Abstract
Nowadays advertising affects lives; we can see much advertisement in everywhere such as in television, media, and online media. It is a form of communication and deliver message for the costumer, the advertisement has a message and, costumer get attentions to the promotional product in advertisement. In several beauty and body product advertisement this journal comes out for Lux advertisement by Unilever Company and the purpose of this study is to find out the meaning of the signs that used in Lux Unforgettable Girl Story Version by using semiotic analysis in the model of Ferdinand D Saussure to uncover a message behind the promotional product of Lux. This study found that key message delivered was classy themes in the context of Western society. This study has been done by capture scene one by one from the whole video advertisement Lux Unforgettable Girl Story Version and prove the language, parole, body movement, etc. as a message for the public consumptions.

Keywords: Semiotics; Luxurious; Advertising; Lifestyle.

1. Introduction
Advertising is information intended to encourage the general public to be interested in the goods or services offered. This information disseminated through the media such as, newspapers, magazines, online media and television. Advertisement has boundaries with good communication. Communication means not only speech or picture, but also the way people pass information, ideas and feeling to another (Tatlinger, 2000). Advertisements based on quality research, both in terms of what ads will be effective with existing and potential customers as well as in the success of any marketing campaign. Before a brand launches advertising they will commonly perform some research into the habits and preferences of reviews their customers therefor, they can understand whom reviews their customers are and what appeals to them (Lake, 2016). The advertising is intended to give information to the customer or public, in some advertisements contained messages behind the main purpose of promotional products and becomes a role model for public consumptions. Through the media, advertisements describe information about usability, benefits, even the lifestyle. Of the many information used in advertising, most of the advertising tend to exhibit the lifestyle with the pleasure of being a major intention such as luxurious. Luxurious is view of people that believe pleasure, material pleasure or happiness only the purpose of their life. For the adherents of this understanding, partying, having fun, luxury is the ultimate goal of life. Because people who state this believe that people only live once, and they want to enjoy classy lifestyles forever. Life lived as free as possible to fulfill the lusts without limits. A happy life maximizes feelings of pleasure and minimizes pain. A happy person smiles a lot, is ebullient, bright eyed and energized; their pleasures are intense and many, their pains are few and far between (Bentham, 2000), (Karlsson, 2007).

Related to the meaning of advertising, In this journal author want to prove the hidden messages of Lux advertisement – Unforgettable Girl Version, about luxurious lifestyle become the identity of this advertisement, which is researchers will dissect one by one out of the whole scene displayed of Lux Ad in order to be understood and substantiated, supported by books, previous studies and journals. Most of people nowadays still not realize that advertising we seen everyday in television have purpose message behind the promotion of the product for public consumption. Author chooses to analyze beauty and body product advertisement by Uniliver Company. Unilever manages lux beauty soap brand. Besides soap, Lux also includes a brand of shampoo, shower gel and conditioner. Lux was introduced in 1899 as Sunlight Flakes and changed to Lux, which is the Latin word of “Light” and was supposed to be a shortened version of the word “Luxury” (Patel, An Analysis On Lux Beauty Soap, 2012). The target consumers of Lux advertisement in various countries, such as South Africa, Saudi Arabia, Thailand, Brazil, India, and Indonesia.
LUX is a beauty product that gives confidence to the consumer that all consumers or everyone could be pretty like stars, luxury, and luxurious. Because of the vision and mission of the LUX, body care products is positioning a beauty product that is in use by women who have dreams and want to look like public figures such as celebrity in Indonesia such as Tamara Blezinsky, Luna Maya, Dian Sastro Wardoyo, Maria Renata (Image 1.1). This picture exhibit a vintage by the dresses they wear and the colors, they adopt the classic room they used rooms were dim and wild position to entice, the whole thing is not Indonesia culture proven by the characteristics and traits such as the gown they wear, because gown first introduce in Europe 17th Centuries (Behring, 2012) and was done because these names (Tamara Blezinsky, Luna Maya, Dian Sastro Wardoyo, Maria Renata) are stars in the media spotlight and they are become LUX ambassador soap and brand commercial. LUX has a segmented audience in a young woman who is confident and has a dream to become beautiful like a star, hygiene care, beauty care, luxury, and very concerned about the trend by range age of 28-25 years. Lux was Launched Earlier as laundry soap. Gradually, over the years, it has gained immense popularity and recognition as luxury soap. Its identity became Synonymous with the glamorous, luxurious lifestyle of the movie stars. Lux has pioneered as being one of the first products to be advertised using women as brand ambassadors (Gusta, Introduction Lux, 2010). As quoted from the article Lux Soap advertisements - Iconic Campaign that lasted the test of Time that of the first ad was introduced to the public The reason why Lux advertisement become a role model and famous because a Lux appearance would be predicated not just on appearance but also on a lead glamorous and iconic performances of different kinds (Anil, 2013).

