

## AN ANALYSIS OF “ORIFLAME” WOMAN PERFUME ADVERTISEMENTS

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**Abstract:** *Slogan and image usually represent a product in an advertisement. The slogan consists of phrases or sentences, while the image consists of people or else with the background. This research was conducted to find out the tools to convey the message in Oriflame perfume advertisements and to discover the hidden messages by using those tools in the advertisements. Searle’s illocutionary acts theory (1977) and Peirce’s semiotics theory (1931) were used as frameworks for analysis. A descriptive qualitative was used to analyze the data. The result shows that from verbal tool analysis, there are 17 illocutionary acts found in the taglines and body copies of the advertisements. The first illocutionary act found in the data is assertive. It is because the advertiser wants their product to be known and to persuade the readers by using information, description, claim, and statement. The second is directive because the advertiser gives command to the readers especially woman to use the perfume. From non verbal tool analysis, the researchers found signs in each background image which then were turned into object and interpretant through a cognition process. From verbal and non verbal tools, the researchers discovered the hidden messages of the Oriflame perfume advertisements. The conclusion is that the advertiser created different images of each advertisement. The images support the tagline and the body copy of advertisement. The advertiser wants the consumers to be able to choose their own perfume based on their characteristics or what they want to be like.*

**Keywords:** *advertisement, illocutionary acts, Oriflame, semiotics, pragmatics*

Human being needs communication. Communication is a means to express ideas, thoughts, feelings, wants, etc. The instrument to communicate among human being is known as language. Language has a very important role in our life. Language is a phenomenon which is created by human being itself. By using language, human being can communicate with each other, on the other side, without language it will be impossible for human being to cooperate with each other. According to Bolinger (1968:3), “Language is a system of vocal-auditory communication, interacting, with the experiences of its users, employing conventional signs composed of arbitrary patterned sound units and assembled according to set rules”.

Communication may be in oral or written form. The example of written communication is through mass media. In every part of each mass media such as television, radio, newspaper or so on, we can find what is called advertisement.

Advertisement is a kind of communication used to promote a product so

that the audience can be interested in buying the product. The language in advertisement is used in different ways. Usually the language in advertisement is short, simple, clear, and understandable. It is because the language in advertisement is used to attract everyone who reads or sees it. Moreover, the language in advertisement need to motivate the audience to buy what they promote.

Advertisement does not only use a unique and short language but also a sign that is needed to be interpreted. A sign can be a word, a sound, or visual image. It is an object which stands for audience to have some mind. According to Peirce (1931:58), "We think only signs", signs take form of words, images, sounds, odors, flavors, acts, or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. In addition Peirce states "Nothing is a sign unless it is interpreted as a sign".

Nowadays the research on linguistics is not only to study text and context but also to find a sign inside the discourse to be interpreted. Every text or discourse must have a hidden meaning or message that needs to be conveyed, especially inside an advertisement. In this case we sometimes need to be sharp to see if there is any message that the advertiser wants to tell or there is any sign that stands for something to make us really understand that discourse.

One field in linguistics that studies meaning is pragmatics. The meaning studied in pragmatics is influenced by contexts. Brown and Yule (1983:2) state that "Pragmatics is the discussion of linguistics that involves the considerations of contexts". While the branch of linguistics which studies signs is semiotics. Semiotics is concerned with how the meaning is created and conveyed in a text. The focus of semiotics itself is the sign found in the text. In written text, it is common to find diagrams, symbols, pictures, which may support the context of the text or they may convey a hidden message. Eco (1976:7) states that semiotics involves the study not only of what we refer to as signs in everyday speech, but also of anything which stands for something else. Something else here can be interpreted as hidden messages of a sign.

