ANALYSIS OF ICONS, INDEXES, AND SYMBOLS IN YOUTUBE ADVERTISEMENT OF *WARDAH PERFECT BRIGHT CREAMY FOAM FACIAL WASH*

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ABSTRACT

This study aims to determine the types of icons, indexes, and symbols contained in advertisements on Youtube about one beauty product named Wardah Perfect Bright Creamy Foam Face Wash. This ad aims to explain to the Indonesian people especially teenagers that to be beautiful it must look clean, healthy and shining. By caring for themselves and using certain products in order to highlight the characteristics of each without having to be someone else. The theory used in this research is the sign system theory with the Semiotics approach proposed by Charles Sanders Pierce. Where this theory can divide the sign system into three part namely icons, indexes, and symbols. The method used is a qualitative descriptive method that is applied to determine the contents of the overall meaning of Wardah Perfect Bright Creamy Foam Face Wash beauty products. As a research using descriptive research, this study only describes the writer's purpose in analyzing this advertisement, not looking for relationships, not testing hypotheses or making predictions. The data in this study are using qualitative data. In conducting this research, the writer collects, sorts, and groups the available data. Then the data are analyzed using the theory of semiotics, and finally the writer presents the results. Meanwhile, the writer found 3 data of the icon sign system, 3 data of the index sign system and 2 data of the symbol sign system. The overall data contained in Wardah Advertisement YouTube of Perfect Bright Creamy Foam Facial Wash is 8 data. Thus, it could be concluded that each advertisement had different sign and also different meaning. These differences had given different interpretations.

Keywords: Ads, Icons, Index, Symbols

ABSTRAK

Penelitian ini bertujuan untuk mengetahui jenis ikon, indeks, dan simbol yang terdapat pada iklan di Youtube tentang salah satu produk kecantikan yang bernama Wardah Perfect Bright Creamy Foam Face Wash. Iklan ini bertujuan untuk memaparkan kepada masyarakat Indonesia khususnya remaja bahwa untuk menjadi cantik itu harus terlihat bersih, sehat dan bersinar. Dengan cara merawat diri dan menggunakan produk tertentu agar bisa menonjolkan ciri khas dari diri masing-masing tanpa harus menjadi orang lain. Teori yang digunakan dalam penelitian ini adalah teori system tanda dengan pendekatan Semiotika yang dikemukakan oleh Charles Sanders Pierce. Dimana teori ini dapat membagi system tanda menjadi tiga bagian yaitu ikon, indeks, dan simbol. Metode yang digunakan yaitu metode deskritif kualitatif yang diterapkan untuk mengetahui isi dari pemaknaan secara menyeluruh tentang iklan produk kecantikan Wardah Perfect Bright Creamy Foam Face Wash. Sebagai sebuah penelitian dengan menggunakan penelitian deskriptif, penelitian ini hanya memaparkan tujuan penulis dalam menganalisis iklan ini, tidak mencari hubungan, tidak menguji hipotesis atau membuat prediksi. Data dalam penelitian ini adalah dengan menggunakan data kualitatif. Dalam mengadakan penelitian ini, penulis mengumpulkan, memilah, dan mengelompokkan data yang ada. Kemudian data dianalisis menggunakan teori semiotika, dan akhirnya penulis menyajikan hasilnya. Sementara itu, penulis menemukan 3 data sistem tanda ikon, 3 data sistem tanda indeks dan 2 data sistem tanda simbol. Keseluruhan data yang terkandung dalam Wardah Advertising YouTube dari Perfect Bright Creamy Foam Facial Wash adalah 8 data. Dengan demikian, dapat disimpulkan bahwa setiap iklan memiliki tanda dan makna yang berbeda pula. Perbedaan-perbedaan ini telah memberikan interpretasi yang berbeda.

Kata Kunci: Iklan, Ikon, Indeks, Simbol

INTRODUCTION

All the elements that exist in this world have their own meaning, that is every human being interprets every element according to his own will. Therefore, something that has meaning certainly must be interpreted, that is called a sign. In semiotics, signs are the main focus discussed therein.

Semiotics derived from Greek, namely semeion which means sign (Pradopo, 1998). Semiotics aims to explore the nature of sign systems that move out the rules of grammar and syntax that govern the meaning of texts that are complex, hidden, and dependent on meaning. This then raises attention to the additional meaning and is expressed through the use and combination of signs. Based on the semiotic view above, if all social practices can be regarded as language phenomena, then all of them can be seen as signs. One expert in the field of semiotics Roland Barthes who emphasizes attention in the sign (sign) which means very broad, can be in the form of non-verbal language (Muthia, 2016).

