

Women's Image as Presented in Vitamin Drink's Commercials: Semiotics Analysis on YOU C1000 and Hemaviton C1000

Analisis Semiotik Makna Slogan Minuman Bervitamin Terhadap Citra Perempuan (YOU C1000 & Hemaviton C1000)

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ABSTRACT

Several studies have identified women's image in beverage advertisements, but there has been not much research into the women's image presented in vitamin drink commercials along with their slogans. This study focuses on an analysis of verbal and non-verbal signs of 2 vitamin drink commercials, namely YOU C1000 and Hemaviton C1000, from YouTube. Qualitative content analysis based on Peirce's (1940) semiotics theory was used to analyse the verbal and non-verbal signs presented in the commercials, while the image of women proposed by Hung & Li (2006) was used to identify women's image in the commercials. The findings suggest that in general, the commercials have tried to break the common traditional stereotypes of women's image, even though some parts were still a bit stereotypical. The most common women's image shown in the video is 'a strong woman'. Moreover, the slogans of YOU C1000 and Hemaviton C1000 are trying to show that women can also do outdoor activities. The findings indicate that there is an attempt to change the way of presenting women in today's advertisements.

Keywords: Advertising, Semiotics, Slogan, Women's Image, Verbal and Nonverbal Signs

INTISARI

Sejumlah penelitian telah mengidentifikasi tentang citra perempuan dalam video iklan minuman, namun belum banyak peneliti yang membahas tentang citra perempuan dalam iklan minuman bervitamin beserta slogan yang terdapat di dalamnya. Penelitian ini berfokus pada analisis tanda-tanda verbal dan non-verbal dari 2 video komersial, yaitu YOU C1000 dan Hemaviton C1000 yang bersumber dari situs YouTube. Konten analisis kualitatif yang didasarkan pada teori semiotika Peirce (1940) diterapkan untuk menganalisis data yang berupa tanda verbal dan non-verbal pada video komersial tersebut, dan kategori citra perempuan yang dibuat oleh Hung & Li (2006) digunakan untuk mengidentifikasi citra perempuan pada video komersial dan slogannya. Hasil analisis data mengindikasikan bahwa secara umum, kedua video komersial tersebut telah mencoba untuk mematahkan stereotip tradisional tentang citra perempuan, meskipun masih ada sedikit bagian yang mengandung stereotip tersebut. Selain itu, citra perempuan yang paling menonjol dalam video adalah kategori 'strong woman'. Terlebih lagi, slogan dari YOU C1000 dan Hemaviton C1000 menunjukkan bahwa perempuan yang biasanya digambarkan beraktivitas di dalam ruangan juga dapat melakukan aktivitas di luar ruangan dan bertualang. Temuan penelitian ini mengindikasikan adanya usaha mengubah citra wanita pada video komersial masa kini.

Kata kunci: iklan, semiotik, slogan, citra perempuan, tanda verbal dan non-verbal

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INTRODUCTION

The depiction of women's activities in society and the public sector has always been associated with domestic and physical matters, either in the form of their beauty or body shape. This stereotypical presentation of women is also apparent in advertisements, causing this topic to be frequently studied by scholars for decades (Zotos & Tsihla, 2014). It is saddening that despite the movement for gender equality, most advertising still reflects traditional gender stereotypes. As Kim & Lowry (2005) state that many studies reported that traditional gender stereotypes are still apparent in ads and thus ignore their actual diversity.

Wood (1994) states that media presents men and women with different stereotypes. Typically, men are portrayed as active, adventurous, strong, sexually aggressive, and largely uninvolved in human relationships. By contrast, women as sex objects are often presented as young, thin, beautiful, passive, dependent, incompetent, and dumb. Kitsa & Mudra (2020) mention that female gender stereotypes are related to traditional characteristics of women linked to tenderness, warmth, softness, sensitivity, external, attractiveness, care, fidelity, housework, and family. Moreover, there are some negative traits which are often attached to women such as weakness, intolerance, emotional instability, and women as passive members of society.

Among all gender stereotypes, sexualisation and occupational status are the most prominent dimensions shown in ads (Tartaglia & Rollero, 2015). In terms of occupation, women are traditionally pictured as a housewife with indoor activities in ads, while men are depicted as breadwinners in occupational settings (Doring et al., 2016; Eisend, 2010; Eisend, 2019; Farris, 2014). Moreover, sexualisation refers to when women are depicted as sex or beauty objects in an ad, which emphasises their physical beauty. This can lead to the occurrence of a 'beauty standard' which is perceived as an ideal beauty image by society. Rose et al. (2012) note that women tend to compare themselves with others and consider being thin as the ideal body image since it is presented widely by modern mass media. All the traditional gender role depictions in the media to some extent mirror the practice of gender stereotyping in society and project how people view gender in their life.

