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Deanship of Scientific Research

An Analysis of Make Over Advertisement "Discover the Unseen Power: Unbreakable" On Youtube: Study of Semiotic Roland Barthes

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Abstract

Objectives: This study aims to analyze the semiotic signs in Make Over's advertisement "Discover the Unseen Power: Unbreakable" on Youtube. This study focuses on how the advertisement conveys the message of women's empowerment which is packaged through storytelling components such as audio, visual, and narrative. These storytelling components are interpreted using Roland Barthes' semiotic theory.

Methods: This study uses a qualitative approach with an interpretive paradigm. Data collection is using document analysis of several scenes in the advertisement "Discover the Unseen Power: Unbreakable", then the advertisement scenes are analyzed using Roland Barthes' semiotic framework, namely denotation, connotation, and myth. The validity of the data used in this study is triangulation and credibility testing.

Results: The results of this study reveal that the advertisement effectively combines storytelling elements such as audio, visuals, and narrative to convey meaning about women's strength and self-acceptance. The scenes in the advertisement contain semiotic signs that reflect the journey towards self-confidence. This is communicated through visuals and dialogues that contain how the woman can be empowered.

Conclusions: The advertisement not only functions as a marketing tool, but also functions as a medium to realize the message of women's empowerment. This advertisement is using Roland Barthes' semiotics to reveal the myths and social constructions surrounding beauty by encouraging women to love their uniqueness and accept their own beauty. The message of empowerment is conveyed through the use of models with unique characteristics and confident expressions to show the positive impact of using Make Over products.

Keywords: Advertisement, Storytelling, Semiotics, Roland Barthes, Audio, Visual, Narration.

تحليل لإعلان "اكتشف القوة الخفية: غير القابلة للكسر" على اليوتيوب: دراسة سيميائية لرولاند بارثيس

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ملخّص

الأهداف: تهدف هذه الدراسة إلى تحليل العلامات السيميائية في إعلان شركة "ميك أوفر" بعنوان *"اكتشف القوة غير المرئية: غير قابلة للكسر"*، المنشور على منصة يوتيوب. تركز الدراسة على الطريقة التي ينقل بها الإعلان رسالة تمكين المرأة، من خلال عناصر السرد القصصي مثل الصوت، والصورة، والرواية. ويتم تفسير هذه العناصر وفق نظرية رولان بارت في السيميائيات.

المنهجية: تعتمد هذه الدراسة على منهج نوعي ضمن إطار تفسيري. تم جمع البيانات من خلال تحليل المحتوى لعدة مشاهد من الإعلان، ثم جرى تحليلها باستخدام الإطار السيميائي لرولان بارت، الذي يتضمن مفاهيم التنويط، والدلالة الضمنية، والأسطورة. وقد تم التحقق من مصداقية البيانات من خلال أسلوبي التثليث واختبار الموثوقية.

النتائج: أظهرت نتائج الدراسة أن الإعلان يدمج بفعالية بين عناصر السرد القصصي من صوت وصورة ورواية، لنقل معانٍ تتعلق بقوة المرأة وتقبّلها لذاتها. وتحتوي مشاهد الإعلان على علامات سيميائية تعبّر عن رحلة نحو الثقة بالنفس، يتم إيصالها من خلال الصور والحوارات التي تعكس كيف يمكن للمرأة أن تكون متمكنة.

الاستنتاجات: لا يقتصر الإعلان على كونه أداة تسويقية، بل يعمل أيضًا كوسيلة فعّالة لنقل رسالة تمكين المرأة. ومن خلال توظيف سيميائيات رولان بارت، يكشف الإعلان عن الأساطير والتصورات الاجتماعية المرتبطة بالجمال، ويشجع النساء على حب تفردهن وتقدير جمالهن الذاتي. وتنعكس هذه الرسالة بوضوح من خلال اختيار عارضات يتميزن بصفات غير تقليدية وتعابير واثقة، مما يبرز الأثر الإيجابي لاستخدام منتجات "ميك أوفر."

الكلمات المفتاحية: الإعلان، السرد القصصي، السيميائيات، رولان بارت، الصوت، الصورة، الرواية.