2. Literature Review

Nowadays the development of the human mind is a form of development that underlies the formation of an understanding that refers to the formation of a meaning. Advertising often use symbols or signs in presenting products and services offered, we know that there are purpose messages in advertising stated in the advertising (Keri Lemon, 2003). More comprehensible, advertising in this present era represents a phenomenon without having to expose the clearly meaning of advertising itself, because the audience has been able to interpret through the symbols in the advertisement. If we observe our life has never been separated from the meaning, perception, or understanding of everything we see. Now we see the objects around us. Very often we are without thinking about the form and shape of the object we can know what the name of it. This research journal will analyze and prove the purpose message of Lux advertisement - Unforgettable Girl Story version related to phenomenon luxurious lifestyle. There are some research used semiotics analysis in advertising that quite interesting and has been done in some previous studies, such as:

First, a semiotic analysis on Coca-Cola’s advertisement in the media by Bahtiar Rifa’i (2010), from the analysis is he is finding the similarities sign system advertisement of Coca-Cola, the used of text, element, and color which is Coca-Cola always used red color for the campaign as a brand mark of the product, the author found denotation meaning of each Coca-Cola advertisement to produce a campaign that influence an audience to consume a Coca-Cola product by seeing each advertisement.

Second, a semiotic analysis on the A-Mild advertisement using Roland Barthes theory by Tazkiyatul (2011), the result of this research where researchers found the coloration of between verbal sign and non verbal sign which is build the myth of the advertisement on the A-Mild those advertising makes the myth of each advertisement is different to be delivered to consumer. The differences between this research with the author is to find verbal sign
and non-verbal sign related to the advertising which is author want to finding or prove the hidden message luxury lifestyle of Lux advertisement in media.

Third, semiotic analysis Roland Barthes towards Axe perfume – Heaven on earth version in media advertisement by Ahmad Padila (2013), researcher want to analyze the message conveyed in the ad, where he found creative messaging, this study is intended for female audiences become more critical in view sensuality of women in the media. Visual approach in this study is done through semiotics how the sign and everything related to advertising, how to work, relationship with other signs by their use, the researchers tried to interpret the message, meaning, signs and images are displayed in a perfume advertisement Axe version "Heaven On Earth" using the Semiotics of Roland Barthes. The conclusions of this study, researcher found the fact by using semiotic analysis there are latent content where there is a perception of motives, expectations, interests and values of sensuality existing and developing in the life of society. Manifest content describe the atmosphere of a reality that happens in society, the image is visible from some of the scenes contained in the ad, it seen from the scene of the ads that essentially tells the story of a man who is surrounded by women - beautiful women, where there is a meaning that a social reality which can cause various perceptions of society. There is purpose message on this advertising which is researcher found the message of this ad used sensuality only as an appeal to the public / viewers to be interested and buy products, also researcher found a myth that is used in this ad, which is there a mythical creature. In essence, the existence of fairies until now is still unknown facts about the creature whereabouts and how the form of the angel itself is also unknown that makes angel as a myth. This study has explained detail of semiotic analysis advertisements regarding the use of the sign, marketing side; include messages and ideas on these ads. The differences between this study and author are the research to be conducted is to finds and prove the hidden messages about luxurious lifestyle contained in advertisement Lux - Unforgettable story version.

From those journals, author have been learned several studies that used semiotics analysis and there are differences between those journals and this research journal where in the first journal explained about semiotic brand mark or logos of Coca-Cola advertisement, and the differences is located on the focus studies in which author analyzed the soap advertisement of body and beauty product while that journal analyzed about food and beverages product, the focuses and purpose of the research are different. The second journal explained about mythology of cigarette advertisement A-Mild using Roland Barthes model verbal and non-verbal sign that becomes a reference for this research journal. The third journal explained sensuality of women in media of Axe perfume advertisement that become a key message of the purpose campaign. Those examples were inspiring and functioned as comparison to this journal by looking at the different literature reviews and purpose they delivered in their journals. Those examples placed semiotics as theory of general philosophy that deals with the production of signs and symbols as part of codes, which systematically convey certain messages.

Advertising

Advertising interpreted as messages that offer a product targeted to the public through the media. Basically, the only purpose of advertising is to sell a product, service or idea (Karimova, 2014). The real goal is effective communication, which is where the final effect of advertising is to change the attitude or behavior of the message recipient (Akran, 2012). In advertising, the message delivered quickly to the consumer or to a wide audience and spread, where the message is delivered via electronic media (radio, TV) and print media (newspapers, magazines), because the media in fact appeared to reassure behavior, values and the intent of the sender is greater than the interest on the receiver. Because of its ability to reach audiences in large numbers, the television becomes the ideal medium to advertise their products of mass consumption, the product that become daily needs - today such as food, drinks, toiletries, cleaners, cosmetics, and more. In addition to a large audience, the television also offers flexibility in terms of the intended audience. If a manufacturer wants to promote the goods to a particular area, then a company can advertise on television stations located in the immediate area. By finding out the hidden message of luxurious lifestyle in Lux – Unforgettable Girl version, researcher will prove the verity.