There are some studies on semiotics analysis of women's image in advertising that have been done in the past. The study conducted by Wasista (2012) aimed to identify the representation of post-colonial women's beauty on YOU C1000 which starred Miss Universe as the model during 2004-2011. She used the semiotics theory of Roland Barthes to analyse the data which involves denotative and connotative signs that focus on visualising the image. The result of the study reveals that there are three categories of postcolonial women's beauty such as white skin associated with apartheid politics, slim as the ideal body, and a beautiful face. Ege (2015) conducted a study about women's beauty vitamin drinks entitled "*Makna Kecantikan Perempuan dalam Iklan Televisi YOU C1000 Vitamin 'Batik' Leila Lopes*". The study used semiotics theory by Charles Sander Peirce. The results reveal that YOU C1000 broadened the meaning of women's beauty through brand ambassador Leila Lopes. The meaning of beauty depicted in the ads is related to beauty from inside regardless of skin colour. It is because the skin colours in the advertisement cannot be a measure of beauty. The diversity of skin colour makes the world attractive. Beauty is not something fixed and uniform, but it is complex and cannot be categorised. Amelia (2015) conducted a study about women's identity in beverage advertising. The data used in this study was the *Luwak White Koffie* advertisement version of *Kopi Nikmat Tidak Bikin Kembung* and Maudy Koesnaedi version. The data was analysed using Roland Barthes semiotics's theory including denotation, connotation, myth, and ideology. The result reveals that women's identity is represented by white women, the middle class, and women have public roles other than domestic roles. It can be implied that there is an ideology of capitalism related to women drinking coffee. Subagja (2017) also conducted a semiotics analysis of the meaning of slogans in drinks advertising. The aim is to find out the meaning of the slogan Extra Joss Bland with the "*laki kalah sama pelangi, move on dong, minum yang next*

level” version using semiotics analysis by John Fiske. There are three results revealed by the study. First, the reality level shows the codes of clothes, places, behaviours, gestures, and expressions. Second, the level of representation can be seen from the sentence, camera, music, and voice. Last, the ideological level of this study consists of two ideologies, namely capitalism and masculinity. Therefore, the slogan “*move on dong, minuman yang next level*” persuades the audience to consume Extra Joss Blend. The masculinity of a football player’s gesture portrayed a man as active, powerful, and aggressive.

Hung & Li (2006) have done research entitled “*Images of the contemporary woman in advertising in China: A content analysis*” which aims to examine the feminine image of women in contemporary magazines advertising in China analysed the images from three local magazines and three foreign magazines. The data analysis used a quantitative approach with coding schemes to identify the typology and the type of feminine images. They develop the hypothesis to examine the correlation of the featured image with the product category, magazine type, and ethnicity of the presenters. In this research, Hung and Li divided the women's image in the magazines into four specific images of contemporary China women such as nurturer, strong woman, flower vase, and urban sophisticate. Besides, each of the images incorporated features of the homogenised global consumer culture and features reminiscent of traditional Chinese. The nurturer and flower vase are traditional, while the strong woman and urban sophisticate are modern. Meanwhile, the nurturer (dependent on man, homemaker) images of women are associated with domestic roles. Another study on women’s image was conducted by Yuliang (2010) which used five stories in four Chinese women’s magazines including *Women of China, Family, Girlfriend, and Trends Cosmopolitan* as the data. It aimed to find out how ideology and masculinisation has overshadowed the Chinese women’s gender identity in the pre-reform period and post-reform period, and to know about the ideology constructions of the social myths underline different images of women. The study used a content analysis approach to process a large amount of sample data, analyse the media content, and examine the images of people portrayed in the social media trends, and values. To analyse the data, Yuliang (2010) used John Fiske’s semiotics theory named the three layers of semiotics meaning to analyse the social myths hidden behind the narrative structure of the text and the ideology. The results identified three female images of women as the iron girl, considerate wife, and stylish woman. Kitsa & Mudra (2020) also conducted a study about gender stereotypes in advertising to investigate gender stereotypes in TV advertising in Ukraine. They used empirical methods of cognition content analysis with comparative elements and combined qualitative and quantitative approaches. The data used in this study was TV advertising from 2015 to 2018 years on 6 leading TV channels in Ukraine including 1 + 1, Inter, Ukraine, STB, Novyj Kanal, and ICTV. In this study, based on characteristics of sexism advertising there are 10 stereotypes of women in Ukraine TV advertising such as woman “as a housewife, woman as a nurse, woman as a guardian, woman as an easy prey, woman as a goddess, woman as a toy, woman as a servant, woman as a loser, woman as a traitorous, and woman as a blonde”.

