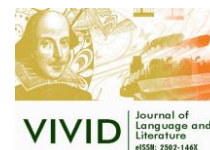


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Linguistics

### Sign And Meaning Related To Hair Styles Found In *Allure Magazine* Cover

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#### A B S T R A C T

The article focuses on the hairstyle related sign and meaning found on the cover of *Allure Magazine*. Data are collected from 8 magazine covers issued from January 2012 to February 2013. The theory of Linguistics signs and Non-linguistics sign proposed by Ferdinand de Saussure together with the theory of order of signification by Roland Barthes are employed in analyzing the data. The analysis showed that the sentences related to hairstyle are used to persuade the female reader to pay more attention to their hair care, the appliances and hair care products used in order to have an appearance like the models on the cover.

### INTRODUCTION

Advertisement is one of form of media communication in the world which can share much information that is needed by people. It can be found in newspaper, magazine, internet, radio, and also television with many variations. All of them we can use for searching information about life style, politics, economy, gossip, news and so on. Usually advertisement is used to promote a new product of one company and to make it as good as possible to make people interested and buy that product.

Cover is the crucial part in magazine because from the cover the reader will know about the content inside. Fashion magazine always uses a famous celebrity who has good taste in fashion to become an icon for that magazine's cover. Thus, it makes the reader more interested to buy that magazine by looking at the cover. Here, the study took some examples of fashion magazine cover especially Allure magazine from January 2012 until February 2013 for the data. Then, the writer will analysis the linguistics sign and non-linguistics sign of those covers.

This paper is expected to provide information to the reader of the meaning that contains in the signs of allure magazine cover. The usage of sign in Allure magazine cover helps the allure magazine editors in conveying his thoughts, and pour in a unique shape so that its readers can interpret the meaning with their own ideas. The research makes the analysis by following these research questions:

1. What are the linguistics sign and non linguistics sign that occur in Allure magazine cover?
2. What are the denotative meaning and connotative meaning of the signs used in Allure magazine cover?

Allure magazine is one of the top ten fashion magazine in the world edition 2013, It is published once a month and always uses popular celebrity to become a model for their cover. The data are taken from January 2012 until February 2013 issues because the data are still fresh and easy to be found the data in that year. Allure magazine always talks about hair inspiration every month that can make woman more interested to read it because they have some hair inspirations that are needed by woman. It used a famous celebrity who has a good hair style and made them as the cover of that magazine to become hair inspiration for the other women.

This research uses theory which is proposed by Roland Barthes. In Barthes perspective, the data are analyzed signifier and signified and also distinguish between denotative and connotative meaning of the data. The limited of the study is analyses the relationship between the signs that are found in Allure magazine cover to find out their linguistics sign, non linguistics sign, denotative meaning, and connotative meanings. Here, the study focuses on the words related to hair that are found in Allure magazine cover.

There are some previous studies on semiotics that are uses as the references. They talk about the analysis of the advertisement in relation to some theories about semiotics. These previous study is found in the form of journal.

First a journal research was written by Ranjaan [1] that analyzed the modern consumer market has been developing as a web of symbols and signs in multidisciplinary approach to construct brand images in the consumer perception. She uses semiotics theory to analyze the symbol and sign in advertisement and also the perception of the consumer of each advertisement. Advertisement is capable of manipulating the perception and the behavior of the consumers. Each advertisement is a cultural document and has a cultural shadow which carries to readers to share and negotiate the cultural themes.

Second, Machin [2] written about towards a social semiotics approach of the analysis of emotion in sound and music in his journal. Here he tries to analyze the emotion of sound and music by using social semiotics approach. This journal explores the possibility of a social semiotic approach to popular music in order to document the voice qualities, melodies and instrumental sounds found in popular music using the case study of Michael Jackson's 'Billie Jean'. It explores how these semiotic features, as well as the lyrics, communicate and reveal something of the subjectivity, the emotional world, created by musicians. Here he try to analysis and explores Jackson's use of restricted pitch ranges, breathiness, melodic patterns and gentle disjunctive articulation showing how these help to communicate the 'tension', and 'trouble' in

the song. The last one of his action is taking a social semiotic approach the paper identifies the underlying available repertoire of meanings available to musicians and shows how musicians can skillfully draw upon these.

The last one is a journal from Rossolatos [3] in his journal applying semiotics to brand image research. In this journal he tries to compare and contrast dominant perspectives in the marketing literature with using an overview of key semiotics approaches to brand image creation and from a structuralist semiotics point of view. Here, he focuses on how the chaining of elements from three strategies affected with a view of addressing how brand image operates in structuralist semiotics terms.

