011) to analyze verbal and non-verbal signs to address these issues. Then, the theory of color was given by Cerrato (2012) and Barthes (1977). Both are employed to study the meaning of verbal and non-verbal signs.

## **2. Literature Review**

In conducting this research, there are several studies related to verbal and non-verbal issues; researchers used them as references, for instance, research about semiotic analysis in explicit shampoo commercial advertisements (Solihatun, 2018). This research focuses on finding out and describing denotative and connotative meanings found in Clear shampoo commercial advertisements. The second research was done by Hasanah (2010). This research identified the meaning of symbols in Dagadu design. Then, Rakanita et al. (2016) analyzed the meaning of verbal and non-verbal signs in English in a Garnier skin care product advertisement.

In addition, Freire (2014) discussed the identity values of luxury advertising. This study finds out that the big luxury’s strength lies in the global consistency they apply everywhere (creation, goods, tales, and advertisements), strengthening their brand image and recruiting more devoted customers. Likewise, Pochun et al. (2018) also examine the effect of advertisement. As the results, it shows that the verbal and visual features of the advertising had an emotional impact on viewers. Furthermore, the emotional responses were varied, demonstrating that people feel emotional uncertainty when seeing advertisements. The last, John (2015) investigates the language choice and ideology in English newspaper advertisements in Malaysia.

Compared to the current study, it is pretty similar to the purpose of the study mainly; however, the data source is totally different. Besides that, this current study provided a precise data analysis based on the video and figures so that the data analysis is apparent and more valid.

### 3. Method

This study used a descriptive qualitative method. The primary data analysis of this study was the advertisement of "For Women by Women: IDÔLE Lancôme" taken from the YouTube platform by Lancôme USA on 28 august 2019 (<https://www.youtube.com/watch?v=336upeaa1jM>). The advertising lasts 45 seconds. Because it has many advertisement elements, it focuses on the advertisement "For Women by Women: IDÔLE Lancôme" as data analysis. The data was gathered through observation techniques. In analyzing data, the researchers watched the video entirely, then captured the ads and converted them into figures. After that, it is categorized into tables. The verbal and non-verbal signs were analyzed using de Saussure's (2011) theory. Meanwhile, the theory of meaning was proposed by Barthes (1977), and the theory of color was advanced by Cerrato (2012). Both of them are used to examine the connotative meaning of verbal and non-verbal signs.

### 4. Results and Discussion

This section analyzes the research's findings about the "For Women by Women: IDÔLE Lancôme" advertisement's verbal and nonverbal signs. The explanation of the discovered advertising is shown in table 1 as follows.

#### 4.1 Results

This section examines the research's findings regarding the "For Women by Women: IDÔLE Lancôme" advertisement's semiotics. This study's objective is to examine both verbal and nonverbal signs. The information from the discovered advertising can be shown as follows.

**Table 1.** The Verbal and Non Verbal Sign

| No | Verbal Signs                                   | Non-Verbal Signs                                                             |
|----|------------------------------------------------|------------------------------------------------------------------------------|
| 1  | Three women dreamed up the future of fragrance | A Picture of a woman                                                         |
| 2  | Spirit                                         | An image of a hand that seems touch the light                                |
| 3  | Freedom to raise us higher the dawn            | A woman's hand holding up a bottle of Lancôme perfume with a light behind it |

From table 1, the research results can be seen. The results were obtained from a video containing ads for 'For Women by Women: IDÔLE Lancôme. In determining the results done by researchers purposely. On the other hand, the ads are considered to meet the criteria. The data was analyzed through the analysis of verbal and non-verbal signs and meaning signs found in the "For Women by Women: IDÔLE Lancôme" advertisement. Further explanations about the results in table 1 are described in 4.2 as follows.

#### 4.2 Discussion

This section describes the meaning of verbal and non-verbal signs found in "For Women by Women: IDÔLE Lancôme" advertisement.

#### **4.2.1 The Nature of the Verbal and Non-Verbal Signs Used in “For Women by Women: IDÔLE Lancôme” Advertisement**

The first piece of information in this study is an advertisement for Lancôme’s “For Women by Women: IDÔLE” line of products. Language signs are communicated orally to written texts. The researcher figured out that the advertisement had three verbal signs. The spoken and written contents in this advertising were designed to let the audience absorb the information directly by hearing and reading the messages. The verbal signs from the “For Women by Women: IDÔLE Lancôme” advertisement are drawn into signifiers and signified in the table below.

**Table 2.** Signifier and Signified of Verbal Signs

| No. | Signifier                                      | Signified                                                                    |
|-----|------------------------------------------------|------------------------------------------------------------------------------|
| 1   | Three women dreamed up the future of fragrance | A new fragrance created by expert female perfumers and formulated for women. |
| 2   | Spirit                                         | Perfume with a scent that can revive new spirits.                            |
| 3   | Freedom to raise us higher the dawn            | It represents how woman have to be brave to achieve big dreams.              |

From table 2, the first signifier is the form of the words that compose a phrase that can be read as “three women dreamed up the future of fragrance.” The signified of the sentence means three trailblazing female perfumers from three different countries came together to create the Chypre Floral fragrance IDÔLE. A fragrance that reflects Lancôme’s idea of “modern femininity” and was developed to appeal to a new generation of Lancôme women was created by Shyamala Maisondieu, Adriana Medina, and Nadège Le Garlantezec.