INTRODUCTION

The use of social media and the many platforms have increased the activity of narrative techniques in advertisement (Singh & Sonnenburg, 2012). The storytelling approach is a popular strategy in advertisement that is considered effective in attracting viewers' attention and making them watch the advertisement. Brands use storytelling techniques in advertising to evoke strong feelings and convey information to consumers while communicating core values.

In the context of marketing, advertising has an appeal that can drive promotional goals, namely 1). Meaningful means that advertising must have a meaning that can attract and persuade consumers, 2). Believeable means that consumers get benefits from the advertisement, 3). Distinctive means that the advertising message must be more interesting than advertisements for similar products (Kotler & Amstrong, 2008). Advertisements are here to help consumers understand the message of the product or service being sold. One brand that uses storytelling as a promotional strategy is Make Over. On March 20, 2024. "Discover The Unseen Power: Unbreakable" is the title of the promotional video released by Make Over, This is one of 4 advertising campaign videos for Make Over entitled "Discover the Unseen Power". The information needs of the community, especially women who usually access information through digital platforms, drive the decision to use video as a communication medium. In addition, the use of audio-visual videos is considered the most efficient way to promote a product.

Through this campaign, Make Over also introduced 4 "Discover the Unseen Power" Icons; Shenina Cinnamon, Laura Basuki, Rawdah Mohamed, and Isyana Sarasvati as new representations representing Make Over. As a brand that consistently supports women's potential, Make Over encourages women to be more open and start a journey towards their dreams, potential, and strength to achieve. This advertising campaign highlights narratives that inspire women to find lost strength and highlights the importance of appreciating and celebrating the strengths within themselves.

The advertisements in this film will then be studied from a semiotic perspective. Semiotics, according to (Chandler, 2017), is the science or process of deciphering signs. Semiotic analysis seeks the meaning of signs in an advertisement. The language and images in advertisements are signals that have deeper meanings. There are narratives, images, signs, and symbols that describe the diverse journeys of women. These narratives, images, signs, and symbols combine in the advertisement to convey hidden messages. This study will highlight how storytelling elements such as audio visuals, verbal, and semiotic signs

Two main uniquenesses that justify conducting this research and additional investigations lead to the selection of this research topic. This study is unique because it examines the use of storytelling in advertising efforts. The use of storytelling as a promotional approach is common in the advertising industry due to its increasing competitiveness. As a result, an extensive examination of the narrative, sound, and visual storytelling components used in advertising campaigns to imply messages will be conducted in this study. The feminist communication perspective explains the second distinctive feature. This research will examine how advertisements portray women and their communication patterns in an effort to eliminate gender stereotypes. Given that advertising has the power to influence public opinion, this one will offer a critical feminist-based perspective.

LITERATURE REVIEW

Storytelling

Storytelling theory will involve understanding how the life experiences of characters can become meaningful narratives. There are three important elements of storytelling that are highlighted in this study 1). Audio: sound components in the story, such as dialogue, music, and sound effects. Audio usually supports the narrative in conveying important information and character development, 2). Visual: components that can be seen in the story, such as cinematography, visual effects, illustrations, and others. visual elements add every little detail that is not covered in the narrative. 3). Verbal/narrative: this is the use of words in the story including narration, dialogue, also descriptions. Storytelling can be used for various purposes, such as teaching, training, and advertising (Miller, 2014) The presence of this story has a great influence on the audience.

Storytelling is used to make the audience imagine and seem to be present in the story. The story that is presented can inspire the audience and invite the audience to do certain activities. In marketing, storytelling is used as a corporate branding

strategy and as a sales promotion tool. The delivery of stories in the advertising industry is a common thing for companies to do. Because through storytelling, it can create a brand relationship with consumers. The emergence of advertising in the form of this story is a manifestation of the serial trademark story. Now, the advertising world has taken a way to focus on creating stories that are as creative as possible.

Feminism

Is a movement that fights for women's empowerment. Departing from the issue that distinguishes women's rights from men's, and a movement emerged that fights for gender equality in social life. (Donovan, 2012) feminism is a social movement that attempts to oppose the status quo of women, especially the idea that every woman has no race and cannot even be considered a full citizen. Feminism emerged because of a social movement led by women to fight for equal rights between men and women. Feminism came in waves, and now the feminist perspective has emerged in marketing activities. They use the power of the internet and online media, and now online media has become a place for women to start advertising campaigns that voice feminism and empowerment (Maclaran, 2015). Feminism in this advertisement refers to the marketing process that promotes women's empowerment and challenges traditional gender stereotypes. Feminism in this advertisement refers to the marketing process that promotes women's empowerment and challenges traditional gender stereotypes. (Manohar & Puttaswamy, 2024). Advertisements containing feminist messages usually discuss social realities, aspirations, and the experiences of women.

