

**A PEIRCEAN SEMIOTOC ANALYSIS IN *SCARLETT EAU
DE PARFUME* YOUTUBE ADVERTSEMENT (2024)**

TERM PAPER



By

Feny Patimah Wahyuningsih

2021130001

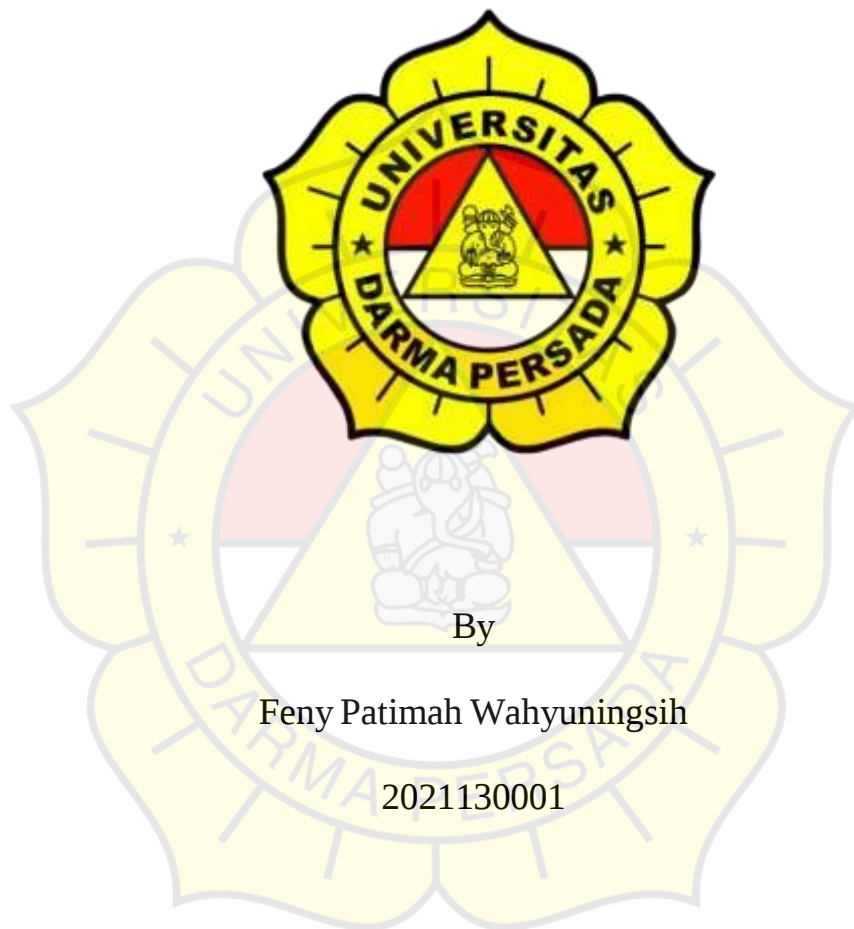
**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND
CULTURE FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY**

JAKARTA

2025

**A PEIRCEAN SEMIOTIC ANALYSIS IN *SCARLETT EAU DE
PARFUME* YOUTUBE ADVERTISEMENT (2024)**

Submitted in part-fulfillment of requirements for obtaining *Sarjana
Linguistik (S.Li)* degree



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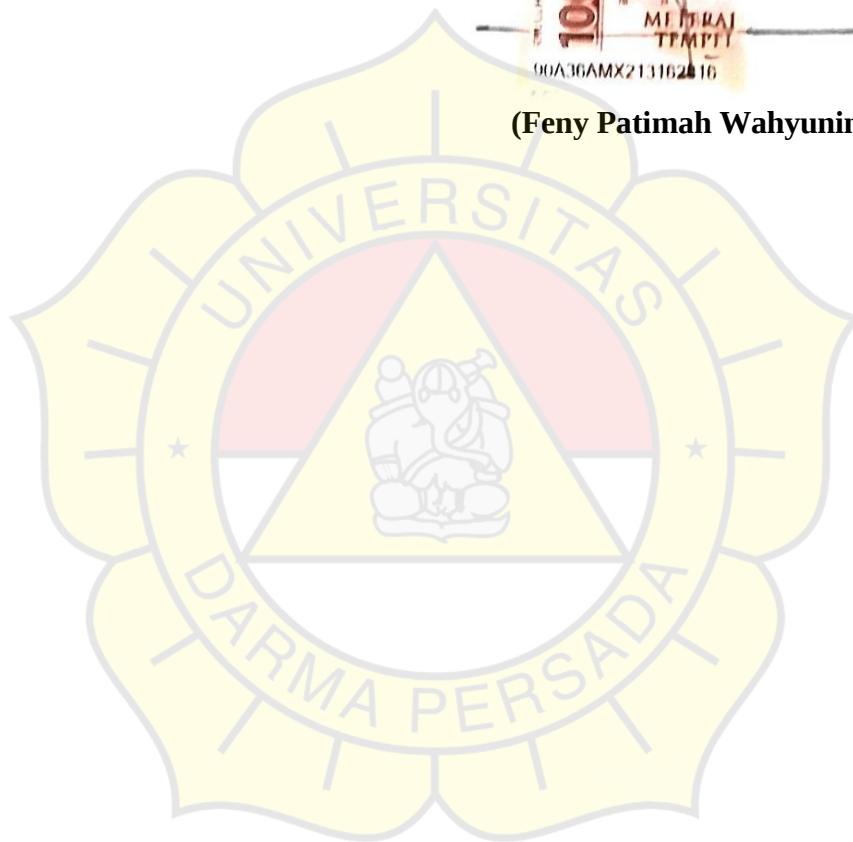
INTELLECTUAL PROPERTY STATEMENT

