

The Representation of Korean Women's Beauty in K-Natural White Brightening Body Wash Self-care Ads on Television Media (Roland Barthes' Semiotic Analysis)

Dinda Ayu Sekaranti¹, R.A. Loretta Kartikasari²

^{1,2}Esa Unggul University

email:

¹dindaayuskr63@student.esaunggul.ac.id*

²dyaloretta@gmail.com

*Corresponding Author

"Plagiarism-free article and using Mendeley Reference Manager."

Keywords:

*Technical Competence,
Managerial Competence,
Social/Communication
Competence*

Abstract

The Financial Services Authority or "Otoritas Jasa Keuangan, (OJK)" was formed with the aim that all activities in the financial services sector: are organized regularly, fairly, transparently and accountably, are able to realize a financial system that grows in a sustainable and stable manner, and is able to protect the interests of consumers and the public. The duties, functions, and authorities of the OJK are very heavy and complex because they are related to regulation and supervision in the field of financial services. The implementation of OJK's duties, functions, and authorities in regulating and supervising the financial services sector needs to be supported by the availability of OJK employees who have competence in accordance with developments in the financial services sector. The competence of OJK employees must include a combination of skills, knowledge, and attitudes, namely: Technical Competence or technical competence, Managerial Competence or managerial competence, Interpersonal Competence or Social/Communication Competence. The method in this writing uses a literature study, by examining: books, scientific journals, laws and regulations, online materials, and other sources.

A. INTRODUCTION

The current shift towards modern times has had an impact on lifestyles within society. One of the demands regarding lifestyle is the importance of physical appearance, as it is now considered one of the key factors in socializing with a wider community and can influence how others perceive us as individuals (Feriska et al., 2022). Attractiveness is one of the crucial things in today's society. For women in particular, beauty is one of the significant factors to enhance their appearance. The beauty standards have always been evolving over time, following changes in human definitions of what is considered beautiful (Wibowo, n.d.). The shifting beauty standards, which are constantly changing, can be influenced by media and cultural factors. This is also true for the beauty standards in

Indonesia, which have undergone changes over time (Satria & Junaedi, 2022). Currently, beauty is one of the top priorities for a woman (Situmeang, 2017).

Self-care product advertisements also indirectly encourage women to prioritize their appearance, such as achieving fair and radiant skin, as well as taking care of their skin to look beautiful (Achmad & Nasionalita, 2020). For several years now, television media has always portrayed beauty through visual advertisements. Nowadays, the dissemination of information and advertising is diverse, including print media, radio media, television media, and new media. (Tarigan, 2018). Television is one of the most visually stimulating and influential advertising media (Abadi et al., 2021). Television commercials are one of the most easily accessible and influential forms of advertising (Winata & Nurcahya, 2017). Strengthened by the increase in advertising spending on television at the beginning of Covid-19 in 2020 (Murdo et al., 2022).

Entering the second transition period of the Large-Scale Social Restrictions in Indonesian language is called Pembatasan Sosial Berskala Besar (PSBB) in Jakarta, brand owners seem more confident to advertise again, as seen from the increase in advertising expenditure in July 2020 compared to June 2020 by 17%. The category of face and personal care TV advertisements had the highest total advertising expenditure of Rp1.4 trillion, which doubled, followed by hair care with a total advertising expenditure of Rp1.1 trillion (an increase of 51%). These data were quoted from a survey by Nielsen Advertising Intelligence. From these data, it is evident that television currently plays a crucial role in conveying information. Television also contains a lot of content to disseminate any information, including advertisements. Advertisements are one of the parts of the marketing communication process that aims to provide information, influence, and convince people to buy products or services offered. Advertisements can be persuasive because they have factors that can attract the attention of their audience. (Astuti, 2017).