Advertisement

Advertisement is an important part of the promotional mix besides sales promotion, it is one of aspects of advertising. The main purpose of advertising is to convey product information to consumers to influence purchasing decisions. This is because advertising contains a form of product information that can help consumers obtain information about the product. According to Kotler, advertising is a way to spread messages to build a brand and usually advertising is packaged using persuasive messages and attractive visuals so that the promotional strategy is more effective (Kotler & Keller, 2016). Advertisement can be in the form of visuals or audio which are distributed through traditional or digital media. According to Kotler & Keller, there are several purposes of advertising 1). Informative, 2). Persuasive 3). Reminder, 4). Assistance.

Semiotics

Semiotics is an approach to discusses language, discourse, and symbols. Semiotics is a sign whose meaning can be learned by society. These signs can indicate several things and they can signify anything such as words, pictures or symbol (Hussein & Aljamili, 2020). This theory discusses the whole of verbal or non-verbal forms to their meaning. The meaning of this sign can produce values in communication in a social and cultural context that can be interpreted by others. The semiotic theory brought by Roland Barthes is used in this study because it is considered more critical and deeper to analyze. According to Barthes, semiotics discusses how humanity can give meaning to things. Giving meaning in a different sense from communicating. Giving meaning has a deeper meaning than communicating, in general it means that objects not only provide information, but the object also carries a structured sign. Barthes uses the theory of signifiant - signifie. signifiant - signified is then developed into a theory that discusses metalanguage as well as denotation and connotation. Signifier (E) which is an expression and signified (C) which is the content must have (R) which is a relation, so that it can create a sign. Barthes revealed that expressions can develop and create new signs, so that one expression can have a different meaning or sign. Each sign has an initial meaning called denotation, then developed into connotation, namely the development of the content of an expression. In this concept we can include feelings that can form connotations.

Roland Barthes' Semiotic Concept

1. **Denotation and Connotation** are terms that are a description of the relationship between the signifier and the signified. The difference between literal and figurative language lies at the level of the signifier. While the difference between denotation and connotation lies at the level of the signified. In semiotics, a word has a literal meaning (denotation) and also a meaning outside the literal (connotation). In (Chandler, 2007), Denotation is the meaning that can be found in a dictionary that is clear and makes sense. Roland Barthes said that denotation is the first sign, where the sign is general because its meaning is widely known by society (Friska, 2024).While connotation is an additional meaning of denotation,

which is the second level after denotation. Connotation has another meaning which is figurative.

2. **Myth** myth is also elements of Barthes' semiotic theory. Myth comes from the Greek "Mythos" which means words. In Barthes' semiotics, myth is located at the highest level of meaning (Chandler, 2007) Barthes sees myth as an ideological narrative. Myth in Barthes' semiotic theory functions as a narrative theory about the original world of reality. Myth in semiotics also has 3 dimensions, namely signifier, signified, and sign.

OBJECTIVES

This study aims to interpret the meaning contained in the advertisement "Discover the Unseen Power: Unbreakable" on the Youtube platform. The aim is to examine how the advertisement forms a message about women's empowerment. This advertisement has storytelling elements such as visuals, audio, narratives that form a meaning. Then this element will be analyzed using Roland Barthes' semiotic approach, namely looking for layers of meaning with denotation, connotation, and myth. With these three approaches, the researcher managed to find the message hidden behind the symbols, visuals, and narratives in the advertisement. In addition, this study also aims to be a medium of representation in the context of feminism. From this study, researchers can find out how advertisements can deconstruct the beauty standards that have been attached to women and how the messages in the advertisement can influence public perception of women's beauty standards. In this study, a feminist perspective is used to show how women are depicted as active, strong subjects who have a voice in defining their own beauty.