One kind of advertisement is printed advertisement. An example of product that is commonly advertised in printed advertisement is perfume. One kind of perfume advertisement is Oriflame. Oriflame is a Swedish cosmetics company founded in 1967 by two brothers, Jonas and Robert af Jochnick, and a business partner, Bengt Hellsten. The name "Oriflame" refers to the medieval French royal banner that was unfurled on the battlefield, and translates to "Gold Flame." Oriflame markets its products directly to the consumer via an independent sales force, which currently numbers more than 3.6 million. Perfumes are an important product in the Oriflame range. The company offers perfumes for men, women and the youth market, as well as "Limited Life" editions which are exclusive scents available for a short time or seasonally.

Oriflame perfume advertisements were chosen in this research because Oriflame is one of the famous products and the advertisements in its catalogue consist of slogan and image that seem to have connection. It is interesting that the slogan and image together represent the product of each Oriflame perfume. The slogan and image are always different from one product to the other products,

even it is the same perfume for a girl for example. The slogan consists of sentences, while the image consists of people with the background that makes the consumers feel like how they are if they use the product.

From the aforementioned point, the researchers were interested in conducting a research in a different way. The researchers would like to study Oriflame perfume advertisements from semiotics-pragmatics point of view. In doing this research, the researchers relate how the advertisements persuade the consumers by using illocutionary act and semiotics. Hence, this research is aimed at (1) analyzing the aspects which are used to discover the message conveyed in the Oriflame perfume advertisements and (2) investigating the hidden message in Oriflame perfume advertisements.

Illocutionary act is used to analyze the advertisement because it can help to analyze how advertisement is made to get the consumers to buy the product. It is the way to impress people to use the product. Furthermore, illocutionary act is the act of saying, which is committed with the intends of speaker by uttering a sentence such as asking, stating, questioning, promising, ordering, apologizing, threatening, and requesting. According to Austin's preliminary informal description, the idea of an "illocutionary act" can be captured by emphasizing that "by say something, we do something", as when a minister joins two people in marriage saying, "I now pronounce you husband and wife". (Austin would eventually define the "illocutionary act" in a more exact manner.)

According to Searle (1969), the illocutionary act is an act performed in saying something. On other words, illocutionary act can be defined as using a sentence to perform a function. When a speaker says something, he or she may perform some functions of act through the utterances such as request, complain, etc. Searle categorize illocutionary acts into five types, they are:

1. Declarative, the kind of speech acts that change the world via their utterances
2. Assertive, a speech act which describes states or events in the world
3. Expressive, the kind of speech act express psychological states and can be statement of pleasure, pain, likes, dislikes, joy, or sorrow
4. Directive, the speech act that the speakers use to get someone else to do something
5. Commissive, the kind of speech act that the speakers use to commit themselves to some future action.

While semiotics is also used as a framework based on an assumption that in every advertisement there must be a sign that needs to be interpreted. Semiotics is the study of how meaning occurs in language, pictures, performance, and other forms of expression through the use of signs and the ways in which they work. The conceptual tools of semiotics are signs and codes. Semiotics views signs as the basic building blocks of communication. According to Peirce, there are three types of sign:

1. Icon, a sign that denotes its object by virtue of a quality which is shared by them but which the icon has irrespectively of the object,
2. Symbol, a sign that denotes its object solely by virtue of the fact that it will be interpreted to do so, and
3. Index, a sign that denotes its object by virtue of an actual connection.

A sign (in the form of a representamen) is something which stands to somebody for something in some respects or capacity (Peirce 1931-66, 228). It addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. The sign stands for something, its object. The only way in which a sign can operate in terms of standing for something else, is via the interpretant. The interpretant (interpretation) is another sign, or a psychological sign (thought or mental representation) that interprets or translates the sign that is presented.

## **RESEARCH METHOD**

A descriptive qualitative method was used because the purpose of this research is to describe the aspects to discover the message found in the “Oriflame” perfume advertisements. According to Moleong (2005:3), ”qualitative research is a research which does not deal with numbers, but in written and oral words from the object of the study”. Besides, the analysis of this research is not served in percentages, but descriptions. Mandalis (1995:26) states that descriptive research is an effort to describe, record, analyze, and interpret the factual condition.

### **Data and subject**

The data of this study were “Oriflame” woman perfume advertisements downloaded on [www.oriflame.uk.id](http://www.oriflame.uk.id) catalogue 9.