I hereby declare that the term paper is the result of my work and not plagiarism of another work, the contents have become my responsibility. All my research sources and quotes or references have been stated correctly.

Jakarta, February 5, 2025



(Feny Patimah Wahyuningsih)



LETTER OF APPROVAL

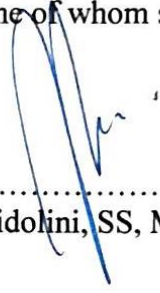
On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Feny Patimah Wahyuningsih entitled “Semiotic Analysis In Scarlett Eau De Perfume Adversting (2024): A Peircean Analysis of YouTube” has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining *Sarjana Linguistik* (S.Li) degree to the respective candidate.

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TERM PAPER VALIDATION

On February , 2025, the term paper has been academically tested and defended in front of THE BOARD OF EXAMINERS, one of whom sit as follow.

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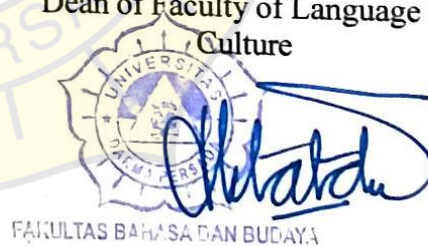

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Dr.C. Dewi Hartini, S.S M.Si

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Jakarta, July 30th, 2024
Writer,

(Feny Patimah W)

A PEIRCEAN SEMIOTIC ANALYSIS IN *SCARLETT EAU DE PARFUME* YOUTUBE ADVERTISEMENT (2024)

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ABSTRACT

This study analysis the semiotics of the Eau De Parfum Scarlet advertisement. This study aims to identify and classify the types of signs of each meaning in the image of the Scarlet perfume advertisement. This study uses Carles Sanders Pierce's theory which is based on its objects, namely icons, indexes, and symbols. The advertisement images were collected by means of video clips obtained from the internet on the official site, namely YouTube. This research method is a qualitative method. The results of this study indicate that there are three types of signs in perfume advertisements consisting of 13 data from the triadic representament, object, and interpretant and also each perfume advertisement has a variety of meanings according to the wishes, scientific background and new conventions that exist in a society. This study provides theoretical knowledge and adds knowledge about the science in the field of linguistics, semantics and semiotic theory in advertisement.

Keywords: Semantics, Semiotics, perfume advertisement, pictures, symbol

A PEIRCEAN SEMIOTIC ANALYSIS IN SCARLETT EAU DE PARFUME YOUTUBE ADVERTISEMENT (2024)

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ABSTRAK

Penelitian ini menganalisis tentang semiotika pada iklan Eau De Parfum Scarlet. Penelitian ini bertujuan untuk mengidentifikasi dan mengklasifikasikan jenis tanda dari setiap makna pada gambar iklan parfum scarleet. Penelitian ini menggunakan teory Carles Sanders Pierce yang di dasarkan pada objeknya yiatsu, ikon, indeks, dan simbol. Gambar-gambar iklan di kumpulkan dengan cara potongan potongan vidio yang di dapatkan dari internet pada situs resmi yaitu Youtube. Metode penelitian ini adalah metode kualitative. Hasil penelitian ini menunjukkan bahwa terdapat tiga macam tanda yang terdapat pada iklan parfum yang terdiri dari 13 data dari triadik representament, object, dan interpretant ol dan juga setiap iklan parfum mempunyai makna yang beragam sesuai dengan keinginan, latar belakang ilmu pengetahuan dan konvensi baru yang ada dalam suatu masyarakat. Penelitian ini memberikan pengetahuan secara teoritis dan menambah pengetahuan tentang ilmu dibidang study linguistik, semantik dan teori semiotika pada iklan.

Kata kunci :Semantik, Semiotik, iklan parfum, gambar, simbol

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