RESEARCH QUESTIONS

1. What is the denotation meaning of the story and storytelling in the dialog of the advertisement?
2. What is the connotation meaning of story and storytelling in the dialog of the advertisement?
3. How is the myth of story and storytelling in the dialog of the advertisement?
4. How is the advertising message from the perspective of feminism contained in the advertisement?

LIMITATIONS

The main limitation of this research lies in the analytical method used. Roland Barthes' semiotic analysis method is interpretative and subjective, which means that the results of the interpretation in this study are influenced by the researcher's point of view. Although this study conducted data validation in the form of triangulation and credibility tests, there is still the potential for interpretive bias because it does not involve the opinions or responses directly from the audience who watched the advertisement. This study also did not conduct audience interviews so that advertising messages can only be assumed based on the theoretical framework used.

THEORETICAL FRAMEWORK

Semiotics Roland Barthes

Roland Barthes developed Saussure's semiotic theory which emphasizes that signs are not only language, but also myths, images, and social beliefs formed by society. In Barthes' view, a phenomenon must be interpreted more deeply than communicating it, Roland Barthes uses the concept of signifier and signified to form a sign that develops and becomes a new meaning. Roland Barthes' semiotic theory also has the concept of denotation and connotation. Denotation is the literal or actual meaning (Chandler, 2007), the objective or common meaning that is usually recognized by society. While connotation is an additional meaning that is subjective in nature, its interpretation is heavily influenced by experience, culture, or certain values. In Barthes' theory, connotation is built on the existing denotation meaning and they both interconnected.

In addition, Roland Barthes' semiotic theory also develops myth theory. Myths in the concept of semiotics are ideological narratives. This myth was born due to complex connotations, and its function is to convey a social reality to society. Myths can be recognized by society if people can believe in them, there are values in myths that can be interpreted in everyday life. Barthes

revealed that signs have three main dimensions: signifier, signified, and sign. This is a development of Saussure's model, which defines two elements, the signifier (sound-image) and the signified (concept), which combine to form meaning (Saussure, 2011). In semiotics, the sign of the first system (denotative) will become the signifier in the second system (connotative or mythical). Because of this, signs have various levels, so we need to understand things by giving them deeper meaning.

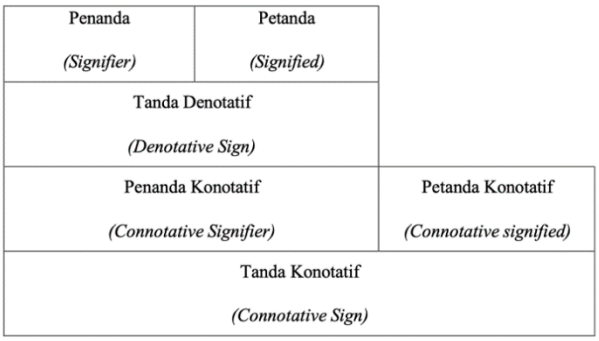


Figure 1. Roland Barthes Semiotics Sign Map

METHODS

This study uses a qualitative method with an interpretivism paradigm to analyze and describe the storytelling elements and semiotic elements of the Make Over advertisement entitled "Discover the Unseen Power: Unbreakable" on Youtube. The subject of this study is the Make Over's advertisement entitled "Discover the Unseen Power: Unbreakable". While the objects of this study are the storytelling elements and semiotic elements, which are in the advertisement. The analysis method used is Roland Barthes' semiotics. The type of data collected is documentation data in the form of advertisement scenes on Youtube. After reducing and presenting the data, the next stage is data verification, namely checking the data, repeated observations and drawing conclusions. In addition, qualitative research also conducted a data validity test using a credibility test or trust test. And to eliminate differences in the construction of reality that exist when collecting data about events, a triangulation test was used.

RESULTS & FINDINGS

In this study, the advertisement "Discover the Unseen Power: Unbreakable" is analyzed using Roland Barthes' semiotic method. Elements of the study such as visual signs and narratives will be examined and the implied message of the advertising campaign will be sought using Roland Barthes' semiotic concept, namely signifier, signified, denotative, connotative and myth.

Table 1. Scene of Woman Standing Tall while Asking a Question (Duration: 0:11 - 0:12)

Signifier:  ***Narrative:*** *"Who has never been insecure because of their physical appearance?"*
Signified: A woman wearing all black with a serious and dominant facial expression.