Despite the vast number of research on gender in advertisements, limited research has been undertaken to explore the women’s image in online commercials posted on the brand’s official YouTube account. Moreover, the analysis of women’s stereotypes in ads is somehow limited to pictures depicted in the commercials and the voice-overs, without including the analysis of the brand’s slogan. This study tries to fill the gap in the research by conducting a content analysis on online commercials for vitamin drinks which include images, voice-overs, and slogans.

The slogan in an advertisement is created for a specific purpose, that is to convey a message to the audience. It is in line with Lazfihma (2014) saying that slogans have two main purposes, including maintaining the ad’s existence in the campaign and simplifying an advertising message in a positioning statement to be concise, repeatable, and attract attention

and be memorable. In this study, the slogan describes the brand identity of the vitamin drinks. Abdi & Irandoust (2013) stated advertising slogans can protect the brand identity of the company.

RESEARCH METHOD

This research falls into a qualitative content analysis category. This study used two online commercials available on the official YouTube account of two vitamin drink brands, namely YOU C1000 and Hemaviton C1000. The data used in the research is in the form of audio and visual of vitamin drink commercials. The videos are two advertisements with the title YOU C1000 vitamin drink “Confidence” with Zozibini Tunzi, Miss Universe 2019 as the central figure, on the URL <https://www.youtube.com/watch?v=QcCeK2dXGxE> and Hemaviton C1000#SehatCantikTanpaFilter, on the URL <https://www.youtube.com/watch?v=Fv1mokKG2YQ>. Both videos were published on February 16, 2020 and April 4, 2019. The duration of the videos is 1 minute for each video. The data analysis was done in two steps. First, semiotics analysis using Charles Sanders Peirce’s semiotic theory was applied to the pictures, voice-overs, and slogans of the commercials to understand the message conveyed in the commercials. Second, the pictures, voice-overs, and slogans were also analysed using the women’s image categorisation as proposed by Hung & Li (2006). The analysis was done to meet the two research objectives. The first objective is to identify the image of women pictured in both commercials. The second objective is to find out how the slogans represent the image of women.

Semiotic Analysis of Charles Sanders Peirce

Chandler (2007) mentions that there are three parts of Peirce’s triadic theory that consist of the representamen or the form which the sign takes, an interpretant or a sense made of the sign, and an object or something beyond the sign to which it refers (a referent). All the three elements of Peirce’s theory are essential. The sign is a unity of what is represented (the object), how it is represented (the representamen), and how it is interpreted (the interpretant) (Chandler, 2007). Figure 1 illustrates the triadic aspect of semiotics by Peirce:

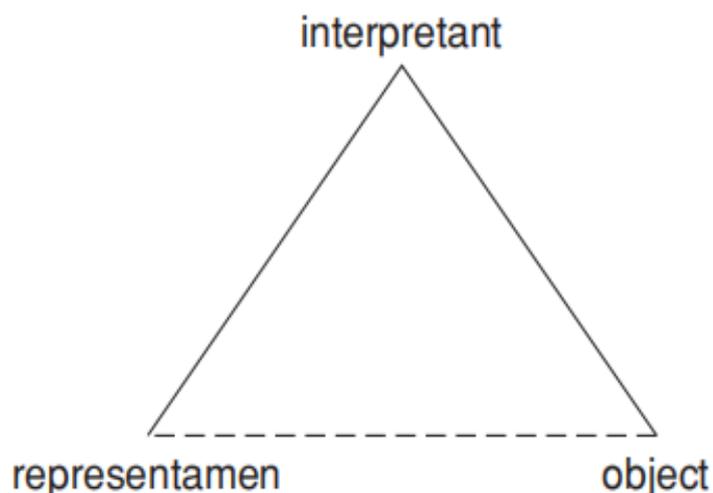


Figure 1. Peirce’s semiotics triangle
Sources: Chandler (2007)

According to Peirce's (1940) semiotics analysis, Peirce divides sign based on ground characteristics into three groups such as qualisigns, sinsigns and legisigns. Qualisigns is the quality of a sign. Sinsigns is an actual existent thing or event of sign. Legisign is the law or rule that is a sign. The objects are divided into icon, index, and symbol. Icon is a marker that is similar to the shape of the object. The index is which sign is connected with the object because of cause and effect. The symbol is a general idea or law connected with an object because of the agreement. The interpretant are rheme, dicent, and argument. The rheme is a possibility to interpret the object. The dicent or dicensign is an actual existence of a sign. The argument is a sign of law.

