

The meaning of Laurier's Advertising Message version #ThisistheGirlsWay comfortable be yourself! on Youtube (Charles Shanders Pierce Semiotic Analysis)

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ABSTRACT

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Laurier's ad version of #ThisIsTheGirlsWay Comfortable Being Yourself takes a problem that often occurs in today's environment, and of course it is related to the Brand. This non-commercial advertisement is "soft-selling", that is, selling images (image-selling) instead of selling products (hard-selling/product selling). The meaning of the message in an advertisement like this can be expressed through understanding and interpreting the signs used in the advertisement. This study aims to determine the meaning of the message contained in the Laurier advertisement version of #ThisIsTheGirlsWay Comfortable Being Yourself. The theory in this study is the theory of marketing communication, verbal and non-verbal communication, advertising theory and advertising elements, message appeal, and Charles Shanders Pierce's semiotic theory. The research approach used is descriptive qualitative. Data collection techniques were carried out using interviews and literature studies. The results of the research obtained through women as objects have highlighted their character by visualizing clothing, expressions, and gestures as signs or so-called signs which are demonstrated according to the labels worn, so that all signs can reveal results or are called interpretants in the form of very meaningful messages. related to the signs that have been used. Thus expressing the meaning of the message that this advertisement invites women throughout Indonesia to be confident and not fixate on the labels that have been given by the surrounding community. Also, don't think that the word PMS is a negative thing, because PMS is a natural thing experienced by women. Be yourself and love yourself.

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1. Introduction

Advertising, of course, there is a message or information conveyed to the public. This is so that the audience can be aware of what the ad is talking about. Advertisements do not only talk about brands, notifications or recommendations, advertisements can talk about more than that such as talking about life storylines, providing motivation, even education (Rani, 2019). Some of us don't like watching advertisements, because many of them find them very annoying. However, if the ad is interesting and unique, the audience will stop for a glance to see the ad (Sama, 2019). Various marketing strategies are carried out in order to get the attention of the audience so that they can introduce products or market products. However, there are also many advertisements that do not really highlight marketing or promotional communication strategies (soft selling). The hope is that

the audience can understand and understand the message or information to be conveyed in the advertisement (Shareef et al., 2019).

Laurier's ad version of #ThisIsTheGirlsWay "Comfortable to be Yourself" is one of the ads that, if observed, uses this method (soft selling). Laurier's ad version of #ThisIsTheGirlsWay "Comfortable to be Yourself" raises a social reality phenomenon that we are used to in the environment regarding the characteristics of women who like to experience PMS (premenstruation syndrome). Please also note, most women also experience discomfort in their mood or feelings, cravings for certain foods, and stomach cramps when experiencing PMS (Tresa Sebastian et al., 2021).

Even in today's social environment, women are no stranger to hearing from statements that women are very sensitive to their emotions and feelings when experiencing PMS. Based on the results of research or analysis conducted by (Athni, 2017), suggests that there is a relationship between menstruation and emotional changes in women of childbearing age. This study also revealed that women of childbearing age (WUS) as respondents experienced emotional changes during menstruation. Examples include irritability, irritability, and mood swings. This is where the problem of social life and the environment can be appointed as an advertising strategy in terms of message approach (Kujur & Singh, 2018).

With semiotic analysis, we can examine and discuss an advertisement more deeply. Semiotics examines a message through the signs contained in the research subject. The study of semiotics does not only focus on "signs" in everyday life, but also the purpose for which signs are formed. The forms of signs here include words, images, sounds, gestures, and objects (Jati Kusuma, 2019). For this reason, understanding an advertisement requires deep interpretation and understanding. Starting from who the message is intended for, what visualizations are used, the words that will be the meaning of an advertising message, and much more. In this regard, it becomes the basis for a deeper study of the meaning of the message contained in Laurier's version of the #ThisIsTheGirlsWay ad "It's Comfortable to Be Yourself!" using semiotic analysis proposed by Charles Shanders Pierce.

2. Theoretical Framework

A. *Verbal Communication*

Symbols or verbal messages are all types of symbols that use one or more words. Language can also be considered as a verbal code system (Sternberg & Kostić, 2020). Language can be defined as a set of symbols, with rules for combining these symbols, that a community uses and understands.