One of the one of the semiotic experts is Charles Sanders Peirce, he is an American philosopher, logician, mathematician, and scientist, sometimes known as the "father of pragmatism". He was educated as a chemist and worked as a scientist for 30 years. Now he is valued for his contributions to logic, mathematics, philosophy, scientific methodology, semiotics, and his discovery of pragmatism.

Based on the theory of semiotics according to Charles S Peirce, there are 3 signs described by Peirce (in Sobur, 2006: 41-42) namely icons, indexes and symbols. The icon is a sign that contains a similarity that can be recognized by the wearer. Index is a sign that has a phenomenal relationship between the representative and the object. And a symbol is something that can

symbolize and represent ideas, thoughts, objects, but the reference to the object is not due to the resemblance or cause-effect relationship but is a social agreement. A deeper explanation will be explained in the discussion.

Advertising is the most phenomenal product of modern culture, so it is often considered one of the important variables that reflect and construct contemporary society (Williamson, 2007). Advertising is the most widely used promotional tool especially for consumer products. Although advertising does not directly affect purchase, advertising is a means to help effective marketing to establish communication between companies and consumers in their efforts to deal with competitors.With advertising the audience is expected to obtain as much information as possible from the advertised product or service. Advertising does have a close relationship with the economy, especially in this era of digital advertising that can be installed anywhere like on the YouTube website. Advertising will boost the level of sales of a product or service that makes the industry of the service product and the product continues and will generally affect the level of the economy in the country.

Basically, advertising aims to make consumers aware of new products, educate them about brand features and benefits, and facilitate positive brand creation, because it is a form of communication that effective, the ability to reach a broad audience with relatively low cost-per-contact, advertising facilitates the introduction of new brands, increases the number of requests for existing brands, and increases the peak of awareness in the minds of consumers for brands that already exist in the product category the good one.

Based on this, it can be concluded that advertising is a form of delivery of messages from individuals, groups or companies regarding goods or services, so that the goods or services can be known, known, chosen and finally bought or used by everyone.

So many beauty images spread by the media from various products. They competed with each other to penetrate the subconscious of womenfolk by sharing persuasion tricks, such as skin whitening creams and lightening faces that offer everyone to be interested in buying their products. Where beauty can be useful to overcome the types of women's facial problems.

One of the adverts that often appear on television is advertisement for beauty products such as facial wash soap, bath soap, body lotion, facial moisturizers and so on. The producers of the above products are competing to attract consumers' interest with the advertisements presented. In general, advertisements shown in beauty products are famous women for example celebrities or celebrities. It aims to make the product much in demand by everyone.

Along with the rapid technology today many advertisements that provide information such as what the author explained above makes the Indonesian people's views of the beautiful standards of a woman are those who always have white skin, shining, and have a slim body. Though not everyone thinks that because everyone certainly has their own perspective on beauty.

The way manufacturers package advertisements for their products that are different from beauty product advertisements in general is one of the reasons why this ad is used as an object to be studied. In addition, the impact that will be received by the public related to this advertisement is also positive. This advertisement can change people's perspective on beauty standards in Indonesia. Based on the explanation above, the writer is interested to investigate deeper into the beauty

advertisement of *Wardah Perfect Brigh Creamy Foam Face Wash* in terms of the semiotic sign system using the theoretical foundation of Charles S Peirce.

Youtube is a popular video sharing website where users can watch, load and share video clips for free. Founded in February 2005 by 3 former PayPal employees namely Jawed Karim, Chad Hurley and Steve Chen. Youtube is a service from Google that facilitates users to upload videos and can be accessed by users from all over the world for free. YouTube is the most popular video database on the internet today, or maybe even the most complete and varied. At first YouTube was not developed by Google, but Google acquired it and then combined it with other Google services.

According to Google, YouTube is the most dominant online video producer site in the United States, even throughout the world. An estimated 20 hours of video duration is uploaded to Youtube every minute with 6 billion views per day. Youtube has now become a variety of needs of its users, the features offered by the advancement of YouTube technology today are very helpful from various aspects of the needs needed by the user.