### **Unit of Analysis**

The unit of analysis of this research is taglines, body copies, and background images in Oriflame woman perfume advertisements which convey messages.

### **Technique of Data Collection and Analysis**

Before analyzing the data, the researchers collected the data as the media of doing this research. Thus, the researchers searched the data from “Oriflame” website on [www.oriflame.uk.id](http://www.oriflame.uk.id) on Friday, June 13, 2014. The researchers chose the advertisements to be analyzed in terms of their verbal and visual signs. Then, the researchers downloaded those advertisements.

After the data had been collected from “Oriflame” woman perfume advertisements, they were analyzed by applying five steps: (1) identifying the taglines and body copies that contain illocutionary acts in those advertisements, (2) analyzing the illocutionary acts in the tagline and body copies of those advertisements, (3) analyzing the signs in the images of those advertisements by using semiotic theory by Peirce and identifying their interpretants by finding them in the website of body language and meaning of color, (4) relating the

illocutionary acts with the background images from semiotics point of view to discover the hidden messages, and (5) drawing the conclusion of the analysis.

## **FINDINGS AND DISCUSSION**

### **Findings**

There are three advertisements which were analyzed. They are My Red Eau De Parfum, Imagination Eau De Perfume, Mirage Eau De Perfume, Power Woman Eau De Toilette, and Harmony Eau De Toilette. From the advertisements, the researchers analyzed the tagline and the body copies each advertisement as verbal analysis. The researchers found 17 sentences and illocutionary acts. The illocutionary acts which are mostly used in the advertisements are assertive. It is because the advertisements are used to give information about each perfume to the readers. It is usually in the form of statement and description. By this information about this perfume, the consumers may be interested in knowing more about the perfume and buy it. There is only one directive found in the advertisements. Directive is used because the advertiser asks the consumers or makes them do something, in this case by suggesting them to use this perfume.

From non verbal analysis through the image of the advertisements, the advertiser creates different images in every advertisement. In My Red Eau de Parfum, the image the advertiser wants to create is femme fatale, in Mirage Eau de Parfum, the advertiser wants to create an image of a mysterious woman, and in Power eau de Toilette, the advertiser wants to create a successful career woman.

By both verbal and non verbal tools, it can be said that verbal and non verbal analyses are connected to each other. The hidden message that can be discovered in the advertisements is that the advertiser creates such advertisements to persuade the consumers. The advertiser wants the consumers to choose which perfume they want to be like or that may represent their image as a woman.

### **Discussion**

This section covers the analysis of each advertisement through verbal and non verbal tools to discover the hidden messages in the advertisement. The verbal tools are an analysis through illocutionary acts while non verbal analysis through semiotics analysis. In those advertisements, the researchers focused on tagline and body copy of the advertisements.

#### ***Advertisement 1: My Red Eau de Perfume***

My Red Eau de Parfum is described as a perfume with floral fruity woody of annatto powder, cranberry, and red jasmine scent. In this advertisement there are one tagline and three body copies together with an image of woman surrounded by four men. The hidden messages can be seen from the following explanation.








Figure 1. My Red Eau de Parfum Advertisement

**Non-Verbal Analysis of Advertisement 1**

There are five elements that are indicated as sign; the facial expression of the woman, red long dress, sitting position shows her legs, the men surrounding the woman, and the suits used by the men. They are indicated as sign, and then turned into object and interpretant through a cognition process.