1) *Language in Advertising*

Basically, language is a symbol system that allows people to share meaning. In verbal communication, the language symbol used is spoken language, written on paper, or electronically. The language of a nation or tribe comes from the interactions and relationships between its citizens with one another (Sohal & Kaur, 2018).

2) *Discourse*

Discourse is a message. Discourse is verbal and verbal development in front of an audience to communicate or expose something and also to persuade. Anthropology and ethnography also talk about communication events. Philosophy considers discourse as a system of thought or social ideas. (Radojevic et al., 2020).

3) *Word*

Word is the smallest symbol unit in language. Words are symbols that symbolize or represent something, whether people, things, events, or circumstances. So, the word is not a person, thing, event, or situation itself. The meaning of the word does not exist in people's minds. There is no direct relationship between words and things. What is directly related is the words and thoughts of people (Chang, 2021).

B. Non-Verbal Communication

In another sense, any form of communication without using verbal symbols such as words, both in conversation and in writing. Non-verbal communication can be in the form of symbols such as gestures, colors, facial expressions, etc (Sendjaja, 2016). Many verbal communications are ineffective simply because the communicator does not use nonverbal communication well at the same time (Sternberg & Kostić, 2020). Through nonverbal communication, people can draw conclusions about a conclusion about various kinds of people's feelings, whether they are happy, hate, love, miss and various other feelings (Aldunate & González-Ibáñez, 2017). Some examples of nonverbal communication:

- 1) Touch (Haptics), Touch can include: shaking hands, holding hands, kissing, touching on the back, stroking, hitting, and others.
- 2) Body Movement (Kinesics), in nonverbal communication, kinesics or body movements include eye contact, facial expressions, gestures, and gestures.
- 3) Vocals (Paralanguage), Vocals or paralanguage are nonverbal elements in an utterance, namely the way of speaking.
- 4) Chronemics, Chronemics is a field that studies the use of time in nonverbal communication.

C. Visual Communication

This communication uses visual language, with the basic elements of visual language being the main force in delivering messages. Visual language itself is everything that can be seen and can be used to convey meaning, meaning, and messages (Azmi et al., 2021).

D. Advertising Visualization

Visualization is an advertisement creator's effort in describing a concept or idea of something that is the object of the advertisement. The object of advertising is an empirical fact or reality that requires interpretation of meaning. Objects are abstracted into certain meanings according to the concepts presented. Sohal & Kaur (2018) managed to map out that the concept of visualization in advertising is largely determined by the situation at the time. Film creators get abstract ideas from advertising objects in addition to internal ideas that arise from their intellectual abilities, are also strongly influenced by the situation in their time. Advertisements are an interesting study because their appearance always follows the times (Yunita et al., 2019). There is an assumption that advertising and culture in society influence each other.

E. Illustration

Illustration is a design image that can be in the form of images of people, animals, plants, inanimate objects, regular or irregular abstracts, and so on. Advertising illustration materials can come from photographs, animations, paintings or a combination of them (Wayan et al., 2020). In terms of illustration style, various styles can be used in advertisements such as styles or streams in painting, for example images of realism, abstract, surrealism, hyperrealism, decorative, and so on, In the world of advertising, illustration has a very important position, because it is able to carry out a number of functions, namely 1) Adding attractiveness to advertising, 2) Explaining the message conveyed in writing, 3) Elaborating or describing the message, and 4) Reinforcing the message, and 5.). Affirming the message, 6) Increasing the impression and persuasion of advertising to the audience (Costa, 2020).

F. Slogan

Slogans are often interpreted as a motto or motto. In the business world, a slogan is a representation of the company's vision and mission, evoking the spirit, principles, information about the identity of the company or product, as well as claims for the positioning of the company or product. Slogans can mean one or more of these meanings. that is, a slogan can mean not only one meaning, but can have more than one meaning (Faradies, 2020). Slogans can be used as the hallmark of a company or product. But even though a company has a slogan, for certain strategic

reasons, they often don't include it in advertisements. Often slogans are created for a certain period of time (Masruroh & Hayati, 2021).

G. Color

Another element in an advertisement is color. Of course, color involvement is used for visual advertising, both electronic television, film and internet and print interactives, because in these media the eye can detect color (Baskoro, 2018). According to Anjarwati et al., (2019) color is defined as the sensation produced through the eyes by the brain. In their perspective, each color carries a certain psychological influence on humans. Although it is believed to have a universal influence, this influence still needs to be investigated further, considering that all over the world there are various races and tribes that have different cultures. So the possibility of color psychology for each race and ethnic culture will be different.