Denotative: A female figure who has experienced a lack of self-confidence regarding her physical appearance, her dominant facial expression can describe that there are many problems are being faced.
Connotative: It indicates she has inner struggle in accepting or defining themselves.
Myth: Representation of oppressive beauty standards, feelings of not being good enough, to accepting body image.

Table 2. Scene of Insecure Woman (Duration: 0:13 – 0:17)

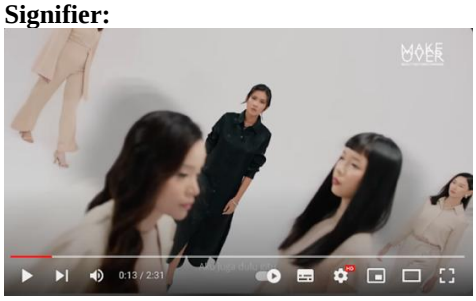
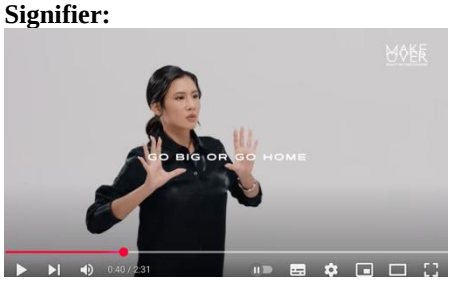
Signifier:  ***Narrative:*** *"I used to be like that too. Insecure about my skin color and body shape."*
Signified: a woman walks with several women moving around her
Denotative: This image shows a woman walking slowly in the middle of a white room, while several other people appear to be moving around her.
Connotative: The woman walking slowly in the middle, it represents that she is experiencing self-reflection which shows that she has been in a similar situation and how she can move forward in that situation. People who moving around can be interpreted as a external pressures such as negative comments, beauty standards, or feelings of insecurity.
Myth: The myth that is built in this scene is how the beauty standards that apply in society often make individuals feel not good enough. and this campaign deconstructs this by showing that a woman can get out of social pressure about beauty standards.

Table 3. Scene of Woman Pushing (Duration: 0:35 – 0:41)

Signifier:  ***Narrative: "****If you've already plunged into the film industry, the only choices are go big or go home "*
Signified: A woman shows a serious expression with a pushing gesture.
Denotative: The image shows a woman wearing a black dress who seems want to be pushing something and there are words "go big or go home" written on it.
Connotative: The connotation of this scene is to describe the pressure and high expectations in the film industry. The sentence "Go Big or Go Home" shows that someone must dare to take big steps if they want to survive in the film industry. This shows that the film industry is a place for those who have great ambitions and want to grow.

Myth: Success in the film industry does not always have to be achieved by taking big steps instantly. In fact, in the film industry, many individuals have successfully gone through a long journey with various challenges and failures before reaching the top and usually those who survive the longest in the film industry are the bravest and most ambitious people.

Table 4. Scene of Woman Surrounded by Rocks (Duration: 0:44 – 0:49)

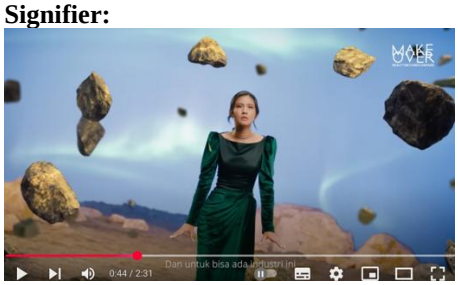
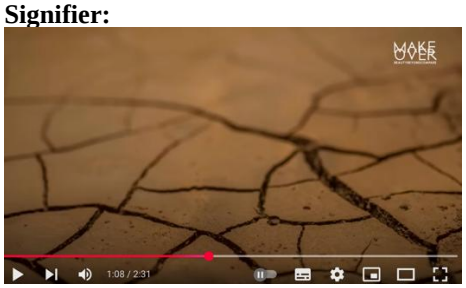
Signifier:  ***Narrative: "****And to be able to be in this industry, I have to fight negative thoughts about myself"*
Signified: A woman looking at stones floating in the air
Denotative: A woman in an elegant green dress stands tall with a serious expression against a backdrop that resembles an aurora glow with floating stones around her.
Connotative: This scene illustrates that the woman is facing challenges within herself. The floating rocks represent obstacles, social criticism, or pressure that the woman must face in the film industry. The woman stands in the middle of the floating rocks wearing a green dress which indicates that she is overcoming her fears and doubts with confidence. The dramatic aurora light background also creates an atmosphere full of struggle.
Myth: The myth of the scene is There is a belief that the film industry is a tough and challenging place, many cannot survive because of their mentality and doubts. only those who have resilience are believed that success in the entertainment world does not depend on talent alone, but also the ability to deal with pressure and social expectations of society.