Table 1. Non Verbal Analysis of My Red Eau De Parfum

Sign	Object	Interpretant
	Facial expression of the woman, formed by chin is a bit up and eyes look straight forward.	Confidence, temptation
	Sitting position with crossing two legs.	High class woman
	Tight red dress, which shows her body shape and her legs.  Dress with dark color, long length, and	Sexy, seductive  Night or evening

	<p>sleeveless.</p>	
	<p>Men wearing suit, a set of garments made from the same cloth, usually consisting of a collared shirt, a jacket, trousers, and necktie.</p>	<p>Men with high social class, dash, dignity, elegance.</p>
	<p>Four men staring at her stunningly, with positions of standing, sitting next to her, and sitting below her.</p>	<p>Interested, tantalized, stunned.</p>

From Table 1 it can be said that the facial expression of the woman formed by chin a bit up is interpreted as a confident woman. The second sign is sitting position with crossed legs. In the study of body language, it indicates as a high class person. The sign of red dress worn by the woman can be indicated as night, because the dress she wears is a night dress. Usually a night dress is a dress with length more than knees or long length, a bit open especially in the shoulder or sleeveless and dark color such as black, dark red, or dark green. The dress also indicates sexiness since the dress is very tight and shows her body shape and her thighs. The red color is a color of fire or flame, associated with meanings of love and passion. Red represents energy, lust, and desire. Red is a hot, strong, and stimulating color that represents power, excitement, energy, and confidence. While another sign that shows four men staring the woman can be interpreted as they are interested, stunned, and magnetized by the woman. The men in suit indicate that they are of a high social class. They are dash, dignified, and elegant.

### ***Verbal Analysis of Advertisement 1***

In this advertisement, there are a tagline and two sentences in the body copy which have been analyzed using Searle's theory. They are:

1. Ignite the night
2. Infused with rare and elusive red jasmine flowers for an intensely floral, audacious and magnetizing scent, My Red Eau De Parfum turns up the intensity and makes hearts beat faster.
3. Sexy, stunning, and tantalizing My Red Eau De Parfum sets heart racing with the dazzling magnetism of elusive red jasmine.

From the verbal analysis through illocutionary acts analysis, there are two acts found in the tagline and body copy of My Red Eau de Parfum advertisement, they are directive and assertive.

Directive illocutionary act can be found in the tagline of this advertisement which is in the first sentence. From that sentence it can be seen that the advertiser gives command to the consumers especially women who want to be a seductive woman to follow what the advertiser wants. The advertiser wants the consumers to ignite their night by using the perfume.

The advertiser makes the tagline as good as possible because it is used to promote the product. In this advertisement, the advertiser wants to create tagline as interesting as possible. The tagline becomes the consumers' center of interest. Therefore, they will be interested in knowing the perfume more. Perfume is an important thing to use whenever everyone goes, because perfume gives confidence to everyone who uses it.

The second and third sentences are categorized as assertive. The second sentence is categorized as assertive because it is used to describe this perfume's ingredient. The ingredient is red jasmine flowers. The sentence deals with the real words and intended meaning. It is used to promote their place by explaining about this product. The main ingredient "Red Jasmine" describes an exclusive flower which sets heart racing and magnetize with its scent. The advertiser gives a description to the main ingredient with an interesting way as if the "red jasmine" were something alive. In the second sentence, the advertiser also gives a claim about this perfume that this perfume turns up the intensity and makes heart beats faster. It makes the consumers curious and wants to know more about this advertisement and this perfume. The consumers may think, "What is the connection between perfume and heart beat". It then makes the consumers want to try this perfume only by seeing the advertiser's word choice. Every woman wants to look perfect, especially in front of men. They want men to be amazed by only looking at them. This is what the advertiser wants to tell to the consumers.

The third sentence which is also categorized as assertive. The advertiser also explains more about the ingredient of this perfume which is red jasmine. The advertiser used not only red jasmine flower as ingredient, but also a unique and interesting words to explain the red jasmine flower so that the ingredient may seem exclusive because it used words "rare and elusive" which means that it cannot be found everywhere easily. This phrase shows that the advertiser is not only going to explain and give information about the ingredient of My Red Eau



De Parfum, but also uses it to persuade the consumers with the very unique words so that they may be curious and want to try the product.

### ***The Hidden Messages Analysis of Advertisement 1***

From both verbal and non verbal tools, the researcher finds that the advertiser creates a complex concept for this advertisement. The advertiser wants to create an image to persuade the consumers by both verbally through the tagline and the body copies and non verbally through the image of the advertisement. By understanding both verbal and non verbal signs of this advertisement, it can be said that both of elements are connected to each other.