Women's Image in Advertisements

The study conducted by Hung & Li (2006) to help analyse the image of women in YOU C1000 and Hemaviton C1000 advertisements, which shows four images of women including nurturer, strong woman, flower vase, and urban sophisticate. Each image has different characteristics, as shown in Table 1.

Table 1. Image of women in Hung & Li (2006)

Women's Image	Characteristics
Nurturer	Traditional, beautiful, soft, kind, well-mannered, loyal, virtuous, and associated with domestic roles such as cooking and taking care of children.
Strong woman	Modern, self-reliant, talented, ambitious, and independent spirit.
Flower vase	Traditional, physically beautiful, glamorous, charming, and attractive based on a mix of traditional Chinese and Western ideals.
Urban sophisticate	Modern, high living, the embodiment of taste and close with globalization.

FINDINGS AND DISCUSSION

The findings and discussion section would be divided into some subsections. The first subsection would be about the analysis results of the first commercial from YOU C1000. This subsection would show some pictures and verbal information presented in the commercial along with the interpretation based on Peirce's semiotics, and Hung and Li's women's image categorization. The second subsection would show some pictures and verbal information presented in Hemaviton C1000 commercial along with the interpretation based on Peirce's semiotics, and Hung and Li's women's image categorisation. The third subsection would mainly discuss all the interpretations of the data.

Findings on YOU C1000 Commercial

A one-minute commercial of YOU C1000 (henceforth commercial 1) from its official YouTube account was divided into 8 scenes to ease the process of analysis. The results of the data analysis of YOU C1000 as in Table 2 to 9.

Table 2. Analysis of Scene 1 Commercial 1

Representamen	Object	Interpretant
 <p>Sign 1 (woman's head)</p>	The woman's head looking to the right side	The sign showed the woman's head with beautiful scenery inside her head. It represents that the beauty of a woman is not only seen from the physical appearance, but also from the beauty of their mind.
 <p>Sign 2 (woman's eyes)</p>	The woman's eyes with half of the orange sunlight	The pair of eyes show a serious expression. The woman is very focused on seeing the object in front of her.
 <p>Signs 3 (Flat lips)</p>	The woman does not smile or laugh	From the sign, the woman express less or neutral emotional feeling seen from her flat lips without a smile.

Table 3. Analysis of Scene 2 Commercial 1

Representamen	Object	Interpretant
 <p>Sign 1 (The beach)</p>	The beautiful beach surrounded by rock cliff	The sign in the picture represents that a woman must be strong and independent. Because the road to be taken is not always smooth, there will be obstacles ahead. Just like a beautiful beach, there will always be rock cliffs that adorn. This scene also highlights the natural beauty of the West Sumba's beach as one of tourism potentials in Indonesia.
 <p>Sign 2 (a woman portrait)</p>	A woman walking confidently in the seashore and she is looking at the beauty of the beach	A woman's gesture shows confidence.

Table 4. Analysis of Scene 3 Commercial 1

Representamen	Object	Interpretant
 <p>Sign 1 (hands up)</p>	A woman raising her hand	A gesture to show something. In this context, the woman raises her hand upholding the cloth, indicating that she wants people to know the thing she is holding.
 <p>Sign 2 (kain tenun)</p>	Kain tenun from Sumba, East Nusa Tenggara, Indonesia	Kain tenun is a heritage, cultural representation, and characteristic of the local community in Sumba.

Table 5. Analysis of Scene 4 Commercial 1

Representamen	Object	Interpretant
 <p>Sign 1 (happy smile)</p>	A woman showed a happy smile	An expression that makes someone look emotional. In this context, the lips show that the woman feels happy with something in front of her.
 <p>Sign 2 (Eye smiles)</p>	A pair of eyes that show a happy and satisfied feelings with the things around her	An expression of someone who is happy through her eyes. Which means she is happy with her surroundings.
 <p>Sign 3 (Yellow dress)</p>	A woman wearing a yellow dress that shows her beautiful skin colours	Yellow has frequently been associated with positive feelings or characteristics such as cheerful, joyous, happy, optimistic, inspiring, sociable, and friendly (Birren, 1980; Sung & Kim, 2013). In this context, yellow is most likely linked to colour of the product of YOU C1000.
 <p>Sign 4 (The model's name)</p>	The model used in this video is Miss Universe 2019	The sign proves that the brand ambassador for the vitamin's drink is a Miss Universe.