H. Semiotics Charles Sanders Peirce

For Peirce (Santoso, 2019), the sign "is something which stands to somebody for something in some respect or capacity." Something that is used to make the sign work, Peirce calls it ground. Consequently, the sign (sign or representamen) is always present in a triadic relationship, namely ground, object, and interpretant. The relationship of the three elements, namely signs, objects, and meanings found by Peirce is better known as the semiotic triangle or triangle meaning. Described as follows:

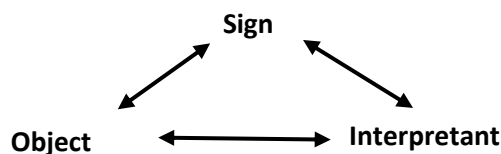


Fig. 1. Triangle Meaning

According to Fabianti & Putra (2021) Peirce's triadic model is often also referred to as "triangle meaning semiotics" or known as the triangle theory of meaning, which is explained simply that a sign is something that is associated with someone for something in some way (Trifonas, 2015). or capacity. The sign refers to a person, that is, creates in that person's mind an equivalent sign, or a sign that is more developed, the sign it creates is called the interpretant of the first sign. The sign indicates something, namely the object.

3. Method

Descriptive qualitative research approach. This means that the data collected is in the form of words, pictures, and not numbers (Chandler, 2007). A qualitative approach is based on the philosophy of postpositivism, which views social reality as something holistic/whole, complex, dynamic, full of meaning, and the relationship of symptoms that are interactive (reciprocal). It refers more to the context of giving meaning from the results of interpretation by researchers to the object of research which is analyzed by text analysis method: Charles Sanders Peirce's semiotics (Hébert, 2019).

Analyzing Laurier's ad version of #ThisIsTheGirlsWay Comfortable Being Yourself on YouTube with Peirce's semiotics, the first thing to determine is to distinguish between verbal messages and non-verbal messages. By dividing the analysis into two, namely verbal and nonverbal messages. Verbal messages in the form of words or language that are symbols or signs in this advertisement (Danesi, 2018). While the non-verbal messages are found in color signs, facial cues, body movements (gestures), and shooting techniques which are symbols or signs in this advertisement. The technique of determining the informants used purposive sampling technique, using a sample selected through the determination of certain criteria by the researcher. While the data collection technique used in this research is by using interview techniques and library studies. As well as testing the validity of the data using the source triangulation technique.

4. Results and Discussion

Laurier's ad version of #ThisIsTheGirlsWay Comfortable Being Yourself, has different characteristics from the usual ads. Starting from the style of language used in this advertisement, the model used, the fashion used, gestures, even the facial expressions in this advertisement show that this advertisement has different characteristics. Laurier's ad version of #ThisIsTheGirlsWay Comfortable Being Yourself uses slang terms as an unusual characteristic. These slang terms are a sign that this advertisement has a hidden meaning.

a) *Sign Analysis*



Fig. 2. Ad. Visual

Sign - Close-up Shooting, Close-up shooting, Objek – Someone is using clapperboard, Interpreter - The clapperboard which is usually used for filming and video production shows that this scene intentionally features a clapperboard with the caption “Label Wanita” to start a video recording by showing a labeled female object.



Fig. 3. Ad Visual

Sign - Long shot shooting, Object - Women's Labels, Interpreter - Many labels or designations that are often used to mark a person's character or personality are shown in this scene.

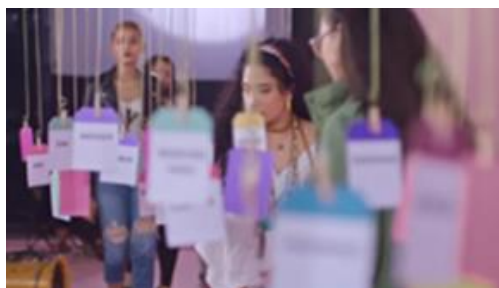


Fig. 4. Ad Visual

Sign - Shooting with Oblique Angle Angle, Object - A few women looking at hanging labels, Interpreter - The number of labels that have been hung, shows the women in this scene being pushed into one or two labels that they often find.