IDÔLE perfume is a brand-new scent from Lancôme that has a floral, fresh scent that captures the essence of a new spirit. IDÔLE is a fresh, flowery fragrance that is both modern and classy. When the IDÔLE Lancôme perfume is sprayed, the zesty and fruity scent of citrus and pear is the first thing that comes to mind. After a time, it will begin to smell floral, and then the primary fragrance of this perfume—jasmine blended with Turkish rose and rose centifolia, as well as musk and vanilla—will become apparent. According to Cambridge Dictionary (2022), the word ‘Fragrance’ is a pleasant-smelling liquid that individuals rub on their bodies to make themselves smell nice, which is what the previous sentence denotes. This phrase has the idea of a vibrant flowery, invigorating citrus and white musk scent. Women can wear the Chypre Floral scent IDÔLE by Lancôme. Pear, Turkish Rose, Rose de Mai, Indian Jasmine, White Musk, and Vanilla make up this energizing scent. A new generation of perfumes that promotes solid and powerful femininity for those who have huge dreams.

The second signifier that we can hear from the video is “Spirit.” It signified a fresh and floral aroma that brings the essence of a new spirit to life. IDÔLE perfume is a brand-new scent from Lancôme. IDÔLE is a fresh, flowery fragrance that is both modern and classy. The scent of a new generation of powerful, conquering women indicates that the

idea behind this perfume was developed to motivate and uplift the generation. A new perfume developed by women and manufactured specifically for women, with an aroma that can revitalize women's spirits and a bottle design that is incredibly distinctive and different from any other perfume that has ever existed, IDÔLE Lancôme is claimed to be motivating.

The above statement denotes that the word “spirit” is an intense excitement of feeling. The connotation here is that the advertiser aims to convey to the target market that the fragrance from the Lancôme brand has a fresh and floral perfume that brings the spirit of a new spirit to life. The scent of a new generation of beautiful women who are strong, dominant, and powerful. The scent for individuals with lofty aspirations. The scent of a new generation of powerful, conquering women indicates that the idea behind this perfume was developed to motivate and uplift the generation. Because IDÔLE Lancôme is a brand-new fragrance developed by women and exclusively produced for women, with an aroma that can lift women's spirits, it is claimed to be inspirational and significantly distinct from other fragrances.

The last signifier we can see in the scene is "freedom to raise us higher at dawn." It signifies that women must be brave to achieve big dreams; IDÔLE by Lancôme is a fragrance for ambitious dreamers. A new generation of powerful women's fragrances where a woman's accomplishments can motivate and encourage other women to gain self-assurance, discover their potential and dare to pursue their goals. According to Lancôme, every woman has a certain amount of bravery and may succeed without sacrificing her femininity. Success is shared with other women by encouraging them to grow as individuals rather than being retained for one's purposes.

The denotation here is freedom which means the condition or right of being able or allowed to do, say, think whatever people want without being controlled or limited. Meanwhile, the connotation here is that women have unrestricted creative freedom; each is allowed to portray her reality and dreams. The IDÔLE Lancôme perfume bottle has a circle in the center. It conveys the confidence and passion required to be courageous by using the metaphor of a beating heart. This shows no restrictions on how women can exhibit their creativity in their profession. The thing that makes this perfume different from the others is that other perfumes were usually designed to stand upright on the dressing table. However, this perfume must be placed horizontally because it is skinny. Lancôme created something that had never been there before.

#### ***4.2.2 The Significance of the Verbal and Non-Verbal Signs Used in the Advertisement***

The researchers identified three non-verbal signs in the “For Women by Women: IDÔLE Lancôme” advertisement. The advertising used beautiful and bright images to convey non-verbal signs. As seen in fig. 1 below, the advertising combined movements, color names, and facial expressions.



**Figure 1.** A picture of a woman

As in figure 1, the signifier is a picture of a woman. It signified that Adriana Medina, the woman in the photo, is a perfumer and the brains behind IDÔLE Lancôme Perfume. Expert female perfumers developed the scent IDÔLE Lancôme specifically for women. This IDÔLE Lancôme perfume was created by three pioneering female perfumers from three continents: Shyamala Maisondieu, Adriana Medina, and Nadège Le Garlantezec. To appeal to a new generation of Lancôme ladies, they have developed a scent that represents the brand's idea of "modern femininity." Shyamala Maisondieu, who deeply loved the natural world, used the ideal ratios of the many kinds of roses and jasmine to create a bright floral heart that exuded a warm, glowing warmth. With her grace and love for the history and knowledge of perfumery, Nadège Le Garlantezec. She carefully and precisely found the perfect ratio of patchouli to musky to give IDÔLE its persistent, robust, bright white Chypre smell. Adriana Medina created a brilliant, amusing opening attraction for IDÔLE in which energizing bergamot accentuates the succulent nuances of a pear. These close-knit, complimentary artisans created the first fresh Chypre Floral on the fragrance market. An all-encompassing addiction made by women, for women.