Table 6. Analysis of Scene 5 Commercial 1

Representamen	Object	Interpretant
 <p>Picture 1 (half of body)</p>	<p>A woman's half body which shows a portrait of the sunset</p>	<p>The sign in the picture interprets that every woman has a beauty that does not only come from the physical body, but also from within.</p>
 <p>Sign 2 (Trees)</p>	<p>The various forms of trees that have branches shaped like the root</p>	<p>The sign in the picture interprets that woman must be strong in life, just like the tree in the sign which looks strong and sturdy. The tree branches mean that women also have a role in their surroundings.</p>
 <p>Sign 3 (Water)</p>	<p>The calm seawater</p>	<p>The calm seawater might represent that women need to be calm in most circumstances.</p>

Table 7. Analysis of Scene 6 Commercial 1

Representamen	Object	Interpretant
 <p>Sign 1 (white dress)</p>	<p>A woman wearing a white dress</p>	<p>The colour white is linked to simplicity and purity. A woman who wears a white dress will be more candid and shinier. In this section, the woman looks simpler and humbler wearing a white dress so that she shows her true beauty.</p>

Table 8. Analysis of scene 7

Representamen	Object	Interpretant
 <p>Sign 1 (right hand, vitamin's drink)</p>	<p>A woman holding a vitamin drink bottle with her right hand</p>	<p>The gesture is shown when someone is ready to take action. In this context, it is interpreted that the woman holding a bottle reveals the brand of the vitamin drink, whereas holding something with the right hand is a polite action. It shows a good manner. In Indonesia, to receive something, it would be better to use two hands or the right hand (Ratna, 2014). It is in line with the statement of Idrus (2012) that the value of politeness in Javanese society teaches that the right hand is considered polite when people receive or hold something.</p>
 <p>Sign 2 (the wavy green hills)</p>	<p>The wavy green hills</p>	<p>The sign is interpreted as freshness, which means that the vitamin drink product elevates the beauty of nature as a marketing concept. This is because the products being marketed used the concept of fruits such as apples, lemons, and oranges that are closely related to nature and freshness. This is in line with the associations that the green colour has, which are freshness, refreshment, naturalness, tranquility, peacefulness, growth, and health (Ballast, 2002; Birren, 1980; Sung & Kim, 2013). Moreover, green is associated with nature, it can create a feeling of peace and calm (Clarke & Costall, 2008).</p>

Table 9. Analysis of scene 8

Representamen	Object	Interpretant
	<p>The text of YOU C1000</p>	<p>The text "Healthy Inside, Fresh Outside" is a slogan from YOU C1000.</p>
	<p><i>Kain Tenun</i></p>	<p>The colour pattern of <i>Kain Tenun</i> is different from the previous one. This shows the cultural diversity of <i>Kain Tenun</i> in Indonesia.</p>
	<p>Three bottles of YOU C1000 vitamin drinks</p>	<p>There are three glass bottles filled with different liquids, and it has different signature colours of the brand, which are orange, yellow, and red.</p>

Analysis of Hemaviton C 1000 Using Peirce’s Model

A one-minute commercial of Hemaviton C1000 (henceforth commercial 2) from its official YouTube account was divided into 6 scenes to ease the process of analysis. The results of the data analysis of Hemaviton C1000 as in Table 10 to 15.

Table 10. Analysis of scene 1 Commercial 2

Representamen	Object	Interpretant
 <p>Sign 1 (shy smile)</p>	The woman is smiling	The lips which are pulled up making a slight smiling shape, indicate that the subject is having a good feeling. In this context, the woman shows a shy smile when taking a selfie.
 <p>Sign 2 (the eyes looking to down)</p>	A pair of eyes that show happiness	The expression of a woman's happiness through her eyes. It means that the woman is happy with what she sees.

Table 11. Analysis of scene 2 Commercial 2

Representamen	Object	Interpretant
 <p>Sign 1 (veil)</p>	Three women with different style	The sign is interpreted as diversity. In this context, the diversity shown is a woman who wears a hijab among others.
 <p>Sign 2 (White flowers)</p>	A white flower plant	A white flower is the expression of purity and innocence.
 <p>Sign (Deers)</p>	A group of deer	Deer as a symbol of harmony and happiness.