### *Semiotics*

Semiotics is the study of the action of signs, signs and signs system. The term of semiotics has been coined by Hippocrates (460-337BC), the founder's medical science of symptom. Then, in 1916, the Swiss linguist Ferdinand de Saussure (1857-1913) has written *Course in General Linguistics*. He is not only a founder of linguistics but also semiotics. Some experts are also known in the developing of semiotics, such as, an American philosopher, Charles Sanders Peirce (1839-1914) and later Charles William Morris (1901-1979) who developed behaviorist semiotics [4].

Other definition of semiotics comes from Umberto Eco. Eco defined it as a study which concerns with everything that can be taken as sign [4, p. 2]. It studies about how meanings are constructed. Since it deals with meaning, it is often associated with other linguistics branch, semantics.

Swiss linguist Ferdinand de Saussure and American philosopher Charles Sanders Peirce have different terms in semiotics. Saussure calls semiology, while Peirce called semiotic. For Saussure, semiology was a science which studies the role of signs as part of social life. For Peirce, semiotic was the formal doctrine of signs, which was closely related to logic. But nowadays we recognize the study as semiotics. Then, Saussure and Peirce were considered as co-founders of semiotics [4, p. 6]. According to Deledalle [5] semiotics has formal constituents, they are the representamen, the object, and the interpretant, and then it still related to Saussure about signifier and signified.

Semiotics deals with how meaning is made and how reality is represented in many forms. The most obvious form is 'text' and 'media'<sup>[4]</sup>. Usually the term 'text' refers to a message which has been recorded in some way (e.g. writing, audio and video recording), Chandler defines it as an assemblage of signs (such as words, images, sound and gestures) constructed and interpreted with reference to the convention associated with genre and in a particular medium of communication [4].

The term 'medium' is used in a variety of ways by many theorists, from the broad categories such as writing or printing or broadcasting to the technical forms within the mass media (television, magazine, newspaper, books, film, photograph and so on). Some theorists also classify media according to the 'channels' involved (visual, tactile, auditory and so on) [4].

Furthermore, semiotics also involved philosophical theorizing on the role of signs in constructing reality. Chandler states that 'semiotics involved studying representation and

practices, and to semioticians, ‘reality’ always involves representation [4]. However, representation cannot be identical copies of what they represent, so they are not neutral and transparent. Representation is an alternative constitutive of reality. Concerning this, ‘semiotics helps us not to take representation for granted as reflection of reality.

### ***Sign***

According to Chandler [4] sign mean something that represents something else. Actually, many people produced sign through conscious or unconscious in their daily life. Some example of sign that produced by some human like hand gesture, facial expression, postures, and other bodily action, which all communicate something culturally relevant in particular social situations.

Saussure has offered two part model of sign. He defined that a sign is composed of signifier (the form which the sign takes) and signified (the concept the sign represents). The sign is the whole result from the association of the signifier with signified and the relationship between the two is called as ‘signification’. However, Saussure stated that the signification depends on the relationship between the signifier and the signified, while the value of a sign is determined by its relationship with other signs in the system as a whole [4, p. 22], in other words, two elements which built the sign names, signifier and signified.

- A “signifier” (significant)-the form which the sign takes
- The “signified” (signifier)- the concept it represent



**Figure 1. Saussure models of sign (Chandler, 2002: 18)**

A sign must have both a signifier and a signified. A sign is a recognizable combination of a signifier with a particular signified. The same signifier (the word ‘open’) could stand for a different signified (and thus be a different sign) if it were on a push-button inside a lift (‘push to open door’). Similarly, many signifiers could stand for the concept ‘open’ (for instance, on top of a packing carton, a small outline of a box with an open flap for ‘open this end’) again, with each unique pairing constituting a different sign.

### ***Order of Signification***

The other things associated with the theory advanced by the connotation and denotation Saussure was conceived by Roland Barthes. Connotation and Denotation are often described in terms of levels of representation or levels of meaning. According to Barthes [6] the first order of signification is that denotation: at this level there is a sign consisting of a signifier and a signified. Connotation is a second order of signification which uses the denotative sign (signifier and signified) as its signifier and attaches to it an additional signified.

The denotation and connotation are orders of signification proposed by Barthes that he adopted from Hjelmslev’s model. This formula can be seen from Barthes diagram below

Signifier	Signified/denotative
SIGN signifier /denotative sign	Signified/connotative Signified
SIGN/connotative sign	

**Figure 2. Order of Signification (Chandler, 2002:142)**

From the figure above the denotation is in the level of signifier and signified/ denotative signified and the first result is the denotative sign. Then to get the connotation or SIGN, it uses the denotative sign or sign signifier as its (new) signifier and with its signified/connotative signified. In this framework the connotation is a sign which derives from the (new) signifier or the denotative sign, so denotation leads to a chain of connotation.