Semiotics

Semiotic is also called a semiology the study of sign was first defined by the Swiss Linguist Ferdinand de Saussure (1857-1913), a founder of linguistics and also semiotics (Daniel, 2014). Saussure develops semiotic theory in the 19th century with a rigid distinction in assessing the correlations between the natural and cultural symbols carried by human activity. There are five theoretical concepts from Saussure, which is:

a) Signifier and signified where there are components of sigh, signifier and signified are related and these two cannot be separated from each other. Signified is related to expression and has a shape such as a
sounds, letters, words, images, colors, and objects, while signifier is related to content, and the idea that implied with a sign.
b) Form and content concept is one in expression level and the other in content level. Saussure gave a simple example like a bus, just say we go to school by bus from home to school today, and for the next day we go to school from home to school again, we will say that we travelled by the same bus, while actually the bus itself (maybe) different from the one we used on the previous day. The meaning we say ‘same’ it’s the form which is bus, not the content.
c) Language (Langue) and Speech (parole). Langue according to Saussure means a purely social object, the systemized set of conventions necessary to communication, indifferent to the material of the signal that compose it. Parole covers the purely individual of language, in easy way Langue is the general idea, while Parole is the specific idea, which is part of langue itself, and speech is how they used to interpretations or explains to people. (Chandler, 2002).
d) Synchronic and Diachronic. Saussure draws a distinction between two forms of analysis: synchronic involves the investigation of a system of meanings at one point in time, and diachronic explores the ways in the meaning shift over time (Hämäläinen, 2013) (Evans, 2008).
e) Syntagmatic and Paradigmatic these two dimensions are often presented as ‘axes’, where the horizontal axis is the syntagmatic and the vertical axis is the paradigmatic. Whereas syntagmatic analysis studies the ‘surface structure (directly on its meaning) of a text, paradigmatic analysis seeks to identify the various paradigms (or pre-existing sets of signifiers) that underlie the manifest content of texts. Every item of language has a paradigmatic relationship with every other item which can be substituted for it (such as cat with dog), and a syntagmatic relationship with items which occur within the same construction (for example, in The cat sat on the mat, cat with the and sat on the mat). An individual sign (a unit) has no separate meaning, and only delivers ‘value’ in relation to other units in related sets. Thus a poodle dog has meaning only in relation to other types of dog. The table below illustrates syntagmatic and paradigmatic relationships. The horizontal items have syntagmatic relationships as they follow on from one another. The vertical items have paradigmatic relationships as in each column, items can be substituted for one another. The relationships are like axes, as shown in the accompanying diagram in Table 1.1. This aspect of structural analysis involves a consideration of the positive or negative connotations of each signifier (revealed through the use of one signifier rather than another), and the existence of ‘underlying’ thematic paradigms (e.g. binary oppositions such as us/them, public/private). Paradigmatic analysis involves comparing and contrasting each of the signifiers present in the text with absent signifiers which in similar circumstances might have been chosen, and considering the significance of the choices made. It can be applied at any semiotic level, from the choice of a particular word, image or sound to the level of the choice of style, genre or medium e(Daniel, 2007).

<table>
<thead>
<tr>
<th>Relationships</th>
<th>Syntagmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paradigmatic</td>
<td>A dog fell in this chair</td>
</tr>
<tr>
<td></td>
<td>The cat sat on the mat</td>
</tr>
<tr>
<td></td>
<td>That man ate by a hat</td>
</tr>
</tbody>
</table>

Table 1.1

Roland Barthes is another expert of semiology or as we know the study of sign, this journal used the model of semiotics by overview of Roland Barthes, because Barthes is the expert where he forward and developed semiotics by Saussure and this research journal reverts to those experts. Although Barthes’ Semiotics Theory and what does Barthes mean by semiology is ‘Semiology aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects, and the complex associations of all of these, which form the content of ritual, convention or public entertainment: these constitute, if not languages, at least systems of signification' (Barthes 1967, 9). The theory models have five codes, which is:

a) Hermeneutic code is a code that is aimed to urge the readers to find the ‘truth’ about the code. This code usually causes the readers to misinterpret the ‘truth’, the readers often stuck on what Roland Barthes
terms as ‘snares’ (deliberately avoiding the truth), equivocations (partial or incomplete answer), ‘jamming’ (openly acknowledge that there is no answer to the problem) (changingminds.org), (Chandler D., 2002)

b) Sematic code, this code refers to cultural background determines the making of connotation within the story that gives additional meaning over the basic denotative meaning of the word. This code is also related with theme. Sematic code points to any element in a text that suggests a particular, often additional meaning by way of connotation (Malik, Theory into Practice, 2014).

c) Symbolic code, this code is similar to the sematic code, but the function is deeper than the sematic code. This code is based from an idea that said a meaning came from binary oppositions or distinctions (Zaib, 2014)

d) Proaeretic code is also called the code of actions that contains a story, which could urge the reader’s interest. It is also implied to any action that implies a further narrative action, the happen in the further in this way keep the interest of reader alive for the coming action (Bughio, Theory into Practice, 2014).

e) Cultural code, the last code is a code which is applied in general things which are code by culture, it refers to the element that give common knowledge (Malik, Theory into Practice, 2014).