Table 12. Analysis of scene 3 Commercial 2

Representamen	Object	Interpretant
 <p data-bbox="338 602 533 627">Sign 1 (footsteps)</p>	<p data-bbox="667 351 930 412">Three women walking in the forest</p>	<p data-bbox="951 351 1444 472">The gesture is taken when people are ready to take action. Footsteps in the sign represent that people are ready to continue their journey to another place.</p>
 <p data-bbox="280 804 592 828">Sign 2 (brown and pink bag)</p>	<p data-bbox="667 656 930 716">A woman carrying a bag</p>	<p data-bbox="951 656 1444 745">The sign is interpreted that women must equip themselves with various skills or knowledge for their lives.</p>

Table 13. Analysis of scene 4 Commercial 2

Representamen	Object	Interpretant
 <p data-bbox="373 1330 612 1355">Sign 1 (A brown bag)</p>	<p data-bbox="740 1023 1003 1144">A woman who covers her head with a bag to protect herself from the rain</p>	<p data-bbox="1024 1023 1402 1113">A bag to cover the head is interpreted as equipment to protect from something, for instance, rain.</p>
 <p data-bbox="400 1756 584 1780">Sign 2 (head up)</p>	<p data-bbox="740 1384 1003 1444">A woman who is happy when it rains</p>	<p data-bbox="1024 1384 1402 1505">An expression of someone that feels comfortable with the situation. In this section, the woman looks relish when it rains.</p>

Table 14. Analysis of scene 5 Commercial 2

Representamen	Object	Interpretant
 Sign 1 (hands)	The three women walking together	The sign is interpreted as a togetherness frame. In the section, the women's hands are like taking care of each other.
 Sign 2 (head down)	The head facing down	The sign is interpreted as carefulness. In the context, the three women walk in the middle of the grass carefully which means women have to think deeply before doing something because it can have a good or bad impact on their life.

Table 15. Analysis of scene 6 Commercial 2

Representamen	Object	Interpretant
 Sign 1 (filters)	Three different filters	An image filter is an effect to make the image more interesting. In this section, there are three filters, but one of them is turned off. That means not everyone likes to use it, they prefer to look natural because women without filters are actually beautiful.
 Sign 2 (a happy face)	All the women are smiling	An expression of someone who feels proud and happy. In this context, the three models smile showing that they are proud to be themselves.

Women's Image as Presented in Vitamin Drink Commercials

This research reveals that the semiotic signs found in the YOU C1000 and Hemaviton C1000 are visual and verbal signs. Each image of YOU C1000 video advertising contains pictures of women and other signs such as eyes, lips, and skin colour linked to a woman's image, yet the commercial also contains other supporting elements like dress colour which signifies the brand's colour and horses which signify the natural beauty of West Sumba, Indonesia. On the other hand, each image of Hemaviton C1000 has signs in the form of eyes, lips, eyebrows, and skin colour associated with a woman's image and some other supporting elements such as filters, deer, white flowers, and pink and brown bags. The triadic model of Peirce's semiotics theory is used to find the correlation between representamen, object, and interpretant.

The representamen found in YOU C1000 are qualisign related to the colours of the background contained in the video which are yellow, green, blue, white, brown, and grey. The qualisign in the Hemaviton C1000 which is pink, white, grey, yellow, and brown. The sinsign found in the video of YOU C1000 and Hemaviton C1000 shows the expression and body gestures of the character, who is happy, proud, excited, and comfortable. From both videos, the legisign was only found in YOU C1000 because the advertising uses signs that are closely

related to norms or law at the beginning and the end of the video which shows the title of the central figure and the copyright.

The object of YOU C1000 and Hemaviton C1000 data includes icons such as a picture of a woman that is associated with a woman's image. The symbol found in YOU C1000 includes the depiction of a dark-skinned woman who is assumed to look exotic as the central figure in the commercial. Besides the existing partnership between the brand, YOU C1000, and Miss Universe Beauty Pageant, this commercial happens to break the stereotypical beauty image of women by showing the beauty of people of colour. It successfully shows that all women, including people of colour, are also beautiful. Not only that, but the central figure also has very short black hair, which is unusual for women to have such a short haircut. Thus, the first commercial indicated that the depiction of women's images in commercials today have been altered to be more positive and to encourage positive body images. This is in line with Dove's campaign which reveals the truth about the distorted ideals of beauty (Kordrostami & Laczniak, 2021). It means that the findings contribute to the decline of gender-role stereotyping in ads, in line with the statement made by Furnham & Paltzer, (2010) saying that the gender-role stereotyping in ads starts to decline, but the changes are somehow limited to certain categories such as credibility, role, and age.