The first order of signification is denotation or literal meaning, at this level, there is a sign consisting of a signifier and signified. The second order of signification, which uses the denotative meaning as its signifier and attached to it additional signified. In this framework, connotation is a sign which derives from the signifier of a denotative sign. A signified on one level can become a signifier on another level [4, p. 140].

In reality, however, identification of what signs depict-especially pictorial ones-happened so quickly that it is easy to forget that it has happened at all. The important one is which Barthes open up for study of signs is the role of the reader. Connotation although it is feature of sign, requires the activity of the reader in order to take place [7]. Taking his cue from Hjelmslev, Barthes therefore produces his map of sign functioning

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

**Figure 3. Sign Functioning (Cobley and Jansz, 1999:50)**

The denotative sign (3) is made signifier (1) and signified (2), but the denotative sign is also a connotative signifier (4) and connotative signifier must engender a connotative signified (5) to produce connotative sign (6) (Cobley and Jansz: 1999:51)

## METHOD

The data have been collected by downloading the Allure magazine cover edition January 2012 until February 2013 in the internet. Observational method and non-participant observational technique are used in collecting the data. Observational method is a way in which the subject is watched and recorded and has direct contact [8]. There are some steps applied in collecting the data. First, the covers are downloaded from the website of Allure magazine <http://www.allure.com/allure-magazine> and then collects the entire cover edition January 2012 until February 2013 and selecting them based on their content or inappropriate attire that they use for the entry into the study because most of the clothing used by the magazine model is not feasible to display in this study. After collecting and selecting the data, 8 data are analyzed.

The data collected are then classified into linguistics sign and non-linguistics sign. After that the data are analyzed for their denotative meaning and connotative meaning. The data are analyzed using the distributional method and referential method [8, p. 13]. The distributional method is used to explain the form and meaning of cover and referential method is to figure out context and function of cover. Barthes's theory is employed to analyze the linguistics sign to find the denotative meaning and connotative meaning. Then, Peirce's theory of triangle diagram also attempts to analyze the non-linguistics sign to support the analysis of Barthes theory.

## RESULTS AND DISCUSSION

After analyzing the data, it can be seen the linguistics and the non-linguistics sign in the online magazine cover of Allure magazine. In the cover picture it can be identified the linguistics sign from the words, phrases, sentences and texts. The non-linguistics signs are classified through the sign of the picture. The meaning of the sign is not only defined by dividing it into linguistics sign and non-linguistics sign. Roland Barthes affirms that meaning include denotation and connotation, both of meaning as order signification.

The meaning of sign in Allure magazines cover influences every woman to have their own hairstyles. They just need to be confident with the style that they want to choose. In addition, the signs and meanings contained in the sentences of allure magazine cover inspired hair style for every woman also gave some tips on tools and cosmetics that are used in the treatment of hair. From the analysis of sentences related to the hairstyle basically want women to pay more attention to the hair style, the tools used, and cosmetics are used in caring for their hair so that they looks elegant, stunning and become the center of attention of many people. The following is an example of the analysis.

The cover model is Carrie Underwood. She is an American actress who has a good taste in fashion. She becomes the model for that magazine in that month because she has a beautiful curly hair. It can be looked from the words "Awesome Curly Hair; Bouncy cuts, Beautiful style and editor-tested Frizz Fighters" and her sexy style that shows her beautiful curly hair. Here the writer will analyze linguistics sign and non-linguistics sign that focus on the words which talk about hair. Here the writer will analyze the word "AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS".

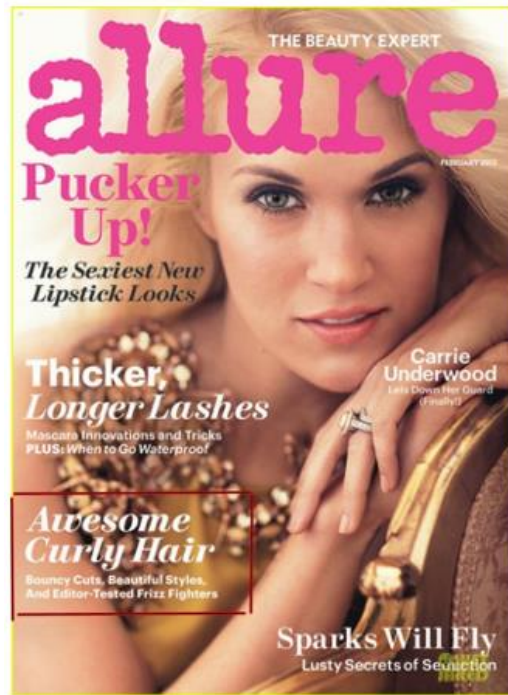


Figure 4. Source is downloaded and taken from <http://www.allure.com/allure-magazine>

