

Konotasi dan mitos dalam iklan produk perawatan kulit wajah wanita :
kajian linguistik dan semiotik = Connotation and myth in
advertisements of facial skin care products for women : a study of
linguistics and semiotics

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Abstrak

Tesis ini membahas mitos-mitos tentang kecantikan yang beredar di masyarakat kita. Penelitian ini merupakan penelitian kualitatif dengan metode analisis linguistik dan semiotik. Penelitian terhadap mitos dilakukan dengan mengamati konotasi yang dibangun oleh pengiklan melalui rekayasa tanda-tanda verbal dan ikonis pada lima iklan media cetak produk perawatan kulit wajah wanita. Kelima iklan yang dijadikan korpus penelitian ini adalah iklan pelembap Ultima II Essentials, pelangsing wajah Clarins Shaping Facial Lift, pencerah kulit wajah SK-II Facial Treatment Essence, antipenuaan Clinique Repairware Laser Focus, dan pemulus kulit wajah Sampar Poreless Magic Peel. Dari hasil wawancara dengan pengiklan dan dari hasil diskusi kelompok terfokus dengan kelompok sasaran, diketahui adanya perbedaan dan persamaan konotasi di antara kedua belah pihak. Hasil penelitian menunjukkan mitos-mitos tentang kecantikan yang beredar di masyarakat kita.

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This thesis discusses beauty myths that circulate in our society. This research is a qualitative research by means of linguistic and semiotic analyses. This research about myths is conducted by observing connotations built by the advertisers through verbal and iconic signs in five printed advertisements of facial skin care products for women. The five advertisements are Ultima II Essentials moisturizer, Clarins Shaping Facial Lift facial slimming product, SK-II Facial Treatment Essence skin lightening product, Clinique Repairware Laser Focus for anti aging, and Sampar Poreless Magic Peel for flawless skin. From interviews with the advertisers and the results of a focus group discussion with the prospects, it is known that there are differences and similarities in how both parties connote the signs. The results of this research show beauty myths that circulate in our society.