These codes define a network that forms a space of meaning through the text, and provides a deep insight in understanding the structure of research. In this journal Roland Barthes method only as the basic theory to support the analysis, while the theory by Ferdinand D. Saussure is used as the main theoretical framework.

And advertising as a semiotic object has a fundamental difference with a design that is three-dimensional, especially the design of the product. Advertising like the mass communication media in general, has the function "direct communication", while a product design has a communication function indirectly. Therefore, in its advertising communication aspects such as message is a key element of advertising, which is in a product design is only one aspect of various other major aspects such as function, human, production (Speaks, 2014). As cited by Barthes 1964, in the perspective of semiotics advertisement is described through a system of signs in the advertisement, which consists of two symbols, Verbal symbols (language) and a symbol of Non-verbal (shapes and colors are presented in the ad). In analyzing with a model of Roland Barthes, advertisements were based on the message it contains, (Hugh, The Rhetoric Of The Image, 2009). which is:

a) The Linguistics Messages: All the words and phrases in the advertising. Verbal message or linguistic message is a message that is used in communication language as a media. Verbal messages transmitted through a combination of sounds and language used to express thoughts, feelings and intentions. In other words, the verbal message is a message that is expressed through language that uses words as a representation of reality or meaning (Hugh, The Rhetoric Of The Image, 2009).

b) The Symbolic Messages are encoded: Connotation that appears in the advertisement photo.

c) The Literal Messages that is not encoded: Denotation that appears in the advertisement photo.

Semiotics in advertising is a sign of a system organized by code that reflects the value of certain attitudes and certain beliefs. Each message in the ads has two levels of meaning expressed explicitly in the surface and the meaning expressed implicitly behind the advertising surface. Thus, semiotics is the appropriate method to determine the construction of meaning that occurs in advertising by emphasizing the role of the sign system with the construction of reality, and the semiotics of ideology behind the ad could be dismantled. Understanding the terminology by semiotics is the study of the vast array of objects, events, and all cultures as a sign. The sign itself is defined as one that is based on social conventions that awakened earlier, can be considered to represent something else. (Ridho, 2012). The development of the human mind is a form of development that underlies the formation of an understanding that refers to the formation of a meaning. If we observe our life has never been separated from the meaning, perception, or understanding of everything we see. Now we see the objects around us. Very often we are without thinking about form and shape of the object we can know what the name of it. When we drive a motorcycle or a car on the highway, then we can interpret every form of traffic signs that are scattered on the highway. That become communication or sign and construction of meaning contained in the sign of what we know as Semiotics. Semiotics become one study even become a tradition in communication theory. Semiotic tradition consists of a set of theories about how the signs represent objects, ideas, circumstances, situations, feelings and conditions outside the sign itself. (Littlejohn, 2009: 53).

3. Method

This research uses a qualitative research, which is used to gain an understanding of underlying reasons, opinions, and motivations. Because this article uses a semiotic analysis, the type of research paradigm used in this article is Interpretivism paradigm. This paradigm aimed at understanding the symbols, messages from the perspective of the researcher where researchers conducted a thorough observation of the signs in advertisement Lux - Unforgettable Girl Story version that represents a hidden message about luxury, lifestyle. Semiotic analysis
used in this study was essentially qualitative research, the researchers will focus on the symbols, and signs in advertisement of Unforgettable Girl Story version as an object of study, how researchers interpret the sign and symbol behind the mark in these ads that contribute to establish the reality of construction brand related. Interpretivism paradigm method is an attempt to find an explanation of the social or cultural events that are based on the perspective. In general this methodology is a system that interpret social behavior in detail.

3.1. Research focus
The focus of research in this study intended to limit the study in accordance with the problems that are formulated. The research focus of semiotic analysis of the advertisements Unforgettable Girl Story version for describes the purpose messages of luxury lifestyle by the sign that represent in the video as the object of the study. This research will describe video and divided into 13-capture scene to analyst and obtain the result. Interpretation the characteristic of a recorded or visual message as a text to contrast meaning from captured scene of the video advertisement Lux Unforgettable Girl Story version.

3.2. Data Sources
Primary data is data obtained from the first source through the procedures and techniques of data collection in the form of downloads from the use of measuring instruments that are specifically designed for their purpose. In this study, the data obtained directly by means of observation of the research object advertising Lux - Unforgettable Girl Story version in the form of advertising that have been downloaded from the Internet. Secondary data is the data obtained from indirect sources are usually in the form of data documentation, archives, as well as scientific books. In this study the authors used scientific books, documents thesis, and other sources, the official website and the Internet to support this research.

3.2. Data Collection Technique
In writing this journal, the author uses several ways to collect the data needed. Therefore, the authors used data collection techniques in accordance with the journal, which is observation The data collection was taken by direct observation of objects to be examined in this case is an ad Lux - Unforgettable Girl Story version. In this observation, the ad will be analyzed by Ferdinand D Saussure semiotics analysis method in which the ad will be separate into capture scenes that will be analyzed one by one. Documentation, data collection is to obtain secondary data how many documents journal, article, and the article from official website such as official website of Lux, as well as Internet sites that support this research. Researchers collected data from the literature and studying the journals and theories that can be used as research material of this journal.