One of the factors is the use of advertising models that can attract the audience's attention. Indirectly, the advertising model will display and highlight the impression of the product itself and can shape the product's image in the advertisement. In addition, the

gender aspect in advertising is often displayed in the storyline of the advertisement, including the use of female models who always display physical appearances that are considered ideal and can cause many women to feel dissatisfied with their physical condition and beauty. The beauty trend has also been influenced by foreign cultures. One of them is the entry of South Korean culture into Indonesia, which has had a drastic impact, especially on the industrial sector, including the media, goods or services, and advertising industries. Currently, there are many beauty trends inspired by the beauty of South Korean women, where the beauty industry is rapidly growing. Many brands have created beauty products that follow South Korean beauty standards. The Korean Wave, which refers to the entry of Korean culture or the Hallyu industry, such as Korean dramas and K-pop, has made many people interested and turned it into a current trend. Korean Wave not only triggers the entry of Korean dramas and K-pop, but also Korean Beauty. Korean beauty has become the main key in recent years because of the trend of Korean skincare and makeup that is displayed in various advertisements. One of the beauty brands that follows South Korean women's beauty standards is K-Natural White Brightening Body Wash, which has been advertised on television in recent months, featuring the beauty of women who are inspired by South Korean women's representation .

K-Natural White Brightening Body Wash is a body care brand inspired by the lifestyle and culture of South Korea, using ingredients unique to South Korea. The body wash not only moisturizes the skin, but also helps achieve "Kwang skin", which is glowing and radiant skin like that of Korean women. The use of the term "Kwang skin" is also one of the things that has piqued the interest of researchers, who seek to uncover the meaning of the representation of Korean women's beauty in the ad using Roland Barthes' semiotic analysis. The researcher chose semiotics as a method of analysis because it is used to analyze signs or codes present in visual images, as every sign carries a specific purpose that is intended to be expressed in a specific element or form. These signs have specific characteristics that can be influenced by local culture, habits, and values instilled in society. By using semiotics, it is easier to interpret an element and avoid misunderstandings based on preconceived

knowledge, as semiotics can reveal hidden meanings in the form of codes, objects, or texts. (Palupi, n.d.). Therefore, from the description presented above, the author is interested in further exploring "Representation of Korean Women's Beauty in K-Natural White Brightening Body Wash Self-Care Advertisements on Television Media (Barthes, 2012). To understand the meaning of the representation of women's beauty in the advertisement.

B. LITERATURE REVIEW

1. Roland Barthes Semiotics

Semiotics itself is a discipline or method of analysis that functions to study signs. Signs are tools that we use in trying to find our way in the world, amidst humans and also with humans. Semiotics, or as Barthes terms it, semiology, is basically meant to study how humanity can interpret things. Interpretation (to signify) in this case cannot be conflated with communicating (to communicate). Signifying here means that the objects do not only convey information, in the case where the object intends to communicate, but also constitute the structured system of signs (Sobur, 2013). Barthes created a map of how signs work.

1. Signifier (Penanda)	2. Signified (petanda)
3. Denotative Sign (Tanda Denotatif)	
4. CONNOTATIVE SIGNIFIER (PENANDA KONOTATIF)	5. CONNOTATIVE SIGNIFIED (PETANDA KONOTATIF)
6. CONNOTATIVE SIGN (TANDA KONOTATIF)	

Picture of Roland Barthes' Elements / Source: Sobur, 2013)

Barthes' semiology theory concerns two levels of signification. The first level of signification is called denotation, which refers to the relationship between the signifier and the signified in a sign, as well as the sign with its reference in external reality. This refers to common sense. The second level of signification includes form, connotation, myth, and symbol. The signification at the last level explains how myths and ideologies operate in texts through signs (Barthes, 2012).