On the other hand, the symbols in Hemaviton C1000 show different images of women, which indicate that beautiful women are the ones who have fair skin and slim bodies since all the central figures in the commercial have the same physical characteristics. Three models in the advertisement fit the concept of beauty in society. The findings of the second commercial support the existing stereotypes that an ideal woman is associated with physical beauty such as a slim body, white skin, and long flowing hair (Rini, 2010). Women should have a nice body, good facial skin without acne, and beautiful long black hair. Yet, interestingly, the second commercial also tries to show diversities in Indonesian race and culture, in which one of the central figures is depicted wearing a veil which clearly shows her identity as a Moslem. A woman wearing a hijab seems to illustrate that the beauty of a woman is not limited to what she wears. Any woman can be beautiful as long as she stays by herself. Fardiana (2014) stated that the hijab is not only about a religious symbol, but also part of culture and lifestyle. Muslim women have a contribution to shaping the concept of beauty because modern Muslim women are not only concerned with spiritual beauty and material beauty related to religious attributes namely hijab and beauty products such as fashion and make-up. The decline in the stereotyping—and the inclusion of different racial, religious, and ethnic backgrounds—could be due to the effort made by the corporate to foster their brand responsibility or brand advocacy to be considered more socially responsible and satisfy millennial audiences who are more ethically conscious (Tsiehla, 2020).

The interpretant found in the YOU C1000 are dicent, argument, and rheme, but in Hemaviton C1000, there are only argument, and rheme. There is no dicent found in the video advertisement because it only uses audio in it without any textual sign. The index in YOU C1000 is a sentence found in verbal signs, and the index in Hemaviton C1000 is the narration in the form of voice recording.

From the semiotic elements, YOU C1000 emphasises elegance by showing a woman as the central figure who is walking leisurely enjoying the natural beauty including beaches and hills. By contrast, Hemaviton C1000 emphasises more active nuance where the central figures are pictured doing a physical activity, which is hiking, with full of excitement. Both commercials take an outdoor place as their setting. This choice is different from the typical commercials involving women, which commonly take place indoors. Not to mention, women's roles in both commercials also contradict the traditional roles of women in ads, as Kordrostami & Laczniak (2021) state that women are commonly depicted in specific roles of serving other people such as housewives, mothers, lovers, or homemakers.

The verbal sign in YOU C1000 advertisements created a message for women to accept their imperfections by optimising their inside beauty. This commercial encourages women to have a more positive image of themselves, to be proud of everything that they have, and to avoid comparing themselves with others because every woman has their own way to express their true beauty. Meanwhile, Hemaviton C1000's verbal signs give a message that women have the opportunity to do something they are interested in, such as travelling or working. Purnamawati (2012) states that women can be empowered because they understand themselves and their potential so that women will be able to plan their goals in the right way. From the verbal signs, it is clear enough that both commercials seem to eradicate the negative consequences caused by gender stereotyping. Tsihla (2020) mentioned that negative consequences of gender stereotyping might include body dissatisfaction, feelings of insecurity, reduced self-confidence, and confinement of professional opportunities. The first commercial successfully excluded the stereotypes of ideal beauty, while the second commercial minimised the oppression of expressing oneself.

There are two women's roles found in every scene of YOU C1000 and Hemaviton C1000 ads linked with the theory of women's image by Hung & Li (2006); they are strong women image and flower vase image. In YOU C1000 strong women image is found in scenes 2, 4, 5, 6, and 7, whereas the flower vase image is found in scenes 1 and 3. Furthermore, in Hemaviton C1000 strong women image is found in scenes 2, 3, 4, and 5, while flower vase image is found in scenes 1 and 6. The difference in women's roles in both advertisements lies in the central figure. For instance, the women's role in YOU C1000 is portrayed as mature and elegant, with outdoors concepts linked to natural beauty such as beaches and hills. Moreover, women's role in Hemaviton C1000 is portrayed as adventurous and independent, with outdoor activities such as hiking. Still, both commercials show that women must accept all their imperfections and be self-confident. The emphasis on women's role in YOU C1000 and Hemaviton C1000 namely strong women. It is because every scene in the video leads to the characteristic of strong women associated with Hung and Li's women's image theory, even though a few stereotypes on beauty still persist in the second commercial which are white skin, black long hair, and a slim and tall body.