Fig. 5. Ad Visual

Sign - Close-up shooting technique, Object – A girl is looking at the label with a smirk on her face, Interpreter - A woman's gaze pointing to the lower right is interpreted as feeling a taste and a touch. (Saleh, Kuswono, and Sayyid, 2020: 133) And feel emotions happy with a wide mouth and visible teeth (Sakinah, Alfiqri, 2020).



Fig. 6. Ad Visual

Sign - Medium shot shooting technique, Object – A veiled woman looked at the label with a frown, Interpreter - Forehead furrowed vertically indicates a condition where a person is in need of concentration, thinking, and feeling disappointed. Accompanied by the two corners of the mouth that look down, it shows that he feels disappointed, sad and offended (Sakinah, Alfiqri, 2020). While the word "Caper" is an abbreviation of the word "Look for attention", which indicates that the woman has a character who likes to attract the attention of people around her through actions that are intentionally excessive.



Fig. 7. Ad Visual

Sign - Medium shot technique, aye level, Object - Woman looking at label, Interpreter - The view looking down to the left indicates the condition of a person having a dialogue with himself. and an open mouth indicates that you are feeling confused (Sakinah, Alfiqri, 2020).



Fig. 8. Ad Visual

Sign - Medium shot technique with angle eye level and oblique angle, Object - Woman posing with a big smile and wearing the label “Matre” on he shirt, Interpreter - Straight eyes are defined as honesty and sincerity. While the eyes slanted to the top left indicates the condition of a person is remembering the image (Sakinah, Alfiqri, 2020). The blue color he wears signifies self-confidence. The term "matre" itself comes from the standard language "materialistic" which according to the language dictionary and the inner library Amil (2020) is material; about things. The point is that matre girls are female characters whose views are always focused on material things (materials and luxuries).

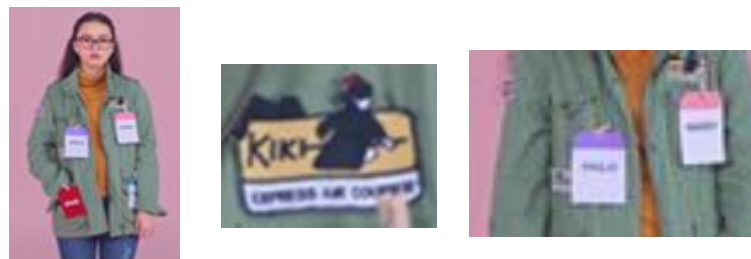


Fig. 9. Ad Visual

Sign - Medium shot shooting technique with angel eye level, Object - Women with “nerdy” and “soft” labels on their bodies, Interpreter - Looking straight ahead is defined as a state of interest and thinking. Mouth that is wide open, is also interpreted as a condition someone is feeling confused and scared. Sakinah, Alfiqri (2020) Wearing glasses also looks smarter than those without glasses. The jacket worn also has an animated image which turns out to be an animated Japanese film, namely "Kiki's Delivery Service", indicating that this woman may be very fond of or fanatical about the film or the characters in the film. These signs correspond to the label "nerdy" which means nerdy. By wearing glasses people will assume that person is intelligent and likes to read books in terms of appearance. (Kartika et al., 2021) The term "halu" or "hallucinations" is a perceptual experience by hearing voices or seeing people, even though no one is around and no sound is heard. (Bryson, 2019), With his bigotry towards the film's character, a person can hallucinate into a film character.

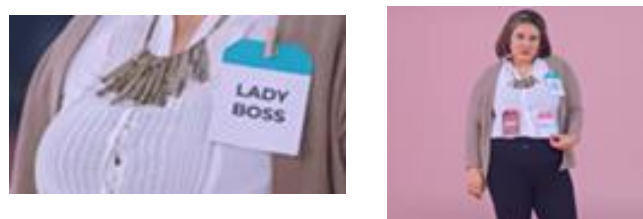


Fig. 10. Ad Visual

Sign - Medium shot technique eye level, Object - The girl with the labels “Lady Boss” and “Bitchy” on her body, Interpreter - Mouth closed with pressure shows no desire to connect with other people. Accompanied by the movement of lifting the head signifies someone has confidence. Lawes (2020) The use of brown and white clothes also indicates trustworthiness, comfort, accuracy, and persistence. And black pants that signify strength and sexuality. From this sign, it means that this woman has an inherent leadership spirit. It should also be noted that leadership is communication that positively influences the group to move towards group goals. Usually, a leader can be appointed or appears after the group communication process, Akhyani (2020) This is precisely matched with the label "Lady Boss" and also "Bitchy" quoted from fimela.com, that the