2. Television Media

Television itself is one part of mass media that has various functions. Television can function as an information tool for the general public who need information from anywhere, both nationally and internationally. This information can be useful as a source of knowledge for the audience who absorb news through the media (McQuail, 2011). Television has various advantages compared to several other types of media, which include (Morissan, 2010):

a) Wide Reach

Currently, the decreasing price of televisions and the increasingly wide range of coverage has resulted in many people out there being able to enjoy television channels.

b) Selectivity and Flexibility

Currently, TV stations can also broadcast programs that can attract the attention of existing communities or specific audience groups that will become a target for promoting certain products. TV offers flexibility in terms of the audience targeted.

c) Focus of Attention

In addition, television ads always become the center of attention for the audience when they are aired. If the audience does not change the program they are watching, then they will still be directed to one of the intended ads when it appears on the TV screen.

d) Creativity and Effect

Creativity and effects can also be customized because television has audio-visual elements. For example, current advertisements tend to emphasize the entertainment aspect rather than the boring and obtrusive commercial aspect.

e) Prestige

Usually companies or products that advertise their brands on TV will become very well known to the general public.

f) Certain Time

This means that the product can be advertised on TV at a certain time when potential consumers are in front of the TV .

3. Advertising

Advertising is one of the presentation of non-personal information about products, brands, and sponsored companies or outlets. Advertising has a purpose that is to influence both the image, beliefs, and also the attitude of consumers towards products, brands, and consumer behavior. Even in advertising can be considered as management in the image, namely to create and embed the image as well as the meaning in the minds of consumers. Advertising is usually delivered through television media, radio media, print media, billboard media or other media such as hot air balloons, internet media, etc . Terence a Shimp said that advertising in general has an important communication function for a business company or other organization, namely (Firmansyah, 2020):

- a) *Informing*, can make the consumer community will be more aware of the existence of new brands, and can also facilitate the creation of a positive brand image.
- b) *Persuading*, in effective advertising will be able to persuade customers to buy products or services that are currently advertised.
- c) *Reminding*, here the function is to remember the ad and also keep it in order. the company's brand remains fresh in the minds or memories of consumers.
- d) *Adding value*, advertising here can give additional value to a particular brand by influencing consumer perception. Like elegant, stylish, prestigious.
- e) *Assiting*, as the most important role in advertising is to accompany and facilitate the communication process in marketing. Such as sweepstakes and promotions.

4. Women and Beauty

In the Indonesian dictionary it is known that "women/ wa•ni•ta / n adult women: kaum --, kaum putri (adult); "" kbbi.web.id) .This means that it can be concluded that a woman is a designation for an adult of the female sex. Beauty is the center of attention. It is

also an element of beauty. Beauty itself can be further divided into two of them subjective and objective. Subjective beauty is the beauty that is in the eyes of the beholder and the beauty of the objective is that puts the beauty of the objects seen (Khulsum, 2014). Meanwhile, according to Berliana, beauty consists of two categories, namely beauty that comes from outside, namely beauty that can be reflected from The Shape of a beautiful face, beautiful, and pleasant to look at and also look at.

Then the beauty that comes from within (inner beauty), namely from within a person's personality, how his attitude towards everything anything, elegance and also the feminine side that can be seen from the woman. Looking physically beautiful is also an important part of a woman. For women, beauty is the most beautiful gift that can be trusted to add to the confidence, and self-confidence of a woman (Monica et al., 2020). So it can be concluded that female beauty is something that is considered beautiful and attractive, which is seen in the ideal female figure in the view of society at large.

5. Korean Wave

According to Yecies "Hallyu or Korean Wave is an intensive and extensive wave of popular Korean culture." (Hallyu or Korean Wave is a thick and broad wave of Korean popular culture) (Reimeingam, 2014). Korean Wave itself is an influx of Korean culture or Hallyu industry. This wave was initially triggered by Asian romantic dramas, including Korean dramas and Korean pop that made many people like, accept it and even make a character in it become one of his idols, follow his style or usually can beat logic, and can not control the response that will eventually do a variety of ways, sometimes even a lot of people are willing to watch Korean Pop concerts and also they are willing to save to the extreme. Han & Lee in (Oh & Hyunjung, 2013) defining that actually K-Wave or commonly called Hallyu, can be interpreted as a phenomenon of K-pop culture, drama on television, film, and besides that there is pop music, fashion, and online games that have been popular and spread among Japanese people, besides China, there is Hong Kong. Taiwan, and other Asian countries. In addition, it can also be known that the Korean Wave is not just detached from

the role, attractiveness, and everything that is owned by Korean stars such as artists and Korean idols (Wahidah et al., 2020).