4. Results and Discussion
In this chapter author will explain the purpose message of advertisement Lux - Unforgettable Girl version towards the phenomenon of luxurious lifestyle. By capture the whole scene divided into several part of the ad. The conceptual tools of scene:

Image 1.2
00:00 - In this opening scene (image 1.2) Reza Rahardian as a model of the ad Lux – Unforgettable Girl Story version, it gives the information about the main character and the situation, this scene exhibit at a work space, a model dressed in a neat suit and tie and luxurious as the upper middle class, the strong lines of perspective both horizontal and vertical converge on him, as cited by Heine Klaus that we can state the luxury are regarded as image in the mind of customers that comprise association about a high level of price, quality, aesthetics, rarity, extraordinariness, and a high degree of non-functional associations (Heine, 2012).
00:14 - technique in this scene (Image 1.3) starting with wide shot and close up, camera shot widens, a full view of the scene to give the effect of distance and the camera shots are very close to the object (Brown, cinematography, 2012). He wears branded watches and bracelet to give the impression of luxury in the audience, as we all know people who are successful always use goods highly qualified. He looked to his watched and said “tapi 12 jam yang lalu”, he try to tell the spectator to image the previous 12 hours he cannot forgot of one thing that he had never felt before.

00:19 - signs contained on this scene to interpret a man who was explaining something in his imagination, seen in the right hand gesture that he show that something is very important and mysterious. He showed the illustrator, which is in non-verbal communications, is a gesture body movement that explain or demonstrate something. He adopts the Ideographs, which are the movement of making maps, or directs the mind and Deictic Movements that is the movement to show the spectator about something (hidden message) (Surbhi, 2015) (Miloluk, 2013). The signified symbol on this frame, he said “ada wangi yang tak terlupakan” its means that the curiosity of him is it the luxurious fragrance he cannot forget as related to the gesture of his delivered.

00:21 - The model of this scene used the product Lux shower gel, by applied the soap to her body especially her hand and she smelt the fragrance that give her a touch of luxury and have long lasting up to 12 hours to her body. In this phenomenon they want to build the awareness of people who seen this advertising that luxurious thing can come from anywhere, not only of the things that can be seen by people, but the things that can be feel by people as a luxury fragrance, as these products launched even though only a soap, but those who smell them will feel that luxury fragrance.
00:26 - this is the first scene that showed us the model wearing a red clothes in the bathroom inside the bathtub, Red color as well as the color of fire, blood, and the sun (Bour, 2011). Red symbolizes excitement, energy, passion, action, love, and danger in Western cultures. It’s also associated with communism and revolution in countries like Russia. In Asian cultures, red is a very important color, where the red color is symbolizes of lucky, joy, prosperity, celebration, happiness, and a long life. Because it’s such an auspicious color, brides often wear red on their wedding day, and red envelopes containing money are given out during holidays and special occasions. In India, red is associated with purity, sensuality, and spirituality. On the other hand, some countries in Africa associate red with death, and in Nigeria, it represents aggression and vitality. It’s considered a lucky charm in Egypt, and symbolizes good fortune and courage in Iran (Wang C. , 2015).

00:40 - In this scene producer want to show the public figure, which is lux has always used popular movie stars as its brand endorses (Gusta, an introduction on Lux soap, 2010). The signifier of this frame, she is wearing a glamour dress, earrings, and trinkets. Interpretation of researchers in this scene shows that she is a symbol of beauty, glamor, and luxury as well as an identity of Lux brand itself that the brand was supposed to be a shortened version of the world “Luxury” (Patel, An Analysis On Lux Beauty Soap, 2012).

00:51 - This scene seen Marissa Nasution wears glamour dresses as a luxury women open the door and walk into a room in which there is a festive party. In this capture partying is a social gathering of invited guest, typically involving eating, drinking, and entertainment deliver as a sign. She said “saat itu saya sedang menjadi sorotan” which is the signified of she want to tell us that she is a role models of people inside the party and she is control of everything.
00:53 - shooting techniques are included in the Medium Close Up that the camera shots on the subject, but also include other objects nearby (Brown, cinematography, 2011). Even through it is a common conditions, we know this is the middle high lifestyle by people wears a nice suit and dresses, hold up the glass of wine or champagne and have a conversations of each other and persuade spectator that this is a matter of classy which is cannot see in the lower classes.

00:40 - the model wearing black dress, the color of black means power, strength, authority, elegance, glamour. Black is required for all other colors to have depth and variation of hue, the color black represent, strength, power and authority (Bourn, 2010). We can see of the body language such as her face introduced a tough women and the role model, the right hand showed the jewelry and she showed up to people that she is the symbol of power, beauty, glamour and luxurious at the party, we can see by the body language, left hands perched on hip she showed is the pride and confident and the black color of her dress was widely associated with power, elegance, formality, denotes strength and authority.