term "Lady Boss" does not suitable only for women who lead companies, but also for women who manage to solve their own problems. Lady Boss can also be a woman who has overcome the greatest challenges, fears, and insecurities of his life. However, the possibility could cause his leadership spirit to make some people feel uncomfortable and find him annoying. While the term "Bitchy" which in Indonesian means "Bitch Woman", according to the Big Indonesian Dictionary (KBBI) a woman or a bitch is a naughty and wild woman who likes to prostitute herself.

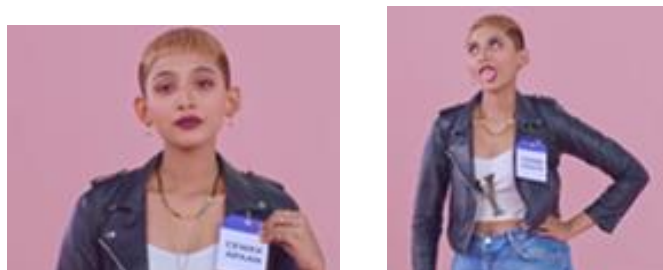


Fig. 11. Ad Visual

Sign - Medium shot shooting technique with angel eye level, Object - A woman with a "girl fuck" label on her body, Interpreter - Mouth closed with pressure shows no desire to connect with other people. While sticking out the tongue is a sign of abuse, accompanied by a lifting of the head, signifying confidence. Pradani & Purwati (2021) Confident facial body language involves looking more focused, centered, and energized. Confident people are also more likely to look up and are willing to make eye contact. The black jacket symbolizes power, sexuality, luxury, mystery, fear, unhappiness. Waist-tucked arms, or commonly called akimbo, signify a person showing territorial dominance, usually used to indicate that there is a problem. Amalia (2020) The term "what a girl" is related to the use of the sign above means that this girl is not like girls in general who have a feminine appearance.



Fig. 12. Ad Visual

Sign - Medium shot shooting technique with angel eye level, Object - The girl with the "SJW" label on her body, Interpreter - Narrowed eyes, interpreted as a form of action that is not happy or disagrees. Sakinah, Alfiqri, (2020) The yellow color used on clothes is interpreted as an optimistic character, hope, philosophy. Meanwhile, the term "SJW" "Senior Justice Warrior" is defined as a fighter for social justice. Quoted from today.line.me, this term is often given to people who are too eager to be seen as fighters for truth or justice by humiliating those they think are wrong. However, lately everyone who expresses a different opinion is immediately labeled "SJW".

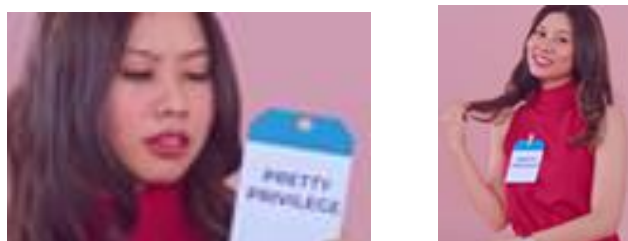


Fig. 13. Ad visual

Sign - Medium shot shooting technique with angel eye level, **Object** - A women with a "Pretty Privilage" label on her body, **Interpreter** - A sign of someone frowning vertically, this frown can appear when someone is doing something that requires concentration and is also a condition when someone is thinking about making a decision. In addition, these wrinkles also appear in people who

feel disappointed. Sakinah, Alfiqri, (2020), The red color on his clothes can represent strength, energy, warmth, lust, love, and aggressiveness. Twisting hair can also indicate the condition of someone who feels less confident. Danesi (2021) the term "Pretty Privilege" or also known as "Beauty Privilege" quoted from fimela.com, having beautiful looks and being liked by many people is called beauty privilege. More precisely, people with charming faces will get more preferential treatment from the surrounding environment and will get many benefits from it.