YouTube has a role for everyday life that can be said to exceed television. In addition to having more advantages such as being easily accessible, flexible and complete content, shows on YouTube can be accessed at any time according to the user's wishes without having to wait for airtime as on television. Some of these reasons are partly because people today prefer watching shows from YouTube rather than on regular television channels. Not only is it a media that provides content watching and video sharing, YouTube is now a media that has commercial value. Due to the large number of YouTube users today, large companies with leading brands advertise their products through video shows on the YouTube website with high commercial value.

In this regard, this study was conducted to find out the sign systems and meaning of women's beauty in *Wardah Perfect Bright Creamy Foam Face Wash* advertisement which will explain the sign systems and meaning of women in the advertisement. The theory used in this research is the theory of a Semiotic figure named Charles. S Pierce where the sign is divided into icons, indexes and symbols. This research uses a semiotic approach, how the marking system is used, what the function of the mark is, and what is the purpose and purpose of the mark used in the beauty of women featured in YouTube advertisements about *Wardah Perfect Bright Creamy Foam Face Wash* beauty products.

DATA SOURCE

The data in this study are data that are used as object of study, namely each icon, index, symbol that supports the semiotics contained in a beauty ad product called *Wardah Perfect Bright Creamy Foam Face Wash.*

METHODS

a) Research Design

Research design is essentially a strategy that regulates the space or technical research in order to obtain data and research conclusions. By type, this research is a qualitative descriptive study. Therefore, in designing the design it must be designed on the principle of a qualitative descriptive method, which collects, processes, analyzes and presents data objectively or in accordance with the reality in the field to obtain data.

b) Technique of Analyzing Data

To get some references in research, the authors use the following techniques:

- Observation technique

Observation technique is done by observing and watching data in the form of types of beauty advertisements located on Youtube.

- Note technique

Noting icons, indexes and symbols obtained from observations, then classifying icons, indexes and symbols that have been determined to be examined and the meaning of the signs.

Based on the research method used, the study approach in this advertisement can be matched according to the theory of semiotics according to the theory conveyed by one of the figures named Charles Sanders Peirce namely icons, indexes and symbols that will answer the writer's purpose in analyzing the *Wardah Perfect Bright Creamy Foam advertisement Face Wash*. The data analysis model in this study follows the concept given by Miles and Huberman.

Miles and Hubermen (1984) revealed that the activities in qualitative data analysis were carried out interactively and took place continuously at each stage of the study so that it was complete. Components in data analysis include:

1. Reduction of data obtained from the report is quite a lot, for that it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main points, focusing on the important things, looking for themes and patterns.

2. Presentation of qualitative research data can be done in the form of brief descriptions, charts, relationships between categories, and the like.

3. Verification or inference of the initial data submitted is still temporary, and will change if strong evidence is found that supports the next stage. But if the conclusions put forward at an early stage, supported by valid and consistent evidence when the researcher returns to collect data, then the conclusions put forward are significant conclusions.

Based on the explanation above, the writer can conclude that the visual sign is certainly something that is able to become a code from an advertisement, the visual signs can be seen from the visualization that is seen and also the audio that is heard on the television advertisement. And it can be seen how the technique of analyzing the data, the first to take pictures that become one of the signs of the sign system according to C. S. Pierce. Because these signs complement each other so that makes an ad has a meaning and the meaning can be studied using the message distribution of advertising signs, namely icons, indexes and also symbols. The icon explains the similarity or similarity of objects to one another, the index explains that something happens because of cause and effect, while the symbol contains a related meaning of a sign. The second classifies / categorizes the images into sign systems according to C. S. Pierce. Because these three types of signs will be used to dissect *Wardah Perfect Bright Creamy Foam Face Wash* beauty ads. The third gives a reason that explains that the image falls into the category of sign systems according to C. S. Pierce. And the last is to analyze the meaning of each of these signs, so that the meaning contained in this ad will be seen clearly.

THEORETICAL REVIEW

a) YouTube Advertisement from *Wardah Perfect Bright Creamy Foam Face Wash* Product

Beauty is one form of construction of the mass media. The mass media also has a very large source of information for women who disseminate sociocultural values about things that are considered to have an attraction, especially women who are believed to be one of the biggest consumers in the mass media. Shows in electronic media such as advertisements present figures carry messages about various criteria of attraction that are valued by the public. In addition, various information about beauty which conveyed by the mass media is influenced by cultural values and social norms that are more demanding for women to carry traditional femininity which is interpreted by always looking beautiful and attractive with a slim body.

Advertising has formed an ideology about the meaning or image of beauty. Advertising delivered through mass media has a very big role in producing and constructing the meaning of beauty. In most advertisements, a woman is said to be beautiful when she is young, fair-skinned, smooth face without acne.