The denotation that developed here can be seen in that woman. The woman is an adult female. The connotation here is that three trailblazing female perfumers from three distinct continents, Shyamala Maisondieu, Adriana Medina, and Nadège Le Garlantezec, collaborated to create the IDÔLE Lancôme perfume. To appeal to a new generation of Lancôme ladies, they have developed a scent that represents the brand's idea of "modern femininity." A new generation of perfumes that promotes solid and powerful femininity for those who have huge dreams.

Figure 1 also makes it quite evident that the background color is black and white. Cerrato (2012) stated that dark black is often linked with power, formality, and elegance. Black is a blue color that stirs powerful feelings and boosts power and self-assurance.

White, meanwhile, is the color of perfection because it stands for brightness, friendliness, safety, cleanliness, and purity. Dark contrasted with white typically conveys a positive message. White can represent the beginning of anything positive.



**Figure 2.** An image of a hand that seems touch the light

The signifier in figure 2 is an image of a hand that seems to touch the light. It signifies the scent of this Lancôme. In the image, we can see a woman's hand touching a sunray; the light denotes energy because the sun is a source of energy, and the woman's hand denotes that women made this perfume. IDÔLE perfume can heighten a new spirit.

The above statement has denotation, in which the word "light" is the brightness that comes from the sun, fire, and so on, and from electrical devices that allow things. The connotation here is that the purpose of this perfume, according to the advertiser, is to inspire people to smell to new heights and inspire a generation. The perfume is touted as being able to illuminate the way for women to fulfill their aspirations. Because IDÔLE Lancôme is so different from other perfumes—a brand-new fragrance developed by women and created specifically for women, with an aroma that can revive women's spirits—and because the bottle design is so distinctive and different from any other perfume that has ever existed, it is said to be inspiring.

The illustration, as mentioned earlier, in the background was purple in terms of hue. Purple is a combination of the colors red and blue, which stand for power or energy and harmony, respectively. *Purple* is a color that represents royalty (Cerrato, 2012, p. 13). It also stands for strength, style, aspiration, and majesty. Along with other things, the color purple is linked to wisdom, status, independence, creativity, mystery, and enchantment.



**Figure 3.** A woman's hand holding up a bottle of Lancôme perfume with a light behind it.

In figure 3, the signifier is a woman's hand holding up a bottle of Lancôme perfume with a light behind it. It signified that women are unrestricted in their ability to express their creativity, as seen in the image where the lofty dawn symbolizes the spirit and hope of boundless women and the vast sky depicts freedom. Every woman can project her reality and dreams, inspiring the passion and confidence necessary to take risks.

The denotation here is up. Up is towards a higher position, towards a higher value, number, or level. The connotation here is that the scent of IDÔLE Lancôme is said to awaken a woman's spirit. The scent of a new generation of powerful, conquering women indicates that the idea behind this perfume was developed to motivate and uplift the generation. There are no restrictions on how women can exhibit their creativity in employment. Unlike other perfumes, this one is unique. This perfume stands apart from the competition since it must be positioned horizontally because it is so thin. Other perfumes are often made to stand upright on the dressing table; Lancôme dares to make something that has never been there before.

The illustration above's background was soft pink, white, and purple in terms of color. Centifolia Rose, which is pink in hue, symbolizes the principal component of this perfume in soft pink. According to Cerrato (2012), the color pink evokes emotions of love, passion, and adoration. Pink is energizing, cozy, and welcoming, expressing hope for the future in gentler hues. It will represent youth and femininity in gentler tones. White is also known as the color of perfection because it stands for purity, light, safety, cleanliness, and kindness. Dark contrasted with white typically conveys a positive message. White can represent the beginning of anything positive. Cerrato claims (2012). Pink and white colors also represent femininity and beauty.

## 5. Conclusion

The verbal signs examined in this advertisement took place both orally and written. In the meantime, this commercial has a non-verbal that may be examined in the form of an image or graphic and also appears in terms of color. In commercials, both verbal and non-verbal signs are used, and both have connotative and denotative meanings. Because there are more hidden meanings than literal meanings from the advertiser toward the viewers, connotative meaning predominated in this study. Since the advertiser frequently leaves out explicit language, viewers must infer the message from the advertising.

Verbal and non-verbal signs are used in advertisements to persuade, educate, and reinforce the message being conveyed to the target audience by the advertiser (see Adhikary, 2014; Adir, Adir, & Pascu, 2012). The study demonstrates that the marketer exalts the advertised good while seeking to convince the audience that there is a message or piece of advice that the advertiser wishes to share with them, namely that as women, we should dare to pursue our biggest aspirations. A place where a woman's achievement can encourage and invite other women to increase their self-confidence, discover their potential, and dare to pursue their aspirations. The purpose of using meaningful language was to catch the audience's attention.

## Conflict of interest

The author(s) declare(s) that there is no conflict of interest.

## Authors' contribution

The author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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