Fig. 14. Ad visual

Sign - Medium shot shooting technique with angel eye level, **Object** - The girl with the "Drama Queen" label on her body, **Interpreter** - The direction of the view rotates towards the top right, which is defined as the condition of a person managing an image. Han (2021) Twisting hair can also indicate the condition of someone who is feeling restless. Idawati et al., (2021) The blue markings on his clothes are also interpreted as a belief, conservative (old-fashioned/old-fashioned). While the term "Drama Queen" or commonly referred to as "drama queen" means people who like to exaggerate things. Has a habit of dramatizing life or problems.

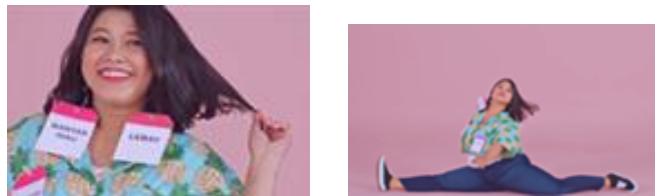


Fig. 15. Ad Visual

Sign - Medium shot and full shot shooting techniques, **Object** - A woman with the labels "Many want" and "Lebay" on her body, **Interpreter** - The direction of the object's view is horizontal to the left, indicating the object is remembering the sound. Pah & Darmastuti (2019) The clothes worn by the object look crowded, indicating that the object wants to attract attention. Related to this, the term "Lebay" also means excessive, tacky (in style of dress, language, etc.). Doing body movements with splits also indicates that this female object wants to attract a lot of attention and is too excessive. While the term "much want" here is interpreted when someone is in a state of wanting something that must be obeyed (Marušić, 2019).



Fig. 16. Ad Visual

Sign - Close-up, Medium shot, and full shot shooting techniques, **Object** - Women showing the "PMS" label, **Interpreter** - The female subjects gathered while removing the "PMS" label, some even tore the label and showed happy facial expressions, indicated by facial gestures such as, the lower eyelids were slightly raised, there were wrinkles, and the eyes were narrowed. Cheeks reddened and enlarged. As well as the lips and mouth widen, some also have visible teeth. (Chen et al., 2020) With these signs, it can be concluded that the women in this advertisement have shown indifference to the words uttered or given by the people around them. Including the word PMS itself.

b) *Verbal Message Analysis*

All the verbal messages contained in the Laurier ad version of #ThisIsTheGirlsWay Comfortable Being Yourself, including:

1. "Laurier invites girls to take the label they often receive from around". At the beginning of the scene, various labels have been shown to female objects so they can see what labels they often get by people around them.
2. "There are many labels that make girls uncomfortable being themselves". After seeing the labels that they often get, many of them feel less comfortable with the label's designation statement.
3. "Labels are easy to give without seeing a girl's real abilities". This is where the objects assume that the labels that they often get are not entirely true to their character, because people often judge a person's character only through the physical.
4. "And there's one label that girls can't avoid." However, apart from all these labels, there is one label that all female objects must have, namely the "PMS" label. PMS naturally every woman experiences this, but it doesn't have to be brought to character.
5. "But we all believe that labels don't limit us". With this statement, it shows the audience that women must be confident and do not need to be fixated on labels given by people around them.

Voice Over

1. "When you're moody, you say PMS, but when you're PMS, you're really moody."
2. "yes...sorry".
3. "When I raised my voice a little, I was told PMS. It's like PMS is a bad thing, you know."
4. "Being labeled, doesn't make us stop. Anything you can do, we can do, while bleeding".
5. "Any label, this is a girl's way of being comfortable being herself. Laurier is the girls way."

The jingle used also contains the meaning of a verbal message:

"No matter what...people say about you~ No matter what...people think about you~ oh... I can see... you're the best thing for me~ And all I need...you just being you..you just being you.....ooh ~ you just being you....".

From the existing verbal messages, a clearer statement can be taken that every woman must have a different character. The public will judge a person or woman from the first sight she sees, from the way she dresses, speaks, and acts.