C. METHOD

The research method used by the author here is a qualitative research method. Because it uses a semiotic approach to determine the representation of beauty, where the main goal is to see the contents that are implied. The data collected in this article is carried out using observation and documentation techniques. Data that has been successfully collected by researchers will be immediately analyzed. As for the analysis done with categorical data, then the data will be presented, so that later conclusions can be drawn.

D. RESULTS and DISCUSSION

The results of this study had the aim to find out what the meanings contained and also adapted behind advertising K-Natural White Brightening Body Wash. At this stage the meaning in advertising will be analyzed using Roland Barthes semiotic analysis. The next step after that the author will analyze deeper into the sign with the stages of denotation and myth connotation.

1. Analysis of Scene 1



The meaning of denotation, connotation, and myth in this scene is seen from the signifier and signified that exist. Where the meaning of denotation in this scene is a natural and glowing white woman, Aghata Chelsea, wearing a pink Hanbok, is opening a window in a Korean-style house with a smiling expression also showing a bright face with front light and soft lighting and accompanied by a backsound sound that is calm, cheerful, slow bit with medium shot shooting. The meaning of the connotation in this scene is that it can be interpreted that Aghata Chelsea is described as a woman who has natural white skin and glowing like a Korean woman, which is evidenced by The voice over spoken by the model, Agatha Chelsea in the scene, namely “the secret of Korean glowing skin” and advertising text in Korean 자연 흰색 (jaeyon huinsaeg).

Representation of beauty in the analysis of scene 1 with the theory of Roland Barthes can be seen from the denotation, knots and become a myth is someone who is beautiful is said to have white skin, bright and glowing like a Korean woman. From the results of the analysis can be strengthened by the statements of experts based on the categorization shown to 2 experts in the world of advertising, basically already prescribe advertising K-Natural Whitening Body Wash which has a characteristic on the beauty of Korean women, which according to the first expert is Mr. Adi as director who said that the beauty of women in this ad can be seen from the whiteness of the skin, glowing, bright, white teeth and natural makeup like Korean women. Also strengthened by the second expert Mrs. Lisa as a producer, namely with her statement of beauty that looks like the beauty of Korean women who have white and bright glowing skin.

2. Analysis of Scene 2



The connotative meaning of the scene above is that every woman can have naturally bright and white skin by taking care of their body, as shown by the women in the scene who have radiant and white skin by using the K NATURAL WHITE 자연 흰색 Brightening Body Wash product, one of which is the cotton flower variant. This is a beauty tradition in Korea to achieve natural white skin or "자연 흰 색" (jaeyon huinsaeg) which means natural white. The myth that will develop in society is that taking good care of the skin will make it naturally white and glowing like Korean women.

The representation of beauty in the analysis of scene 2 with Roland Barthes' theory is that a woman who takes good care of her skin will have naturally white and glowing skin, which is considered beautiful like Korean women. This analysis is supported by the statements of two experts in the advertising industry who have categorized the K-Natural Whitening Body Wash advertisement as having a distinct feature of Korean women's beauty. According to the first expert, Mr. Adi, as the director, the representation of women's beauty in this advertisement is intended to stimulate the audience to believe that the product can make their skin healthy, nourished, whiter, and refreshed. This is further supported by the second expert, Ms. Lisa, as the producer, who states that the advertisement successfully shows that using the product while bathing can make our body well-nourished and more glowing.