01:04 – as already explain above in this scene they used Medium Close shoot technique, Medium Close is used when the facial expressions or important dramatic objects and spectators concentrated on this section as well as the exclusion of other parts. Researchers viewed the model wearing an expensive clothes, proud to be most glamour and luxurious women in the party, exhibit the jewelry, and the women on the left touch her hand to seen the jewelry model wears and give her praise as a symbol of respect and admire, seen of women holding hands and give praise to the model therefore that the model was impressed, seen by body movement is shown, the model smiling looking happy, the sign in the right hand moving toward her cheeks showed signs of anticipation and agreement on the praise given to her. She said “The Party is always my thing” its mean partying is their habits, and interpretation researchers of this signified is the party becomes the lifestyle of them all.
01:12 The mysterious woman called, unforgettable girl come to join the party and she spotlight people by her beauty and glamour style by the glamour long red-dress. As we know that red color particularly in Western culture represents glamour and symbol of strength, love and romance, energy, passion (Wang C., 2015). The body movement she showed by walked into the party is beautiful as feminine and glamour women. The woman said “merebut semua mata” its mean she just already make all those people inside the party are distracted.

01:28 The technique of this scene is extremely close up (ECU), shooting very close, showing only certain parts of the object body. A pocket watch of society tells about a gentleman, with regard to his social standing and his place in society. Pocket watches were passed down as a family heirloom whether it was made of gold or platinum (deMaris, 2015) its mean they want to deliver the social status and lifestyle on this scene, beside in the second scene it is also showed the watch and both of them are related because the message of both sign is to explain time.

02:17 – on the last scene of this advertisement, they put the product with the colors black and red rose flower as an identity of this product that have the hidden message of luxurious packaging product. Related to Lux campaign that states "House of Lux - Feel Fabulous, Do Fabulous". Its mean this product wants to sell cheapest with luxurious things.

After author analyze 13-captured scenes of Lux Unforgettable Girl version, those scene are related each other and there are always symbolic about time, while the other sign is when the models say “the time” that has meaning, messages or information about the long-lasting fragrance and they are related to each other. In this journal contained several aspects such as culture, colors, body movement etc. such as the models wear suit and tie that identical with formal situations, partying typically in Western culture and the colors that used have meaning and specific messages that are described in the table below. From the analysis authors this journal embrace
western culture where several aspects were proven such as masquerade ball. Excerpted from the book section of the glamorous history of the masquerade ball explain that Masquerade ball is an event or party in which the participant attend in dress wearing a mask/mask in hand. This culture was first introduced in Europe in 14th and 15th Centuries (Ati, 2016). Masquerades include lots of music and dancing. They are used for entertainment purposes as well as in celebrating, dancing, partying, such as tradition and cultural heritage. Reviews of these always in big lavish parties took place in the evening and the environment was that of gaiety, and the other things that made it glamour were the eating, drinking and gambling (Ati, 2016), while in Indonesia masquerades ball is not part of the culture. The characteristics of dressed is not showed Indonesian people, the women used gown and as we know gown introduce first in Europe 17th century from the early Middle Ages, (J. Anderson Black, 2009) this advertisement not showed Indonesia culture just by seen several part of the scene.

<table>
<thead>
<tr>
<th>Analysis</th>
<th>Lux – Unforgettable Girl version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syntagmatic</td>
<td>A syntagmatic relationship is one where signs occur in sequence or parallel and operate together to create meaning. The sequential nature of language means that linguistic signs have syntagmatic relationships. Thus, for example, the letters in a word have syntagmatic relationship with one another, as do the words in a sentence or the objects in a picture. Syntagmatic relationships are often governed by strict rules, such as spelling and grammar. They can also have less clear relationships, such as those of fashion and social meaning. In this journal the syntagmatic found by a story about the people lifestyle and the women who have a luxurious taste of something.</td>
</tr>
<tr>
<td>Paradigmatic</td>
<td>A paradigmatic relationship is one where another may replace an individual sign. Thus, for example, individual letters have a paradigmatic relationship with other letters, as where one letter is used, another may replace it (albeit changing meaning). Letters and numbers do not have a paradigmatic relationship. Items on a menu have paradigmatic relationship when they are in the same group (starters, main course, sweet) as a choice is made. Courses have a sequential (syntagmatic) relationship, and thus an item from the starter menu does not have a paradigmatic relationship with the sweet menu. Paradigmatic relationships are typically associative, in that both items are in a single membership set. And the paradigmatic seen by the dresses and accessories worn to show the style and level of luxury as an identity.</td>
</tr>
<tr>
<td>Denotative</td>
<td>Talking about time such as the model Reza Rahardian looking into his watch and said “tapi 12 jam yang lalu” Ashraf Sinclair picks out his pocket watch as a sign and looking to his watch. And the woman Marissa Nasution looking into antique standing clock and said “sudah 12 jam.</td>
</tr>
<tr>
<td>Connotative</td>
<td>The connotative each verbal and non-verbal sign about watch, pocket watch, time in different capture scene are aimed to explain the 12 hours long lasting of fragrance.</td>
</tr>
</tbody>
</table>