The name of this perfume is My Red Eau de Parfum. In the tagline, the name 'My Red' is written in a red color; it is connected with the bottle of this perfume which is also in red bottle, and the image of the woman who wears a red dress. The ingredients of this perfume are also red jasmine, fruity woody of annatto powder, and cranberry, all of which are red in color.

The tagline is '*My Red ignite the night*'. According to [www.thefreedictionary.com](http://www.thefreedictionary.com), *ignite* means catch fire or cause to burn, arouse, or inflame (an emotion or situation). Red is a symbol of blood or fire. Besides the word *ignite*, red color also resembles the explanation of the perfume in the body copy. It relates with something sexy, stunning, and tantalizing. As red is also a color that is associated with sexiness, a woman will be considered to appear more seductive and sexier in red color. The perfumer Vincent Schaller, who created this perfume, states, "Red is not just a color, red is statement, red is love, and red is the color of magnetism".

The image that the advertiser wants to make is a femme fatale. Femme fatale is the kind of woman men want. This kind of woman is a seductive, allured, mysterious, and glamorous person. The advertiser describes it by the woman's look. The woman is presented by her make up with pale foundation, dark eye shadow, eye liner, and red lipstick, the dress she wears with dark color of red maroon, a bold and sexy red dress, and her high heels. This is connected with the explanation in the body copy which is "My Red Eau de Parfum sets hearts racing with the dazzling magnetism of elusive red jasmine". Femme fatale is a woman that stands up, a woman that radiates magnetism. In the image it can be seen by the woman who sits surrounded by four men that stare at her. It can be said that the men are magnetized by the woman. They look at the woman in such a way that they swing their heads just only to stare at her.

All the image of this advertisement together with the statement in the tagline and the body copy compose the stereotype of the consumers of the product. The stereotype here is femme fatale, a seductive woman. The advertiser wants the consumers to let themselves into the flow emotion of seductive woman if they use this perfume.

### ***Advertisement 2: Mirage Eau de Parfum***

Mirage Eau de Parfum is described as a fragrance that is enchanting and mysterious with oriental spicy of elemi, rose, and vetiver scent. In this perfume advertisement there are a tagline and two body copies together with an image of a woman with thick make up holding a key in a lush garden.







Figure 2. Mirage Eau de Parfum Advertisement

**Non-Verbal Analysis of Advertisement 2**

There are four elements that are indicated as sign; a woman with thick make up and red hair color, a green dress with low cleavage, a hand that holds a key, and the background of an old building. They are indicated as sign, and then turned into object and interpretant through a cognition process.

Table 2. Non Verbal Analysis of Mirage Eau de Parfum

Sign	Object	Interpretant
	<p>A woman with thick make up, dark red lipstick, red hair color, with a sneer smile formed by buccinators muscle contract to the draw lip corners sideward towards ears. The expression is obvious.</p>	<p>Red is the color of blood and fire, is associated with meanings of passion, desire, heat, willpower, anger, and danger. The sneer shows someone being disrespectful; reflect the lack of caring and empathy, mysterious.</p>
	<p>Green dress with a low cleavage.</p>	<p>Sexy and energetic.</p>

		
	<p>The hand that holds a key, a small metal peg or wedge inserted into keyways, with gold color.</p>	<p>According to the <a href="http://www.thefreedictionary.com">www.thefreedictionary.com</a>, a key is an object symbolic of opening and closing powers. It represents knowledge, mystery, initiation, and curiosity. Gold color represents emotional warmth or wellbeing.</p>
	<p>The background of an old place and become a lush garden with many plants.</p>	<p>Danger, mystery.</p>

From Table 2 it can be seen that the facial expression of the woman formed by thick make up, a dark red lipstick, thick eye liner, and red hair color is indicated as passion, desire, and danger. The second sign is the woman’s dress which is in dark green color with low cleavage and bright green color bottom. It can be interpreted as jealousy, resentment, or feeling like a victim of the world. However, it can also be interpreted as energy. While the dark green low cleavage

top can be interpreted as sexiness. The sign of a hand that holds a key can be indicated as mystery. A key is a usually symbol of opening and closing something. In addition, a key is also can be interpreted as mystery because we do not know what is behind of something without having or knowing the key. The last sign is the background image which is the old building with lush forest. It resembles mystery or danger because the old building is pictured as a building which is no longer inhabited.