3. Analysis of Scene 3



The denotative meaning of this scene is that it shows the ingredients used to make K-Natural White Brightening Body Wash, which are Korean rice milk and high levels of Vitamins B and C, and that these ingredients work to make the skin naturally white, as stated in the narration, "자연 흰 색". The connotative meaning is that every woman desires glowing and naturally white skin, and by using skincare products that contain high levels of Vitamins B and C from Korean rice milk, they can achieve beautiful and naturally white skin. The myth that will develop in society is that the ingredients of Korean rice milk and Vitamins B and C are good for body skincare and will make the skin naturally white and glowing.

The representation of beauty in the analysis of scene 3 with Roland Barthes' theory is that a woman can have white and glowing skin by using skincare products that contain high levels of Korean rice milk and Vitamins B and C, which will make the skin well-nourished and beautiful. This analysis is supported by the statements of two experts in the advertising industry. According to the first expert, Mr. Adi, the director, the keyword for this product is "soft and beauty," and everything in the ad describes how the product wants to be perceived, especially with the illustrations of Korean rice milk that are believed to be an ingredient that can whiten and nourish the skin. The graphic image of the Korean rice milk also strengthens the meaning of beauty itself and makes the video more engaging. The second expert, Ms. Lisa, the producer, describes glowing and white skin as the beauty of Korean women with ingredients that the brand assures us come from Korean rice milk and vitamins contained in the product.

4. Analysis of Scene 4



Makna The denotative meaning of this scene is to show the ingredients used in K-Natural White Brightening Body Wash and to inform its benefits in regenerating dull skin. The connotative meaning is to encourage women to have white and glowing skin by taking care of their dull skin with the product's ingredients that can regenerate the skin, making it look like the model in the ad who has natural white and glowing skin. The myth that will develop in society is that good ingredients for skin care are those that can regenerate the skin, making it look brighter and not dull.

The representation of beauty in the analysis of scene 4 with Roland Barthes' theory is that the ingredients that can regenerate dull skin can make the skin using the product look natural white and glowing, which is considered beautiful like the woman in the ad who is displaying the product. This analysis is reinforced by the statements of advertising experts who have categorized the K-Natural Whitening Body Wash ad as having the characteristic of Korean women's beauty. According to the first expert, Mr. Adi, as the director, the ingredients highlighted in the ad seem to be more towards Korean culture for regenerating dull skin with typical Korean ingredients. This is also supported by the second expert, Ms. Lisa, as the producer, who stated that the presence of ingredients that can regenerate dull skin can make the audience believe that this product can provide beautiful white and glowing skin.

5. Analysis of Scene 5



The denotative meaning of this scene is that a woman with white, radiant, and clean skin is cleaning her body with a cleansing soap as a form of healthy skin care from the outside. The connotative meaning is that physical beauty can begin with maintaining body cleanliness, and regularly maintaining skin cleanliness evenly can make it look more beautiful and brighten the skin. Meanwhile, the mythological meaning that will develop within the scope of society is that a beautiful woman is synonymous with a woman who always maintains cleanliness. Therefore, to obtain beautiful skin as a woman, one must diligently care for their body's skin. One of the steps is to clean the body evenly every day.

The representation of beauty in the analysis of Scene 5, based on Roland Barthes' theory, is that in order for a woman to obtain beautiful skin, she must diligently care for her body's skin by maintaining cleanliness. One of the steps is to clean the body evenly every day. This will allow her to achieve the natural white and glowing look that is considered beautiful, similar to the woman in the advertisement who is showcasing the product. This analysis is supported by the statements of experts in the advertising industry. Based on the categorization demonstrated by two experts in the field, they have both recognized the unique beauty representation of Korean women in the K-Natural Whitening Body Wash ad. The first expert, Mr. Adi, the director, stated that the beauty representation of women in this ad is intended to stimulate the audience to believe that the product can promote healthy,

clean, whiter, and refreshing skin. This is further strengthened by the second expert, Ms. Lisa, the producer, who stated that this ad successfully demonstrates that by bathing and taking care of oneself with this product, one can achieve well-maintained and glowing skin.