Advertising is part of communication, because basically advertising is the process of delivering messages, where the message contains information about a product, both goods and services. Advertising is delivered in a persuasive manner and aims to influence the audience, so advertising is usually delivered through mass media, both print and electronic so that it can be accepted by a wide audience simultaneously (Vera, 2015: 43).

Their advertisements try to shape perceptions about ideal measurements, thereby creating the need for women to achieve that ideal appearance. Several studies have shown that advertisements in various magazines and other advertising media are often used as a standard of social comparison. The advertising model that is raised by the mass media and advertising media is considered to have its own attractiveness as a representation of the ideal standards of society so that they become attractive targets to be objects of comparison.

Meanwhile, *Wardah Perfect Bright Cresmy Foam Face Wash* is one of the beauty products in the form of a face wash for facial skin care that can be used for any type of skin. As a beauty advertisement featuring a hijab endoser, *Wardah Perfect Bright Creamy Foam Face Wash* displays a different beauty concept from other beauty advertisements. In this ad, beauty is described by Muslim women. By using the hijab itself is a form of observance of religious teachings. This ad depicts the beauty of Muslim women by showing that the face in the model has white and glowing skin, has a very smooth face skin, has a slim body, wears modern hijab clothes and style, and finally the decoration a little face wearing make-up.

Formation of beauty images created by advertisements offers a variety of hopes to get these ideals. Beautiful size becomes mistaken, that is tall, slim and white. these advantages are considered lucky and have high self-confidence. While those with dark skin, fat, short or curly hair and curly feel less attractive so most women try to "fix the deficiency ''. The final impact, beauty is narrowly defined, that beauty is only a matter of physical affairs, because most female models that appear in advertisements always prioritize beauty through the construction of their bodies, namely white and smooth skin, and a slim body.

Based on the above, it can be concluded that the nature of persuasive advertising or can persuade viewers who ultimately encourage someone to buy the product can be clearly seen in advertisements (Muthia, 2016).

In general, beauty product advertisements use a female model, this aims to attract consumers, namely women in Indonesia. Beautiful definitions and standards that are often described also are women who are white, clean, shiny and slim. Based on the above problems, the writer tries to research more about what the sign system that he wants to convey in YouTube advertise *Wardah Perfect Bright Creamy Foam Face Wash.* In the fish, a model tells her skin color without making it a burden but makes it a challenge so that her beauty is more radiant.

b) Semiotics Theory of Charles S Peirce

Semiotics is a science or method of analysis to study the signs, devices used in an effort to find a way in this world, in the midst of humans and with humans. (Barthes and Kurniawan in Sobur 2013: 15). A text whether it is a love letter, papers, advertisements, short stories, poems, presidential speeches, political posters, comics, cartoons, and everything that might be a "sign" can be seen in the activity of the marker; that is, a signification process that uses signs that connect objects and interpretations (Sobur, 2013: 17).

Semiotics is the science of sign which is a method of analysis to study signs. Signs are everywhere, words are signs, so are gestures, traffic lights and so on (Zoest in Kaelan, 2009: 162). So it can be concluded from the definition of semiotics above, that semiotics is a scientific discipline and method of analysis to study the signs contained in an object to find out the meaning contained in the object.

As a method of analysis, there are several models of approaches that can be used to conduct semiotic analysis. To study Wardah Perfect Bright Creamy Foam Face Wash adversity in this study, the analysis of the data used was Charles Sanders Peirce's semiotic analysis. Based on the object, Peirce divides the sign of the icon, index, and symbol (Sobur, 2006: 41-42).

The following is the explanation, namely:

- Icon

The icon is a picture in the form of linguistics or image form. This icon is a sign that contains a resemblance which can thus be recognized by the wearer. In the icon, the relationship between the representamen and the object manifests in similarity in several qualities. So what is included in the icon can be a linguistic sign or a sign in the form of an image. For example a map or painting has an iconic relationship with the object to the extent that there is a similarity between the two.

- Index

The nature of the relationship between the sign and its object is a causal relationship. For example, footprints on the ground are an index of someone who has passed there. Knocking on the door is an index of someone's presence. Whereas a wet umbrella is an index of the presence of rain and steaming smoke is an index of fire.