### ***Verbal Analysis of Advertisement 2***

In this advertisement, the verbal elements which have been analyzed using Searle's theory are as follows:

1. Shrouded in mystery
2. Mirage Eau de Parfum a seductively sophisticated potion spiced with a hit of danger and desire.
3. Mirage reveals a world of mystery with elusive notes of elemi, rose, and vetiver.

The tagline and body copies above are categorized as assertive because they are used to describe Mirage Eau de Parfum product. The tagline is "Shrouded in mystery". It is used to convey and claim that this perfume is shrouded in mystery. The advertiser conveys his belief that the statement above is true. The advertiser wants the consumers to be curious about this advertisement from this tagline so that they will be interested in reading more about the information of the perfume in this advertisement.

The tagline is the most important thing in an advertisement because the tagline is the first thing that the consumers will see when looking at an advertisement. It must be interesting and easy to remember, because it is used to catch a consumer's attention. Through the tagline "Shrouded in mystery", the consumers may ask themselves what thing is shrouded in the mystery in this perfume.

In the second verbal element which is the first body copy of this advertisement, the advertiser makes a statement that this perfume a seductively sophisticated potion spiced with a hit of danger and desire. The advertiser makes the consumers curious about this statement. It is interesting that the advertiser used the word "potion" instead of "perfume" whereas this is a perfume product. The consumers will be more curious about how perfume is spiced with a hit of anger and desire. This statement may attract the consumers because of their desire to believe that this is true. By their curiosity, the consumers are interested in trying or buying this perfume.

The last verbal element "Mirage reveals a world of mystery" is categorized as assertive because there are information and statement of the perfume. This makes the consumers interested in this perfume especially in knowing what mystery around this perfume. Thus, they may be interested in buying this perfume.

In this sentence, the advertiser also gives a description about the ingredients of this perfume which are elemi, rose, and vetiver. However, the

advertiser uses unique and interesting words to describe these ingredients as if they were alive. It can be seen from the words 'elusive' that makes the ingredients seem rare and exclusive because it cannot easily be found.

### ***The Hidden Messages Analysis of Advertisement 2***

From both verbal and non verbal tools, it can be said that the advertiser already makes a concept for this advertisement. The advertiser wants to create an image to persuade the consumers by both verbally through the tagline and the body copies and nonverbally through the image of the advertisement. From the analysis on the verbal and nonverbal tools of this advertisement, it can be seen that both of them are connected to each other.

The name of this perfume is Mirage Eau de Parfum. In the tagline, the name 'Mirage' is written in a green color which is connected with the color of the bottle of this perfume, the image of the woman who wears a green dress, and the background of lush garden which is mostly in green color combined with black color. Green is the color of life, nature, and energy. However, in the background is not only green but it is also combined with black color. Black color is associated with power, fear, and mystery, strength. However, the bottle of this perfume is designed to be an elegant one with dark green color and golden trim, ideally suited to the magical nature of this mysterious fragrance as it conjures images of magical charms and miraculous recipes. The recipes here are elemi and vetiver, which are in green color.

Meanwhile, the tagline 'Shrouded in mystery' and the body copy 'Mirage Eau de Parfum a seductively sophisticated potion spiced with a hit of danger and desire' are in line with the background image of the advertisement. It can be seen from the background of the old building which appears to be uninhabited for a long time. That old building can be interpreted as mystery and danger. That kind of building where no one lives for a long time is usually considered to be a dangerous and mysterious place, especially when it is already shrouded with lush plants. The woman with her hands holding a key can also resemble a mystery. A key is not only a thing to open and lock a door but can also be a symbol of mystery; one does not know what is inside until she finds the key to open and see it.