Table 5. Scene of the Cracked Soil (Duration: 1:03 -1:09)

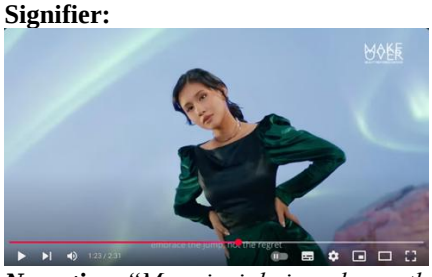
Signifier:  ***Narrative:*** *"They said I wasn't cut out to be an actress, I was ugly and other negative comments."*
Signified: Dry and cracked ground
Denotative: The scene above is of powder described as dry, cracked earth. The land looks cracked, hard, arid, and lacks water.
Connotative: This cracked and dry ground illustrates the feeling of pressure that someone experiences when facing negative comments from society. Cracks in the ground can be interpreted as a representation of emotional wounds that arise due to criticism from others.

Myth: In society, there is a myth that physical beauty is the main requirement for success in the entertainment industry. This myth reinforces the idea that physical appearance is more important than skill and hard work for an actress. However, this advertisement attempts to deconstruct this myth by showing that someone can still shine even if they are initially underestimated.
Myth: There is belief that self-confidence and courage are factors that make actors and actresses in the film industry more successful. The narrative and visuals built in this scene are to show that the entertainment industry is a challenging space, which must be passed through to achieve success and self-potential.

Table 6. Scene of Make Over on the Stone Shines Brightly (Duration: 1:13 – 1:17)

Signifier:  ***Narrative:*** *"But I don't mind it, in fact I'm even more enthusiastic to show that it won't break me."*
Signified: Make Over Hydrastay Lite Glow Cushion Product
Denotative: Make Over Hydrastay Lite Glow Cushion product placed in a natural environment with stone elements and gold dust.
Connotative: The image of the Make Over Hydrastay Lite product placed in the middle of rocks and surrounded by gold dust illustrates that success emerges after facing existing criticism. The product and gold dust seem to represent a person's resilience in facing social pressure, but still being able to shine.
Myth: In society there is a growing myth that someone must appear perfect to be accepted by society, but this visual and narrative reflect the construction of the myth that beauty is the result of struggle. here make over products not only function as cosmetic tools, but also become a symbol of strength to face the rigid beauty standards that exist in the midst of society. this will build the perception that by using Make Over products, someone will not only look beautiful, but also stronger and braver in facing negative comments from society.

Table 7. Scene of Woman Posing Confidently (Duration: 1:21 – 1:23)

Signifier:  ***Narrative:*** *"My principle is embrace the jump, not the regret"*
Signified: A confident woman
Denotative: Make Over Hydrastay Lite Glow Cushion product placed in a natural environment with stone elements and gold dust.
Connotative: This woman standing confidently against the backdrop of the aurora sky shows that she has gone through many challenges and is now standing tall facing the future with confidence and courage. *"My Principle is embrace the*

jump, not the regret" is an expression to represent the spirit of taking chances and accepting life's challenges rather than being trapped in regret towards social criticisms of society
Myth: There is a belief that successful women must appear strong, elegant, and confident. many also believe that success can only be achieved by someone who dares to take big risks and dares to step forward without hesitation. the narrative and visuals above reflect the existing myth that someone must dare to make big decisions in order to face life's challenges with confidence.

