

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

As social creatures, we have to interact with other humans. The main suggestion for interacting with humans is to use language. Also discuss one way humans express and express our reactions to certain situations and conditions. Edward Sapir said Language is a noninstinctive, human way of communicating ideas, emotions, and desires through a system of symbols. Language is a tool for communication. It can be conveyed directly through speech, or indirectly through movements and gestures, as seen in advertisements.

Advertising serves as a powerful communication tool that allows brands to connect with consumers on both emotional and rational levels. It does more than promote products; it builds a narrative that fosters trust and brand loyalty. The messages conveyed in advertisements are designed to persuade, inform, and remind consumers about the brand's offerings (Belch & Belch, 2020). Advertising is a powerful tool used by brands to communicate their message and influence consumer behaviour. Eau De Perfume Scarlett, a fragrance brand, leverages YouTube as a digital platform to target its audience. The increasing reliance on visual and auditory semiotic elements in advertisements has become a trend in shaping brand identity and consumer perceptions (official, 2024) (official, 2024) (official, 2024)). Scarlett's ads utilize semiotics, embedding signs, symbols, and cultural codes to convey their message effectively. These strategies underscore the importance of studying semiotic approaches to understanding advertisement content (Kress & van Leeuwen, 2020). Semiotics, the study of signs and symbols, plays a significant role in advertising by enabling brands to embed meanings in their messages. Advertisements are not just textual or visual displays but complex systems of signs designed to evoke specific interpretations (Chandler, 2017). Semiotics allows marketers to convey intricate messages without overloading the audience with information. Eau De Perfume Scarlett exemplifies the use of semiotic strategies in modern advertising. The brand uses specific symbols, colors, and images in its ads to create a sense of elegance and sophistication. These semiotic elements are meticulously chosen to align with the brand's identity and target

audience's expectations (Kress & van Leeuwen, 2020). YouTube, as a platform, has transformed how advertisements are created and consumed. It offers brands the ability to reach a global audience with tailored, engaging content. This digital medium enables Scarlett Parfum You to target its specific demographic effectively, leveraging the interactive nature of video content (Statista, 2023). Visual semiotics in Scarlett's advertisements is evident through the choice of models, backgrounds, and props. These elements work together to create a luxurious and aspirational image. For instance, the use of floral imagery often symbolizes femininity and beauty, resonating deeply with the brand's core values (Machin, 2020). Auditory elements, such as music and voiceovers, are equally crucial in shaping consumer perceptions. Scarlett Parfum You ads employ soft, melodic tunes that evoke feelings of relaxation and sophistication, aligning with the brand's message. These auditory cues enhance the emotional appeal of the advertisements (Tagg, 2018).

YouTube, being one of the most popular platforms for digital advertising, offers unique opportunities to engage audiences. Ads like Scarlett Parfum You's tap into this potential by creating a narrative that resonates with their target market. The semiotic analysis of such advertisements is crucial to know how meanings are constructed and communicated (Barthes, 2018). Advertising does not operate in isolation; it is deeply embedded in cultural contexts. Scarlett Parfum You integrates cultural codes, such as traditional motifs or popular idioms, to create a sense of relatability for its target audience. This ensures that the advertisement resonates with viewers on a deeper, cultural level (Barthes, 2018). Color is a potent semiotic tool in advertisements. Scarlett Parfum You uses pastel tones, often associated with elegance, calmness, and femininity. These choices are not arbitrary but strategically aligned to evoke specific emotions and establish brand identity (van Leeuwen, 2020). The presentation of Scarlett Parfum You's bottles in the advertisements often carries symbolic meaning. The intricate design and packaging symbolize luxury and exclusivity, appealing to the target market's aspirations (Chandler, 2017). Scarlett's advertisements on YouTube often follow a narrative structure, telling a story rather than presenting a direct sales pitch. This storytelling approach allows the audience to emotionally connect with the brand, making it more memorable and impactful (Belch & Belch, 2020).

1.2. Identification of the Problem

Scarlett Parfum You advertisements use a mix of visual and textual elements that might have layered meanings, which can vary depending on the audience's cultural and social context. However, these meanings are not always explicit, leading to varying interpretations of the brand message.

1.3. Limitation of the Problem

This research focuses solely on the semiotic analysis of Scarlett Parfum advertisements aired on YouTube. The study will analyse the use of signs, symbols, and cultural codes in the advertisement without delving into the audience's reception or purchasing behaviour.

1.4. Formulation of the Problem

The research will address the following questions:

1. What semiotic elements are present in Eau De Perfume Scarlett advertisements on YouTube?
2. How do these elements contribute to the construction of meaning in the advertisements?
3. What are the cultural Context and Symbolic Meaning in the Eau De Perfume Scarlett?

1.5. Objective of the Research

The objectives of this research are:

1. To identify the semiotic elements used in Eau De Perfume Scarlett advertisements.
2. To analyse how these elements contribute to the construction of meaning in the advertisements
3. To identify the Context and Symbolic Meanings in the Eau De Perfume Scarlett

1.6. Benefit of the Research

This research will benefit both academic and practical fields. Academically or Theory, it contributes to the field of semiotics by providing insights into how signs and symbols are used in digital advertising. Practically, it aids advertisers and marketers in understanding how semiotic elements can be effectively employed to craft compelling narratives.

1.7. Systematic Organization of the Research

The framework of the paper writing title (*Semiotic Analysis in Scarlett Eau De Perfume Advertising: A Peircean Analysis of YouTube Ads*) This research is organized as follows:

CHAPTER 1 : INTRODUCTION

This chapter serves as the foundation of the study. It provides the background of the research, explaining the rationale and significance of the chosen topic. The identification of the problem highlights key issues that require investigation, while the limitation narrows the study's scope to ensure focus and feasibility. The formulation of the problem is presented as research questions or hypotheses, guiding the investigation. Lastly, the chapter discusses the objectives, outlining what the research aims to achieve, the benefits to stakeholders, and the organization of the research, offering a roadmap for readers.

CHAPTER 2 : THEORITICAL FRAMWORK

This chapter surveys relevant theoretical frameworks and previous studies, providing a foundation for the research. It delves into the concepts of semiotics the study of signs and symbols and its application in advertising, linking the study to established knowledge..

CHAPTER 3 : RESEARCH METHOD

The methodology outlines the research design, detailing the approach used, whether qualitative, quantitative, or mixed-method. It also describes the data collection methods, such as surveys, interviews, or content analysis, and the data

CHAPTER 4 : SEMIOTIC ANALYSIS IN SCARLETT EAU DE PARFUME ADVERTISING: A PEIRCEAN ANALYSIS OF YOUTUBE

The most substantial part of the research, this chapter applies the theoretical concepts to the Scarlett Parfum YouTube advertisements, analyzing their semiotic elements, such as colours, symbols, language, and imagery. It discusses the significance of these findings, linking them to the research objectives and broader implications.

CHAPTER 5 : CONCLUSION

This chapter synthesizes the key findings, answering the research questions posed in Chapter I. It offers conclusions that underline the significance of the study and presents suggestions for future research, addressing limitations or proposing new directions for exploring semiotics in advertising.