

ABSTRACT

Niken Gita Cahyani, 2024. *An Analysis of Semiotic Meaning in the Advertisement of Men's Skincare Products*. Thesis: Supervisor 1 Dr. Chusni Hadiati, S.S, M. Hum, Supervisor 2: Eka Dyah Puspita Sari, S.Pd., M. Hum. External Examiner: Tri Wahyu Setiyawan Prasetyoningsih, S.S., M. Hum. Ministry of Education, Culture, Research, and Technology, Universitas Jenderal Soedirman, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

This thesis is entitled “An Analysis of Semiotic Meaning in the Advertisement of Men's Skincare Products”. This research analyzes the signs, meanings, and men's representation through the men skincare advertisements. The skincare advertisements were L'oreal Men, Garnier Men, Laneige Homme & Nivea Men. Then, the researcher analyzed the meaning of each signs in the advertisements using semiotic approach by Ferdinand de Saussure (1983), Furthermore, the researcher also used men's representation theory by Edwards (2006). The definition of masculine includes strong, powerful, rational and competitive. The purpose of this research is to identify sign elements that consist in men skincare products and to find out how men represented in the advertisements. This research uses a qualitative descriptive approach. The result found from this research are the four advertisements with signifier, signified and men's representation.

Keywords: Semiotics, skincare, advertisement, men's representation.

ABSTRAK

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Skripsi ini berjudul "*An Analysis of Semiotic Meaning in the Advertisement of Men's Skincare Products*". Penelitian ini menganalisis tanda, makna, dan representasi pria melalui iklan produk perawatan kulit pria. Iklan perawatan kulit tersebut adalah Loreal Men, Garnier Men, Laneige Homme & Nivea Men. Kemudian, peneliti menganalisis makna dari setiap tanda yang ada di dalam iklan tersebut dengan menggunakan pendekatan semiotika dari Ferdinand de Saussure (1983), selain itu peneliti juga menggunakan teori representasi laki-laki dari Edwards (2006). Definisi maskulin meliputi *strong, powerful, rational & competitive*. Tujuan dari penelitian ini adalah untuk mengidentifikasi elemen-elemen tanda yang terdapat pada produk perawatan kulit pria dan untuk mengetahui bagaimana pria direpresentasikan dalam iklan tersebut. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Hasil yang ditemukan dari penelitian ini adalah keempat iklan tersebut memiliki penanda (*signifier*), petanda (*signified*), dan representasi laki-laki.

Kata kunci: semiotika, skincare, iklan, representasi laki-laki.