Table 8. Scene of Woman Looking at the Make Over Product (Duration: 1:45 – 1:48)

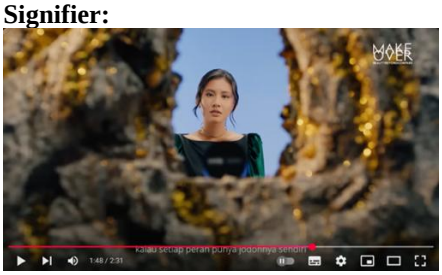
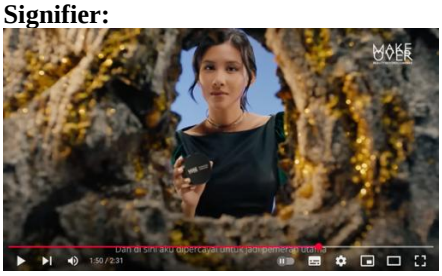
Signifier:  ***Narrative:*** *"Penyalin Cahaya film made me realize that every role has its own soulmate"*
Signified: A woman stands behind a rock gap
Denotative: A woman stands in the middle of a rock gap decorated with gold grains
Connotative: This describes someone seeing or realizing something from a certain perspective related to reflection or new understanding of the role in the film. So it can be interpreted that the role in the film is an achievement or potential that can be found and is destined for each actor.
Myth: There is a belief that every actor has a role that is destined for him. Not all roles can be played by just any actor, because there is a match between the actor and the character being played. This myth forms a narrative that success in acting is not only about the effort to play the role, but also about "matchmaking" that cannot be forced.

Table 9. Scene of Woman Taking the Make Over Product (Duration: 1:49 – 1:52)

Signifier:  ***Narrative:*** *"and here I am trusted to be the main character"*
Signified: A woman holding a Make Over product
Denotative: A woman standing behind a circular hole in the rock decorated with gold glitter. She holds the Make Over Hydrastay Lite Glow Cushion makeup cushion product and looks forward with a confident expression.
Connotative: This scene depicts a moment of confidence for a woman in carrying out the role entrusted to her. She stands in a gap in the rock while holding the product, symbolizing that she can finally take this new opportunity so that she finally feels worthy of playing the main role. This is interpreted as a symbol of her success after going through many obstacles

Myth: The myth contained in this visual and narrative is that everyone can be believed that they have a destiny to be the main character in their life. but only some people can become the main character, namely those who are strong, confident, and sure they are able to overcome various obstacles.

Table 10. Scene of Woman with Bright Smiling (Duration: 1:56 – 1:59)

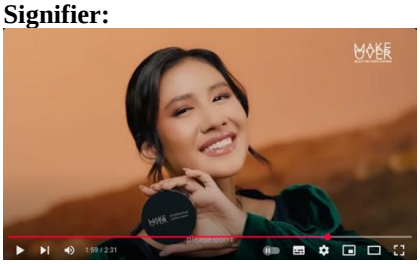
Signifier:  ***Narrative:*** *"For those who are still insecure about themselves, please don't"*
Signified: A confident woman holding a Make Over product
Denotative: It shows a woman smiling brightly while holding the Make Over Hydrastay Lite Glow Cushion product. with an orange background, which gives a warm impression.
Connotative: The bright and happy smile expression shows that she has overcome her insecurities. Implicitly, she is confident with herself and invites people to be confident and not doubt themselves. The products held also represent that makeup can be used as a tool to show the best version of yourself.
Myth: the myth built in the scene is that beauty can radiate from self-confidence and the makeup used. often women will be more confident and feel that their appearance is more perfect with makeup.

Table 11. Scene of Woman Posing Confidently (Duration: 2:01 – 2:08)

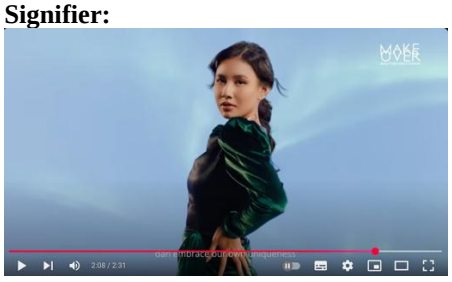
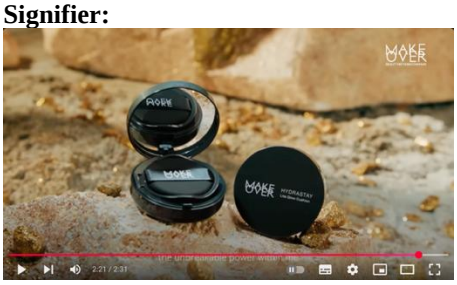
Signifier:  ***Narrative:*** *"Beauty standards are not that important, what is important is that we can appreciate ourselves and embrace our own uniqueness."*
Signified: A woman posing with confidence
Denotative: A woman wearing a green dress is posing confidently against a backdrop of a blue sky full of aurora.
Connotative: The bright and happy smile expression shows that she has overcome her insecurities. Implicitly, she is confident with herself and invites people to be confident and not doubt themselves. The products held also represent that makeup can be used as a tool to show the best version of yourself.
Myth: the myth built in the scene is that beauty can radiate from self-confidence and the makeup used. often women will be more confident and feel that their appearance is more perfect with makeup.