- Symbols

A symbol is something that can symbolize and represent ideas, thoughts and objects. But the reference to the object is not because of similarities or causal relationships but is a social agreement. In this case there is no natural connection between the sign and the symbol. Thus the symbol can represent something both inwardly (feelings, thoughts or ideas), or outwardly (objects and actions). For example, if we see a yellow or white flag mounted on a street corner, we understand that

someone has died. Direct relationship between the yellow flag (which symbolizes) with the person who died (symbolized). The flag which is placed on the street corner and the color of the flag must be yellow is the result of an arbitrary convention (Wibowo, 2001: 3-4).

Thus the description of the theory above is very helpful for the writer to analyze a sign relation with other visual elements in *Wardah Perfect Bright Creamy Foam Face Wash* advertisement, because in the advert, there are many interesting visualizations to be examined with the theory so that they can seek answers to research questions contained in these advertisements.

FINDINGS AND DISCUSSION

To get the results of the sign system in the Advertisement YouTube of *Wardah Beauty Perfect Bright Creamy Foam Facial Wash*, the writer collects the data by analyzing the images of a character or design of other images. After that, it is divided into some data on these advertisements. As following here:

Data I:

In **Data I** above, it appeared that there is the phrase *"WARDAH, SKIN INNOVATION"*. This image is at the beginning of the ad scene. The word *"WARDAH"* is blue while the phrase *"SKIN INNOVATION"* is black. It shows that the word *"WARDAH"* is categorized as sign system of **Icon** from wardah branded beauty products. It is because the icon is a picture in the form of linguistics or image form. This icon is a sign that contains a recommendation which can thus be recognized by the wearer. In the icon, the relationship between the representamen and the object manifests in similarity in several qualities (Caharles S. Peirce in Indriani 2008: 31-35). Besides, the phrase *"SKIN INNOVATION"* is a continuous word from the word *"WARDAH"* which is not an icon of anything.

The meaning of the sign system of icon is to inform the customers that the word *"WARDAH"* has become the main icon of the advertisement, whose main purpose is to show, to inform and to promote the entire audience of beauty products that can guarantee skin to be white, clean and looks pretty.

Data II:

In **Data II** above, it is seen that a woman has appears wearing shari'i (Islamic) clothing. The picture above appeared in the advertisement after the data image I. In this advertisement has been presented a woman, in which a woman who is dressed in shari'i has been categorized into the **Index** sign system. It is because the index is a sign that has a phenomenal relationship between the representative and the object. The nature of the relationship between the sign and its object is a causal relationship (Caharles S. Peirce in Indriani 2008: 31-35). So, it is clear that a woman has become an index because of this beauty advertisement. Because it is not possible to prepare a figure that is a man.

While the meaning of the index sign system is to give a message that this ad is specifically for female consumers without exception. Because it has becomes commonplace that women must l ook beautiful, clean and healthy.

Data III:

In **Data III** above, it was seen the hands of women pouring facial wash from *Wardah Perfect Bright Creamy Foam* products. The picture above appeared in the ad after the image of data II. There you can see a rectangular, it has a blue color and there is a word *"Wardah"* like the picture above, and it is a type of facial foam. With the explanation above, it can be categorized into a sign system of **Symbol**. It is because symbol is something that can symbolize and represent ideas, thoughts and objects. But the reference to the object is not because of similarities or causal relationships but is a social agreement. In this case there is no natural connection between the sign and the symbol. Thus the symbol can represent something both inwardly (feelings, thoughts or ideas), or outwardly (objects and actions) (Caharles S. Peirce in Indriani 2008:31-35).

The meaning of the symbol sign system above is to tell the type and the shape of the facial wash product, because the wardah products other than facial wash have different shapes. This gives important information to consumers so they are not mistaken about buying this facial wash product.

Data IV:

In **Data IV** above, it was seen the hands of women who were applying a facial face product of *wardah Perfect Bright Creamy Foam* and then issued foam when given water and rubbed by both hands. The picture above appeared in the ad after image data III.bThe pictutre above, it looks foamy hands caused by facial wash given water then rubbed by both hands. This is categorized into sign system of **Index**. It is because index is a sign that has a phenomenal relationship between the representative and the object. The nature of the relationship between the sign and its object is a causal relationship (Caharles S. Peirce in Indriani 2008:31-35).

The meaning of the symbol sign system above is to give a message to consumers that this facial wash product will release foam which is easy and comfortable when used. This facial wash product looks like the general audience of other facial wash.