Table 1.2
The table 1.2 above concludes that Lux – Unforgettable Girl version advertisement were basically have a classy theme, which proved by the analysis itself. According to the interpretation of the author based on analysis that are built in the perspective of semiotics, the general purpose messages contained is to introduced to public consumptions where this advertisement introduce about a new lifestyle of glitz, glamor, and people as the costumer of their product can get a luxury things like in the advertising, by simply using the Lux shower gel. Based on research results in the previous chapter, it is concluded that there are several types of signs are displayed in the advertising.
### Table of Analysis

<table>
<thead>
<tr>
<th>Scene</th>
<th>Camera Angle</th>
<th>Movement</th>
<th>Language</th>
<th>Particular colors and stuff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><em>Image 1.2</em> the first scene used <strong>Full Shot</strong> indicated to object in exhibit a work space, and the model seen from head to toe</td>
<td>The model dressed in a near suit and tie, and the model in this scene only moving the finger in particular hand beats to the table.</td>
<td>This scene only showed the music, classic music by the sound of the piano where it is the one of the Western world's most familiar musical instruments.</td>
<td>The work space, particular book and work tools, shade of dark colors such as black, gray, brown dominating the entire room and the models</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td><em>Image 1.3</em> technique used wide shot and close up camera, a focus view of the scene to give the effect of distance and the camera shots are very close to the object</td>
<td>The model wears branded watches and look into his hand to see the time.</td>
<td>The model said “tapi 12 jam yang lalu”, he try to tell the spectator or public to imagine the previous 12 hours he cannot forgot of the things that he had never felt before</td>
<td>This scene contained the white shirt color, and black coat or jacket. Gold color of watches and Black, Silver bracelet</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><em>Image 1.4</em> used Medium Close Up or MCU. An MCU will include the head and shoulders as shown above.</td>
<td>The Model wears suit and tie costume, black silver bracelet in his right hand, The right hand gesture that showed adopt symbol of non-verbal.</td>
<td>He said “ada wangi yang tak terlupakan”. The curiosity of him is it the touch of luxurious fragrance he cannot forget as related to the gesture of his delivered</td>
<td>This scene contained the white shirt color, and black coat or jacket. Gold color of watches and Black, Silver bracelet</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td><em>Image 1.5</em> technique used on this scene is MCU, showed the model from head to shoulder that focused to both hands and model face</td>
<td>The model of this scene used the product Lux shower gel, by applied the soap to her body especially her hand and she smelt the fragrance that give her a touch of luxury. Both hands show up making movement by applied the product, the move head of the model smelt her hand showed the spectator and related to build awareness to public.</td>
<td>This scene just showed model movement and accompanied by musical instrument such as piano.</td>
<td>This scene first showed the application of the product Lux shower gel by the model inside her bathroom. The stuff is the product such as shower gel.</td>
</tr>
<tr>
<td>Image</td>
<td>Description</td>
<td>Notes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6</td>
<td>Technique in this scene used long shot camera, the camera angle is placed far away to capture a large area of view such as bathtub inside the bathroom include the model sit in the bathtub. This scene showed the model wearing silk clothes after take a bath (showed in previous scene above), The body movement of the model after take a bath, applied silk red clothes sit inside the bathtub. This scene just showed model movement and accompanied by musical instrument such as piano.</td>
<td>Red color showed in this scene, Red symbolizes excitement, passion and luxury in Western cultures. In Asian cultures, red is a very important color, where the red color is symbolizes of lucky, joy, prosperity, celebration, happiness, and a long life.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>This scene showed the model wearing a glamour dress, earrings, and trinkets. Interpretation of this scene shows that she is a symbol of glamour, and luxury. The capture face showed about a line in advance strong expression that delivered by the model.</td>
<td>Model wearing accessories such as earrings, trinkets inside the working room.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8</td>
<td>This scene showed Marissa Nasution wears glamour dresses (showed in previous scene above) as an classy women the movement open the door and walk into a room in which a festive party. She said “saat itu saya menjadi sorotan” she want to tell that she is a role models of people inside the party.</td>
<td>Festive party is a social gathering of invited guest, typically involving eating, drinking, and entertainment deliver as a sign.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9</td>
<td>Everyone wearing a suit and tie, dress, fancy. The body movement they hold mask to cover their face inside, smiling, cheers the glass of champagnes. The model figurant talking speaks vague or unclear, laughing each other and always accompanied by musical instrument such as piano.</td>
<td>The middle high lifestyle by people inside the party persuade spectator where in this scene, partying is a matter of classy style.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.0</td>
<td>The model wearing black dress, white velvet in the hand, black gloves with jewelry earing, and fancy bracelet. The body movement such as her face introduced a tough women and the role model, the right hand showed the jewelry and she showed up to The model figurant talking speaks vague or unclear, laughing each other and always accompanied by musical instrument.</td>
<td>The color of black in Western means power, strength, authority, elegance, and glamour. Black is required for all other colors to have depth and variation of hue. In the Middle East, black represent both rebirth and mourning. In Africa, it</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image 2.1</td>
<td>The technique this scene used MCU shoot. The facial expression or important dramatic objects</td>
<td>The models showed a classy, luxurious dresses, proud to be most glamour women in the party, Exhibit the accessories such as jewelry. The women on the left side Marisa touch her hand to seen the jewelry and give her praise as a symbol of respect and admire.</td>
<td>She said “The party is always my thing” its mean partying is their habits.</td>
<td>The black color in this scene are dominant and certain things include the accessories of the woman is focus to showed to the spectators or audience</td>
</tr>
<tr>
<td>Image 2.2</td>
<td>The model wearing the long red-dress, that red colors is represent luxury, glamour and symbol of strength, love and romance, the body movement she showed by walked into the party is beautiful as feminine and glamour women. The mysterious women called, unforgettable girl walked into a room, come to join the party and she spotlight people by her beauty, and glamour style.</td>
<td>Marisa said “merebut semua mata” she makes people inside the party are distracted. And she said “dan kemudian dia datang merebut semua mata” “the next thing I known everybody sees, she was the unforgettable girl”.</td>
<td>The red color also have a meaning In India, red is associated with purity, sensuality, and spirituality. On the other hand, in Nigeria, it represents aggression and vitality. It’s considered a lucky charm in Egypt, and symbolizes good fortune and courage in Iran.</td>
<td></td>
</tr>
<tr>
<td>Image 2.3</td>
<td>The technique on this scene is Extremely Close Up (ECU), shooting very close, showing only certain parts of the object body.</td>
<td>A pocket watch that the model hold in society tells a gentlemen, pocket watch known among the nobility at the time of the kingdom whether it was made of gold or platinum its mean delivered the social status. The men hold the pocket silver watch. The hand of the man movement by flipping through the pocket watch, the key message of both sign is to explain time.</td>
<td>The male model said “kekaguman saya akan keindahan tidak terbatas. Kecantikan, kelembutan dan keharuman selalu menjadi estetika yang utuh, tapi waktu berkata lain.” Its means the beauty, softness and fragrance is aesthetics where how beauty can be created, and how that can feel.</td>
<td>Silver color is a precious metal and, like gold, often symbolizes riches and wealth. Silver is believed to be a mirror to the soul; silver represents hope, love, kindness, sensitivities, and psychic abilities. Silver is believed to draw negative energy out of the body and replace it with positive energy.</td>
</tr>
</tbody>
</table>
The product showed with the black packaging and put in the left side for special touch with the big pink rose flower in the background.