Table 12. Make Over Product Scene (Duration: 2:19 -2:23)

Signifier:  ***Narrative:*** *"I think the unbreakable power within me, could be a provision to make that happen."*
Signified: Make Over Hydrastay Lite Glow Cushion product placed on rocks with a touch of gold glitter.
Denotative: Two Make Over cushions set against rough rocks sprinkled with gold particles.
Connotative: It shows Make Over products placed on a stone with a touch of gold glitter. This is interpreted as an element that can strengthen a person's character and self-confidence in facing challenges.
Myth: This scene builds the myth that beauty with cosmetics has a relevant relationship with a power. Beauty products are depicted not only to beautify oneself but also as tools used to help someone in achieving their potential.

Storytelling elements such as visuals and narratives in the 'Discover the Unseen Power: Unbreakable' advertisement contain interesting messages in them, there are empowerment messages that the Make Over brand has designed for the audience so that the audience is not only interested buying the product, also increases their confidence when using Make Over products. Advertising is not only aimed at selling products, but also as a conversation, challenging stereotypes that exist in society (Sajjad et al., 2024).

Through a combination of visual signs and narratives from the advertisement, this video constructs an empowerment message that everyone has beauty that comes from the outside or inside that is worth celebrating. This advertisement encourages the audience to accept and celebrate themselves as they are with full confidence. The following are implicit or explicit empowerment messages constructed in the advertising campaign video:

1. Models with unique characteristics: In this advertising campaign video, there are models with unique characteristics. The models chosen are models who have had insecurities with their skin color and body shape. This reflects that beauty and self-confidence are also present in skin colors that do not match society's beauty standards.
2. Warm colors: the warm colors in this advertisement were chosen to create a friendly, calm, and authentic atmosphere. By choosing warm colors, it can highlight that natural beauty comes from a person's natural appearance.
3. Happy and confident expressions: the models in this advertisement are shown with happy facial expressions full of self-confidence, in accordance with the message they want to convey that using Make Over products can increase self-confidence and happiness.

DISCUSSIONS & CONCLUSIONS

This study aims to reveal the meaning contained in the Make Over advertisement entitled "Discover the Unseen Power: Unbreakable" this advertisement was analyzed using Roland Barthes' semiotic approach with three stages, namely denotation, connotation, and myth. In this study, the researcher succeeded in exploring the layers of meaning contained in the scene in the advertisement symbolically. The elements in this advertisement such as audio, visuals, and narratives have an important role in conveying messages about women's empowerment.

The visuals such as cracked ground, floating stones, and the model's expression reflect the psychological burden she experiences, as well as audio and narratives that state her experience in dealing with negative comments and discrimination reflect the emotions felt by women. Connotatively, this advertisement shows the transformation of women into empowered,

confident, and inspiring figures. The narrative in the advertisement also shows that the strength of these women comes from the process of accepting themselves. This is reinforced by the use of warm colors and visual symbols such as light, stones, and gold as a form of inner strength.

Meanwhile, from a myth perspective, this advertisement depicts a myth that has been constructed by society, namely female beauty which is identified with an ideal physique. In this condition, Make Over constructs a new myth, namely beauty which is the result of struggle, self-acceptance, and strength within oneself. Make Over products here are not only promoted as a tool to beautify the body, but also as a symbol of strength to face social expectations in society. Therefore, this advertisement serves to redefine the meaning of beauty and the role of women in society. With a semiotic approach, this study successfully uncovers the layers of meaning hidden behind the storytelling elements used in the campaign, providing deeper insight into how advertising can function as an effective communication tool in conveying ideological messages

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