From the cover above, the writer separated the linguistic sign and non-linguistics sign. The linguistics sign of this cover is a phrase of “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS”. The phrase “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” is a sign which consist of a signifier ‘AWESOME’, ‘CURLY’, ‘HAIR’ ,’BOUNCY’, ‘CUTS’, BEAUTIFUL’, ‘STYLES’, ‘AND’, ‘EDITOR’, ‘TESTED’, ‘FRIZZ’ and signified: ‘AWESOME’ signifies as adjective which means to say that something very impressive or difficult and perhaps rather frightening, ‘CURLY’ as an adjective means that something having curl, ‘HAIR’ as a noun means substance looks like a mass of fine threads growing on the head, ‘BOUNCY’, ‘CUTS’ means style in which hair, ‘BEAUTIFUL’ as an adjective means very pretty or attractive; giving pleasure to the senses, ‘STYLES’ means quality of being fashionable and elegant, ‘AND’ as conjunctive used between repeated words to show that words is repeated or continuing, ‘EDITOR’ as noun means person who edits a newspaper, book, etc. ‘TESTED’ come from the word ‘TEST’ which is means check how well the works or examination abilities, ‘FRIZZ’ as an adjective of hair means having small tight curls. The non-linguistics sign is the picture of Carrie Underwood with her pose fold her hands and loose curly hair struggling. The signified concept of the phrase “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” is to show the kind of hair style in February 2013 allure magazine version. After dividing into linguistics sign and non-linguistics sign, the phrase is analyzed by using Roland Barthes model. The Barthes model above helps us to find out denotative meaning and connotative meaning.

Based on Roland Barthes, connotative meaning plays a significant role in acquiring the meaning of the sign. Barthes argued connotation is used to refer to the social-cultural and personal

association (ideological, emotional, etc.) of the sign (Chandler, 2002:140). Barthes gives priority on connotation meaning and he also notes that is no longer easy to separate the signifier from signified, the ideological from the ‘literal’ [6]. Woman who has a curly hair that can inspire the other woman is Carrie Underwood. She becomes a model for the magazine in that month and become a hair inspiration for the other woman when they read and look that magazine. From the explanation above, the writer concludes that Carrie Underwood just being herself and use make up to show her beauty, she wants to inspire the other woman to have the same hair like hers.

From the analysis above, the meaning of the sign in the cover is really dependable to the meaning of the other sign. The diagram of order signification below shows the relation between denotative meaning and connotative meaning.

<p><b>Signifier</b></p> <p>Awesome curly hair; bouncy cuts, beautiful styles, and editor-tested frizz fighters</p>	<p><b>Denotative</b></p> <p>The woman who has curly hair in this magazine.</p>
<p><b>Sign signifier/denotative sign</b></p> <p>Awesome curly hair; bouncy cuts, beautiful styles, and editor-tested frizz fighters is The woman who has curly hair in this magazine.</p>	<p><b>Connotative signified</b></p> <p>Awesome curly hair based on the context is to show that the woman who has a curly hair is the great woman.</p>
<p><b>SIGN/Connotative meaning</b></p> <p>Awesome curly hair; bouncy cuts, beautiful styles, and editor-tested frizz fighters is The woman who has curly hair in this magazine and hair based on the context is to show that the woman who has a curly hair is the great woman.</p>	

**Figure 5. Order of signification diagram**

From the diagram it can be conclude that the meaning of linguistics sign “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” on the cover is dependable from the other sign that appears on the cover. The signifier of the sign can be describing as the phrases “AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS” the combination of signifier and signified is call denotation as the first order of signification. The second order signification call connotation. Based on Barthes, connotation is uses to refer to the socio cultural and personal association (ideological, emotional, etc.) of the sign (Chandler, 2002:138).

The writer concludes that the phrase of ‘AWESOME CURLY HAIR; BOUNCY CUTS, BEAUTIFUL STYLES, AND EDITOR-TESTED FRIZZ FIGHTERS’ refers to the woman who has curly hair in this magazine and hair based on the context is to show that the woman who has a curly hair is the great woman.



## CONCLUSIONS

From the example above, the woman who can inspire other woman is an artist. Most women follow the style of an artist from clothing, shoes and even hair styles. As a trend center of many people in the world, especially Hollywood artist try to create any of hairstyles every time to inspire their fans. With a wide variety of hair styles at the moment Allure try to continue to share of a variety of procedures for hair care tips, hair styles and models that are used in various cosmetic hair treatments.

The connotation is symbolizing something else which can be different from denotation, or the meaning between both is absolutely different. Since the connotative is arbitrary, the meaning of connotative can be different for each person or area. These differences can be influence by environment, social class, culture, habits, etc. it is possible that one denotative has a lot of connotative meanings because of arbitrariness. The denotation is what the dictionary attempts to provide. It is literal meaning and can be seen in dictionary.

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