6. Analysis of Scene 6



The denotative meaning of this scene is that a woman is showing and holding her glowing hand with a smile, and her back, which is white and radiant with Kwang Skin, a Korean beauty term, is being captured. The connotative meaning is that a woman's skin that is hydrated, fresh, and glowing is desired to achieve beauty. This is similar to the meaning of the term Kwang Skin in Korean. The mythological meaning that will develop within society is that a beautiful woman is synonymous with skin that is hydrated, fresh, and glowing, or Kwang Skin.

The representation of beauty in the analysis of Scene 6 with Roland Barthes' theory is that a beautiful woman is identified with skin that is hydrated, fresh, and glowing. This is supported by the statements of experts in the advertising industry, who have categorized the K-Natural Whitening Body Wash advertisement with a distinctive feature of Korean women's beauty. According to the first expert, Mr. Adi, as the director, the representation of beauty in an advertisement is very important because it is the main focus. In this advertisement, the representation of a woman's beauty is considered to stimulate the audience to believe that the product can make their skin healthier, cared for, whitened, and refreshed. This is also supported by the second expert, Ms. Lisa, as the producer, who stated

that the advertisement shows a trend among Korean women to have white, glowing, and clean skin.

7. Analysis of Scene 7



That's a good interpretation. It's worth noting that the use of hanbok and the peace pose can also connote cultural values and ideas of beauty associated with Korea, such as traditional elegance and positivity. Additionally, the use of the Korean language in the product name and the model's speech can create a sense of authenticity and cultural pride for Korean consumers. Overall, the scene aims to associate the K-Natural White Brightening Body Wash with the ideal of Korean beauty and to convince viewers that using the product can help them achieve that ideal.

The representation of beauty in the analysis of scene 7 with Roland Barthes' theory is that a beautiful woman is identified with using body care such as using the K-Natural White Brightening Body Wash range to make the skin naturally white and glowing. This analysis is reinforced by the statements of experts based on the categorization shown to two advertising experts, who basically have received the K-Natural Whitening Body Wash ad that has the characteristic of Korean women's beauty. Both advertising experts, Mr. Adi as the Director and Ms. Lisa as the Producer, gave similar answers that the product aims to stimulate the audience that if they want to have beautiful, healthy, white, fresh, and glowing skin, they can use K Natural products.

E. CONCLUSION

Based on the results of the data presentation and discussion that the author has presented in the study, it can be concluded that in each scene there are various denotative, connotative, and mythical meanings that are interrelated. These various scenes show a beautiful woman wearing traditional Korean clothing. There is also a scene where the woman is using K-Natural White Brightening Body Wash. The advertisement aims to show that the use of K-Natural White Brightening Body Wash can make a woman clean and beautiful like a Korean woman.

REFERENCES

- Abadi, F. Y., Wido, R., & Lutfiana, R. F. (2021). PERSEPSI MASYARAKAT DALAM MENANGGAPI IKLAN POLITIK DI TELEVISI. *JURNAL PEKAN: Jurnal Pendidikan Kewarganegaraan*, 6(1), 67–78.
- Achmad, S. J., & Nasionalita, K. (2020). MAKNA CANTIK DALAM IKLAN PONDÂ€™™ SX MAUDY AYUNDA LIMITED EDITION (Analisis Semiotika Roland Barthes). *EProceedings of Management*, 7(2).
- Anggito, A., & Setiawan, J. (2018). *Metodologi penelitian kualitatif*. CV Jejak (Jejak Publisher).
- Astuti, S. P. (2017). Persuasi dalam wacana iklan. *Nusa: Jurnal Ilmu Bahasa Dan Sastra*, 12(1), 38–45.
- Barthes, R. (2012). *Elemen-elemen semiologi*. Basabasi.
- Feriska, F., Kusnadi, E., & Praja, Y. (2022). PENGARUH KUALITAS PRODUK DAN PELAYANAN TERHADAP KEPUASAN KONSUMEN MELALUI MINAT BELI SEBAGAI VARIABEL INTERVENING PADA TOKO KECANTIKAN FITHKA MS GLOW DI MANGARAN SITUBONDO. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(8), 1709–1723.
- Firmansyah, A. (2020). Komunikasi pemasaran. *Pasuruan: Qiara Media*.
- Khulsum, U. (2014). Perspektif Cantik Perempuan Korea dalam Film Minyeoneun Geurowo. *Jurnal Fakultas Ilmu Pengetahuan Budaya Universitas Indonesia*.
- McQuail, D. (2011). *Teori komunikasi massa*. Salemba Humanika.
- Monica, R. M., Nursanti, S., & Oxygentri, O. (2020). Makna Make-Up Korea Bagi Mahasiswa Ilmu Komunikasi Universitas Singaperbangsa Karawang. *Journalism, Public Relation and*