The object of this advertisement which is the woman is also mysterious, because she wears thick make up and has red hair. However, the red color here can also be interpreted as anger and desire, because red is a color of blood and fire. It is in line with the body copy of this advertisement. Also, the advertiser in this statement uses the word "potion" not "perfume". It is because the image that the advertiser wants to create is mystery and danger, so the advertiser chooses that the word in line with that.

All the image of this advertisement together with the statement in the tagline and the body copies compose the stereotype of the consumers of the product. The stereotype the advertiser wants to create is mysterious woman. The

advertiser wants to make the consumers as mysterious as described in this perfume advertisement.

**Advertisement 3: Power Woman Eau De Toilette**

Power Woman Eau de Toilette is described as a perfume with floral woody musk. Top notes are freesia, ginger, and tea; middle notes are rose, jasmine, and orange blossom; base notes are patchouli and amber. In this advertisement there are one tagline and four body copies together with an image of woman staring. The hidden messages can be seen in the following explanation.

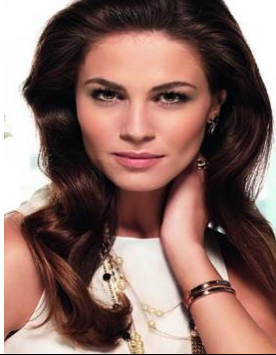


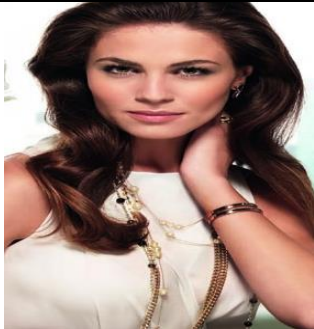



Figure 4.4 Power Woman Eau de Toilette Advertisement

**Non-Verbal Analysis of Advertisement 3**

There are five signs that are indicated as sign; smug smile of the woman, tidy white clothes, tidy hair cut, gold accessories, and a white orchid flower, and a picture of high buildings in the background. They are indicated as sign, and then turned into object and interpretant through a cognition process.

Table 3. Non Verbal Analysis of Power Woman Eau de Toilette

Sign	Object	Interpretant
	<p>The smug smile, lips pressed together with only one side up, eyes are narrowed a little to create a suspicious look.</p>	<p>A sign of self satisfaction and expression of superiority.</p>

	<p>Tidy white clothes and tidy hair cut.</p>	<p>Career woman.</p>
	<p>Woman wearing gold jewelry items (earrings, bracelet, and necklace)</p>	<p>Strength, wealth, preciousness or superiority, perfection. Wearing gold increases personal power, and promotes courage, confidence, and willpower.</p>
	<p>Background: a clean room surrounded by tall buildings.</p>	<p>Successful career woman.</p>
	<p>White orchid flower.</p>	<p>It can be a pleasing decoration, but it also represents love, luxury, beauty, strength, wise, and energizing.</p>

From Table 3, it can be seen that the sign of a smug smile of the woman can be interpreted as satisfaction or expression of superiority while the hand of the woman in the back of her neck is interpreted as confidence. The woman wearing tidy white clothes and tidy hair cut indicates a successful career woman. White is color at its most complete and pure, the color of perfection. The next sign is the gold accessories worn by the woman. Gold symbolizes strength, wealth,

preciousness or superiority, and perfection. Wearing gold increases personal power, and promotes courage, confidence, and willpower. Another sign that indicates she is a successful career woman is the background of a room in a building surrounded by other tall buildings. The last sign is a white orchid flower. A white orchid not only can be a pleasant decoration but also has meaning of love, luxury, strength, wise, and energizing.

### ***Verbal Analysis of Advertisement 3***

On this advertisement, there are one tagline and four body copies which have been analyzed using Searle's theory. They are:

Passion, drive, charisma

1. There are many character traits that define a powerful, desirable woman.
2. Expectations run high and it takes a certain scent to please her.
3. Only the very best will do
4. The floral woody ambery note of Power Woman Eau de Toilette speaks to the woman who aims high and knows exactly what she wants.