Related to Lux campaign that states “House of Lux – Feel Fabulous, Do Fabulous”. Its mean this product wants to sell cheapest with luxurious things.

The red and black color are contained in the last scene where the both of colors each have a meaning.

<table>
<thead>
<tr>
<th>Table 1.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>The table 1.3 above concludes the Camera angle, Movement, Language, Particular Colors and stuff; the result of each scene has been described into the table.</td>
</tr>
</tbody>
</table>

5. Conclusions and Suggestion

This study has be done by capture scene one by one from the whole video advertisement Lux Unforgettable Girl Story Version which aimed to review the focus of analyzed about purpose message, symbol and sign to be understood and give clearly result of the research, therefor the study not carried on move image or live video to be analyzed. In the end, the research of this study can well be conclude that the analysis semiotic advertisement of Lux Unforgettable Girl Story version provides a deep insight of storytelling in understanding the meaning of the purpose message and the structure theme story that delivered in the campaign of the product by interpretation of symbol, signified and signifier, font and content concept, text, verbal and non-verbal symbol, embrace the model by Ferdinand D Saussure. The key message in this advertisement is try to tell public consumption about the long lasting fragrance they have who believed as the expensive and luxurious fragrance, the author analyze by the most of the scene showed the times by hand watches wearing by Reza Rahardian in 1st scene, the table clock showed the times, and the last scene pocket watch wearing by Ashraf Sinclair, and the model always mention the statement of times such as “tapi 12 jam yang lalu”, “ini sudah 12 jam”, “tapi waktu berkata lain, 12 jam yang lalu”, the point is they want people aware about their product as the luxurious product while they campaign have a classy themes, glamour but the product for public consumptions is still can be reached by all segments of society. The purpose message that contained symbol and sign that keep the spectators or audience curious about the message that contained in the promotion video advertisement and there is a symbol of colors that have meaning in each representation that can be beneficial to understand the cross-cultural meanings of colors. By knowing the symbolism of different colors meaning, we can be able to understand in a way that is both culturally appropriate and effective. And finally, there are many references that pertain to things, values, lifestyle and perceptions in the public consumptions. After doing the research and proving the results obtained from this study, the suggestion considered that the advertising of Lux – Unforgettable Girl Story version able to create concepts that are different from another soaps campaign and make the audience curious and interested to knowing the actual message that will be delivered, lux is expected to continue to provide something interesting for consumers, maintain the identity that has been built that is different from any other soaps campaign. For further researcher, maybe they could continue this research to a stage of an infallible or perfect, because in this study is still a shortage and there is deficiency.
Reference