The focus of this advertisement is on the label used, although the audience does not understand the purpose of the existence of the female object in this ad from the label used, but in the end with this advertisement the audience can judge that this woman is really a character like the label or not. Meanwhile, the PMS label seems to have made everyone's perception that if a woman is experiencing PMS, she must feel that she is not feeling well even though the reality is not like that (Febriyantoro, 2020). However, despite all that, women are still female characters, who have the nature to experience PMS. The word PMS is not a bad or negative thing, PMS is a natural thing to experience so it doesn't need to be ignored for women. This ad shows another

verbal message that "labels don't limit us", this ad always invites girls not to burden too much with the labels they get from around. Therefore, this advertiser only provides a general description, because the reality is not necessarily like the statement given, as is the case with these labels.

c) *Meaning Analysis*

After the analysis is done, the Laurier ad version of #ThisIsTheGirlsWay Comfortable Be Yourself refers to a positive message that can be taken to the audience. This ad takes the appeal of the message to influence how the audience feels about Laurier's products. The message approach used in this advertisement uses an emotional appeal in which there is a slice of life. This advertisement tries to describe or photograph a problem or conflict that consumers usually face in their daily lives (Gupta & Singh, 2017).

The label here is the main problem, because not all girls can accept the label given by the people around them. This label can make some girls uncomfortable, even to the point of making them feel anxious and less confident. Always comparing himself with other people who are considered better or more perfect (Shimp & Andrews, 2013). The reality is, everyone is not perfect, every individual must have an advantage and disadvantage, but what one person lacks may be that other people want it. That is, not everything that we think is bad is really bad in the eyes of other people, it could be that other people find it interesting. This advertisement illustrates that although people around us judge girls with various labels, the label can be true or not because the character of each individual can not only be seen from the physical appearance (Laksmi, 2019).

After getting a label given by people around him, a person can be so disappointed that he even changes himself to look perfect in the eyes of others. In fact, being yourself is not a bad thing, being yourself and feeling free will have an effect on a good mentality. Being yourself will make yourself comfortable in doing all activities, without having to think about the words of people who question our character. So in essence, Laurier invites girls to throw away their negative thoughts about the labels given by people around them. Just be confident and be yourself.

5. Conclusion

Seeing from the problems that are often discussed by women today, namely problems related to the assessment of people around them about their character (Sakinah, Alfiqri, 2020). Many women today are becoming less confident (insecure) to appear confident or appear in the public sphere. This is because social media frees everyone to be able to criticize and judge something according to their perspective or view of someone. This issue has become much discussed, especially among women because they feel they are not perfect in the eyes of those around them or in the eyes of the community (Han, 2021).

The focus of Laurier's ad version of #ThisIsTheGirlsWay Comfortable Being Yourself is about "Label women". This ad does not highlight the product marketing strategy, this ad is usually called soft selling. The label for women in this advertisement becomes a reference for the audience to be able to think critically to express the meaning of the message to be conveyed from this advertisement. Through Pierce's semiotics, the meaning of this message is expressed through his method called the semiotic triangle or the so-called triangle meaning (the theory of the triangle of meaning), which is divided into sign, object, and interpretant (Sakinah, Alfiqri, 2020).

It can be likened, this sign is the head of all the signs and symbols shown, the object as its body includes meanings that we can recognize and we call an object or living creature. While the interpretant as a mind, thought, or perception, where we can interpret a symbol and the object to produce a meaning and message (Laksmi, 2019). Scene per scene shows a female object with that role according to the given label. The female object in this advertisement is shown very clearly through different shooting techniques. For example, with a close-up shooting technique, the object is seen from the top of the head to the neck, this technique shows signs of facial cues or facial expressions that you want to show.

Some indicate that he is happy, disappointed, annoyed, and even looks very confident with the facial expressions that are highlighted per scene. The clothes or clothes worn also look very deep in

their roles according to the labels that have been given. The clothes used are symbols or signs that the object is showing its character (Yunita et al., 2019). The meanings contained behind the words, phrases, and sentences in the advertisements present an understanding that what is present is a sign owned by the signifier, which means that there will be no such labels if someone does not reflect or highlight the signs that match the characters on the advertisement. these labels.

It can be seen, many people who only judge and label someone only from one eye, do not know more about that person (Febriyanto, 2020). As we know, there are many traits and characters that are contained within us that we cannot highlight to the general public. So, first identify the people we meet deeply, then we have the right to judge and label someone.

So based on the description above, it can be concluded that the meaning of the message contained is to invite women throughout Indonesia to be confident, not fixated on the labels that have been given by the people around them. In addition, the word PMS is not a negative thing, PMS is a natural thing to experience so it doesn't have to be ignored for women. Be yourself and love yourself.

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