- Media Communication Studies Journal (JPRMEDCOM)*, 2(2), 69–79.
- Morissan, M. A. (2010). *Jurnalistik Televisi Mutakhir*. Kencana.
- Murdo, I. T., Affan, J., & Hudaya, F. (2022). DAMPAK COVID-19 TERHADAP PEREKONOMIAN INDONESIA DARI SISI PENDAPATAN NASIONAL PENDEKATAN PRODUKSI. *ALBAMA: JURNAL BISNIS ADMINISTRASI DAN MANAJEMEN*, 15(2), 76–94.
- Palupi, F. R. (n.d.). Semiotics Analysis on PT. TIKI Indonesia Advertising. *6th Bandung Creative Movement 2019*, 488–491.
- Reimeingam, M. (2014). Korean wave and Korean media consumption in Manipur. *Journal of North East India Studies*, 4(2), 15–30.
- Rossalia, L. (n.d.). *Cantik Alami ala Wanita Jepang, Korea, dan Eropa*. LAKSANA.
- Satria, G. D., & Junaedi, F. (2022). REPRESENTASI KECANTIKAN PEREMPUAN DALAM IKLAN GARNIER SAKURA WHITE DAN WARDAH WHITE SECRET. *Komuniti: Jurnal Komunikasi Dan Teknologi Informasi*, 14(1), 93–119.
- Situmeang, I. O. (2017). Representasi Wanita Pada Iklan Televisi Wardah Cosmetic (Analisis Semiotik Roland Barthes Wardah Inspiring Beauty Versi True). *SEMIOTIKA: Jurnal Komunikasi*, 9(1).
- Siyoto, S., & Shodik, A. (2015). *Dasar Metode Penelitian (Ayup (ed.))*. Literasi Media Publishing.
- Sobur, A. (2013). *Semiotika Komunikasi (cetakan kelima)*. Bandung: Rosdakarya.
- Suwartono, M. (2014). *Dasar-Dasar Metodologi Penelitian*. Penerbit Andi.
- Tarigan, Y. L. (2018). *Perlindungan Hukum Bagi Konsumen Akibat Iklan Yang Menyesatkan Pada Media Cetak*.
- Wahidah, A., Nurbayani, S., & Aryanti, T. (2020). Korean Wave: Lingkaran Semu Penggemar Indonesia. *SOSIETAS*, 10(2), 887–893.
- Wibowo, H. (n.d.). *PELATIHAN KONSEP DIRI REMAJA PUTRI UNTUK MEMBANGUN PEMAHAMAN TENTANG STANDAR KECANTIKAN*.
- Winata, A., & Nurcahya, I. K. (2017). PENGARUH IKLAN PADA MEDIA TELEVISI TERHADAP MINAT BELI (STUDI PADA CALON KONSUMEN BUKALAPAK.COM DI KOTA DENPASAR). *E-Jurnal Manajemen Universitas Udayana*, 6(10).