Women's Image as Presented in Slogans of Vitamin Drink's Commercials

The selected visual and verbal signs scenes that have been analysed portray women related to the character and role of women in advertisements that are supported by the realities that exist in society regarding the space and their roles. The existing assumption is that women are always identical to the physical and domestic sphere as housewives, while men are always associated with activities in the public sphere. And the vitamin drink comes with an advertising concept that depicts women as different characters in society through slogans created by each company.

Women in advertisements for vitamin drinks are portrayed with characters that seem to be contrary to the phenomena that exist in society. YOU C1000 has the slogan "Healthy Inside, Fresh Outside" which indicates that women are imaged as elegant, mature, strong, and ready to face challenges in life. Besides, Hemaviton C1000 has a slogan "*Dua Kebaikan Untuk Sehat dan Cantikmu* " which indicates that women are imaged as gentle and friendly. Both slogans use the word 'health' or 'healthy' which emphasises that the product is related to the physical health aspect since they are promoting vitamin drinks. Yet, if we look further into the slogan in the second commercial, it also emphasises beauty along with health. This indicates that even though the gender stereotypes seem more subtle or reduced in some advertisements, the stereotype where women are still valued by their physical appearance rather than their other values still pertains.

Moreover, the slogan in YOU C1000 commercial indicates the independence and bravery of a woman to show her beauty through her role in life. The woman in the advertisement is close to the current of globalisation where western and traditional cultures meet each other, but the woman still attaches to the values that exist in the place of origin. The model seems to break the image of beauty that has always been associated with white skin and straight black hair. On the other hand, the women in Hemaviton C1000 commercial are close to the stereotypes that exist in society such as a white woman, with long black hair and an ideal body posture. The advertisement also shows a woman in hijab which symbolises diversity, which means living in harmony in socio-cultural diversity.

The image of women in the two slogans of vitamin drinks not only shows women as objects of physical beauty, but also breaks away from the traditional role and femininity of women. It means that women have the opportunity to do many things for themselves and to personally develop themselves other than serving their familial roles as obedient children, wives, and mothers.

CONCLUSION

The semiotic signs found in the YOU C1000 and Hemaviton C1000 are visual and verbal signs. The visual sign is the picture found in the video. The non-verbal aspects include voice-over and sentences that appeared in both vitamin drink video advertisements containing pictures of women as central figures and other supporting elements such as pastel colour, *kain tenun*, deers, bag, and hijab or veil. The meaning of signs in the data realised through Peirce's semiotics theory consists of representamen, object, and interpretation. The qualiasign is represented by the quality of colour in vitamin drink ads like black, white, yellow, pink, green, and brown. The sinsign found in the data shows the expression of the central figure, who is confident, excited, happy, and proud. The legisigns are not found in the data of Hemaviton C1000, but it is found in YOU C1000. The object is divided into icon, symbol, and index. An icon such as a picture of a woman is associated with a woman's image. The symbol which is found in YOU C1000 is a dark-skinned woman who is assumed to look exotic. Symbols in Hemaviton C1000 which can be found in the scene include the perception that beautiful women have white skin and slim bodies. The index in YOU C1000 is a sentence found in verbal signs. And the index in Hemaviton C1000 is the narration in the form of voice recording.

The intepretant in YOU C1000 and Hemaviton C1000 linked to rheme, dicent, and argument. There is rheme found in the Hemaviton C1000 such as voice over. Dicent is the location or source of the vitamin's drink video advertisement. It was downloaded from the official YouTube of YOU C1000 and Hemaviton C1000. The argument is a sign that gives reason for something. The video advertisement was used to inform about vitamin drinks' slogan on the women's image. The video is used to give messages related to women's image. The most common women's images shown in both vitamin drink ads are strong women because some scenes in the video lead to the characteristics of strong women that were explained in the previous chapter.

The result of the analysis of the data also reveals that both vitamin drink commercials break the stereotype that women cannot do outdoor activities. There are some differences in the concept of beauty shown in both advertisements. YOU C1000 breaks the stereotype that beauty not only focuses on physical appearance which means the beauty can be seen from attitude and character. Moreover, it can be seen from the model that an African woman has different beauty standards among others, but she is confident with herself. Hemaviton C1000 still maintains the beauty standard that exists in society. For instance, a woman must have a slim body and long black hair. It can be seen from the three models as central figures who are local women, they have physical beauty in accordance with the beauty standards created by the society.

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