Data V:

In **Data V** above, there were four images of the face of a woman wearing a hijab with the same person and there were four pictures of bubbles beside her. The picture above appeared in the advertisement after image of data IV. In the first picture you can see the woman's face that indicates before using *Wardah's* facial wash and there is a bubble as a **Symbol** of the removal of impurities that is on the woman's face. It is because symbol is something that can symbolize and represent ideas, thoughts and objects. But the reference to the object is not because of similarities or causal relationships but is a social agreement. In this case there is no natural connection between the sign and the symbol. Thus the symbol can represent something both inwardly (feelings, thoughts or ideas), or outwardly (objects and actions) (Caharles S. Peirce in Indriani 2008:31-35). Then the second picture is the same with the first picture, but there is a line that marks the light on the woman's face. In the third picture is the same with the previous picture, but there is a change in the light line that is increasingly opening his face.

Likewise in the fourth picture the same as the previous picture, but the light lines disappear and the bubbles contain dirt from the woman's face. And the phenomenon in the fourth picture indicates the woman's face becomes glowing after using the *Wardah Perfect Bright Creamy Foam Facial Wash* and the dirt is removed by the bubble. So, in this fourth picture is categorized into a sign system of **Index**. It is because index is a sign that has a phenomenal relationship between the representative and the object. The nature of the relationship between the sign and its object is a causal relationship (Caharles S. Peirce in Indriani 2008:31-35).

The meaning of the symbol sign system in the first picture is to tell that the bubbles are not like bubbles in general, but rather function as a removal of impurities found in the face of the veiled woman. Meanwhile, the meaning of the index sign system contained in the fourth image is to give a message of cause and effect, which is due to the use of facial wash products *Wardah Perfect Bright Creamy Foam* has caused the face to be beautiful, clean from dirt and look bright and shining.

Data VI:

In **Data VI** above, there is a picture of the face of a woman wearing a hijab with a happy face and beside her there is the sentence *"BRIGHT ON GIRLS!"*. The picture above appeared in the ad after the image data V. In the sentence *"BRIGHT ON GIRLS!"* The letter "O" is formed by the image of the sun. This shows that the sun's image is an icon of light, because basically the sun can illuminate. In the statement found the sign system of **Icon.** It is because icon is a picture in the form of linguistics or image form. This icon is a sign that contains a resemblance which can thus be recognized by the wearer. In the icon, the relationship between the representamen and the object manifests in similarity in several qualities (Caharles S. Peirce in Indriani 2008:31-35).

The meaning contained in the icon sign system above is to explain to the consumers that the sun symbol listed in the phrase *"BRIGHT ON GIRLS!"* is as a proof of the use of the *Perfect Bright Creemy Foam facial wash* products. With evidence that will make a woman's face glow when using the wash face poduk *wardah.*

Data VII:

In **Data VII** above, it was seen the phrase *"Wardah, inspiring beauty"*. The picture above appeared in the ad after image of data VI. The phrase *"Wardah, inspiring beauty"* as the logo of the product being advertised by Wardah Company. And the sign system found in the picture above is the **icon** sign system. It is because the icon is a picture in the form of linguistics or image form. This icon is a sign that contains a recommendation which can thus be recognized by the wearer. In the icon, the relationship between the representamen and the object manifests in similarity in several

qualities (Caharles S. Peirce in Indriani 2008: 31-35). Thus, the logo is the hallmark of anything. When it becomes an icon, it cannot be compared to the others because every thing has its own icon.

The meaning contained in the icon sign system above is to promote facial wash products from Wardah. The phrase above is an icon / logo / characteristic of the wardah product itself so that other people may not use that phrase because they already have an official license.

CONCLUSION

Based on the data analysis in the previous chapter, the findings of the data analysis show that the signs system in Advertisement YouTube of *Wardah Perfect Bright Creamy Foam Facial Wash* is the sign system of icon found 3 data, the index sign system found 3 data while the symbol sign system found only 2 data. So the overall data contained in Wardah Advertisement YouTube of *Perfect Bright Creamy Foam Facial Wash* is 8 data, but in data analysis found only 7 data. That is because in **Data V** there are two sign systems in the same picture, giving rise to two different sign systems, namely the symbol and index sign systems.

Meanwhile, in the data analysis above, the dominant data found is the icon and index sign system, while the symbol sign system found only 2 data only. Of all the data found, it is in accordance with the advertisements broadcast on television because the advertisement is only 16 seconds long so that the data found is relatively small. But despite that, hopefully the results of this research can be useful for those who read it.

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