The sentences above are categorized as assertive because in this advertisement, assertive is used to give information to the reader about Power Eau de Toilette perfume. The tagline in the phrase "Passion, drive, charisma" describes about Power Woman eau de Toilette itself, that is, how the advertiser makes the readers feel in the position that they may be satisfied with if they use the perfume. It is used in the reader's point of view. It also happened in the 'There are many character traits that define a powerful, desirable woman' and 'Expectations run high and it takes a certain scent to please her'. The advertiser uses these sentences so that the readers can understand the meaning or how they may feel if they use this product. The advertiser uses 'her' because this perfume is intended for a woman. However, the advertiser makes it different because they describe the woman who already uses the perfume, how pleased she is and how her expectations run high because of the scent of this perfume. The third sentence is categorized as assertive because it is an advertiser's statement about only the best will do. It can be interpreted that this product is for the best one.

The last sentence in the body copy, 'The floral woody ambery notes of Power Woman Eau de Toilette speaks to the woman who aims high and knows exactly what she wants' is also categorized as assertive because it gives a description about the ingredient of this perfume, the floral woody ambery. However, the advertiser uses a language which may catch the reader's attention, because as in the other advertisements, the advertiser not only explains the ingredients in the real language but also uses specific word such as ambery to make the ingredients seem real but exclusive. It also gives description about the one who uses this perfume is a person who aims high and knows exactly what she wants.

### ***The Hidden Messages Analysis of Advertisement 3***

From both verbal and non verbal tools, the advertiser wants to create an image to persuade the consumers by both verbal which are the tagline and the



body copies and non verbal which are the image of the advertisement. From the explanation in both verbal and non verbal tools of this advertisement, it can be said that both of them are in line.

The name of this perfume is Power Woman Eau de Toilette. The tagline of this advertisement is written in black color which is connected with the color of the bottle and the image of the woman who wears a white shirt and black pants. The name of this perfume resembles the image of the woman which is created by the advertiser. The main object is a woman pictured as a powerful woman. It can be seen from the facial expression of the woman and her hand in the neck. The woman is also depicted with the gold jewelry she wears and the room she is in. It can be said that the woman is a successful career woman. She looks confident and optimistic as a woman. Through the way she is represented in the advertisement, it can be said that she is superior. She has a power and she is also rich. The advertiser creates this image so that the consumers feel like they are on the top rank when using this product.

## **CONCLUSION**

The analyzed data of this study were Oriflame perfume advertisements on UK Catalogue 9 taken from [www.oriflame.uk.id](http://www.oriflame.uk.id) retrieved in June 13, 2014. As for the result of the research, the researchers found the hidden messages and the tools that were used to convey the messages. These tools are verbal and non verbal.

From verbal tool analysis based on Searle's illocutionary acts theory, it was found that assertive was mostly used speech act type. It is because advertisements usually give information, description, statement, or claim of the advertiser. There is one directive in the first advertisement. Directive is used as from the use of command in the tagline. The advertiser wants the consumers to be represented as the image in the advertisement, so the advertiser commands the consumers to do as told in the advertisement by using this perfume.

From non verbal tools analysis using Peirce's semiotic theory, the researcher found signs in each advertisement. In each advertisement, the advertiser created different images. The image of the first advertisement, My Red Eau de Parfum, creates is femme fatale, a seductive woman. The second advertisement, Mirage Eau de Parfum, creates an image of mysterious woman. The third advertisement, Power Woman Eau de Toilette, creates an image of a successful career woman.

From the analysis on verbal and non verbal elements, the hidden messages were discovered. The advertiser creates different images of each advertisement. The images here support the tagline and the body copy of the advertisement. The advertiser wants the consumers to be able to choose their own perfume based on their own characteristics or what they want to be like. By using this perfume, the

advertiser wants the consumers to feel like being the woman represented in the perfume and to give them more confidence.

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