

SEMIOTIC ANALYSIS OF WARDAH COSMETIC PRODUCT ADVERTISING AS A DIGITAL MARKETING EFFORT

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ABSTRACT

This research describes how to analyze the semiotics of advertising Wardah cosmetic products as a digital marketing effort. The advertisement chosen by the author in Wardah cosmetic products, which will be released in April 2023 with the theme “Together is More Meaningful,” uses Roland Barthes’ analytical theory, which contains five analyses in semiotic analysis, namely hermeneutic analysis, semantic analysis, symbolic analysis, pro-arctic analysis, and cultural analysis. The method used is qualitative descriptive, which looks carefully at the storyline in the Wardah advertisement for 60 seconds. Every second contains a message of preaching and lessons in life, which is packaged systematically so that the message can be conveyed well. The results of the research show that Hermeneutic analysis tells the problematic journey of an independent woman who was starting her career by opening a boutique business; because of the Covid-19 pandemic, the business went out of business and finally rose with the support of her friends by innovating and new concepts, business boutiques can bounce back. Semantic analysis shows virtues and inspirations in Wardah’s advertisements: The inspiring journey of an independent woman, donating part of the profits, self-confidence, solid friendship, and sharing goodness through social media. Symbolic analysis is of the da’i, two of whom wear the hijab, and one model does not wear the hijab; this shows that the kindness shown in the Wardah advertisement is not only towards Muslims but all humanity. Proaretic analysis shows that the voice-over arrangement has a long pause, indicating that in the advertisement for marketing Wardah products, they want to convey the moments of kindness, independence, and strength of each woman that Wardah visualizes in each scene; Wardah is one of the points that strengthen the character of each woman, in advertising. Cultural analysis shows cultures of kindness to share, namely, inviting buyers to share and spreading kindness through social media. The dawah message in the Wardah advertisement is as in the Word of Allah in QS. An-Nahl verse 128, QS. An-Nur verse 31, QS. An-Nahl verse 125, QS. Al-Baqarah verse 265.

Keywords: Semiotic Analysis, Wardah Advertising, Digital Marketing

Background of the problem

With the rapid development of digital technology, marketing models are now increasingly improving. One of them is the digital advertising model, namely brand and product promotion activities through digital media. The advantage is that advertisers can find out how long their video ads have been watched, what percentage of sales conversion from each ad and its wide geographical reach, by using a digital marketing model they can reach the whole world easily. From year to year, online video users have increased significantly compared to TV users. Warc and MMA data shows that digital advertising from 2021 to 2022 will increase from 60 percent to 65 percent. The existence of this dominant period becomes a target for advertising marketers to market their products.

Advertising is closely related to the use of female models. The figure of a woman is closely related to beauty, the advertisements displayed also use women as the stars of the product advertisements, the advertisement models displayed also tend to have beautiful faces. Beauty advertisements have attracted consumers for hundreds of years, at least Maybelline has issued beauty advertisements since 1920 with female models such as Betty Grable, Rita Hayworth, Hedy Lamarr, Great Lash, Lynda Carter, Gigi Hadid and others. On average, the models used are influential women who have their own unique beauty from various countries, starting from the beauty of the shape of the lips, eyes, skin color and other beauty elements.

Women's beauty becomes a stereotype and leads them to the characteristics of beauty, such as women having to look charming, cook, be suitable to be invited to various events, be able to please their husband, be good at being a housewife, be intelligent and be a source of moral knowledge for the family. This stereotype becomes the idea for various advertisements and becomes the image of women.

Laura Mulvey stated that women have become "icons" in mass media, women's bodies are considered "art items", so they are freely displayed and exploited. while Nurul Arifin stated that the use of women in advertising is because women have all the characters that can be bought and sold. Beauty product advertising is synonymous with presenting women as models, because women's beauty is considered capable of conveying the marketing message that the company wants, especially if the beauty is portrayed by public figures, public idols, artists, so that they will be more interested in buying the product, so product marketing through advertising is still the company's favorite in its mission to market products in a wide market segmentation.

Wardah's advertisement stated that at the beginning of its existence it presented beauty as part of patriarchal culture. Women will look beautiful if they have a feminine

attitude and appearance. Wardah cosmetics, in its advertising, carries Islamic religious values. In Islam, patriarchal values are very strong, where there are boundaries between women and men. Semiotic analysis can see the meaning of beauty shown not only from the appearance of closed clothing, but also from the meaning contained in that appearance. The beauty shown by Wardah's advertisements is not only visual beauty, but also the beauty of character, personality, kindness and independence of a woman which is always shown in every scan of Wardah's advertisements.

Wardah uses several celebrity stars as brand ambassadors, the majority of whom are women dressed in Muslim clothes such as Zaskia Sungkar, Dewi Sandra, Dian Pelangi, Natasha Rizky, Ineke Koesharawati, Ria Miranda. At that time, Wardah used the concept of halal products and was aimed at Muslim women. The choice of the next advertising model, such as Raline Shah, Tatjana Saphira, Yasmin Napper and Amanda Rawles, no longer uses women wearing the hijab, which could make the "Wardah" brand begin to expand its segmentation, not only focusing on Muslim women. In 2019, Wardah chose a model convert from South Korea as one of Wardah's spokespersons, namely Ayana Moon. This is a form of Wardah's effort to start spreading its wings to an international level.

The Wardah advertisement is a type of technology-based marketing that is released via YouTube and national television featuring well-known artists so that the advertising costs in the Wardah advertisement are relatively high because the aim of the marketing is to get high profits too. Technology is a new platform for humans to communicate with a wide audience. According to Anwar Arifin in his 2011 book *Communication Strategy*, when Muslims can master science and technology, Islamic da'wah will be easier. Da'wah is persuasive, that is, inviting people in a subtle way, or more precisely, convincing other people about something without forcing it. This characteristic is the same as the principle of marketing, namely the act of persuasion to influence or persuade consumers. Islamic da'wah is no longer defined conservatively as the act of lecturing but rather as a variety of activities, which directly or indirectly attract public curiosity about Islam.

The Wardah advertisement as a cosmetic product advertisement does not only display visual beauty for those who see it, but there are messages and moral values contained in the Wardah fish. In this article the author deliberately takes an analysis of one of the newest Wardah advertisements which carries the theme "Together is More Meaningful" which was only broadcast in April 2023. The analysis used in assessing the da'wah message contained in the Wardah advertisement is semiotic analysis, namely analysis to see the signs. The message of goodness contained in the Wardah advertisement consists of: Hermeneutic Analysis, Semantic Analysis, Symbolic Analysis, Proaretic

Analysis and Cultural Analysis.

Wardah's advertisement with the theme "Together is More Meaningful" tells the journey of a woman who owns a boutique business which was originally very busy with visitors and buyers suddenly became quiet and the business went out of business due to the lack of buyers due to the Covid-19 pandemic, the boutique owner confided in her two friends about it. problems that befell his business and thought about closing his business because the income did not match the costs and capital he spent. One of his friends gave a suggestion to invite buyers to share, so the concept that was put forward was that when a buyer bought the product, the buyer indirectly donated to help victims affected by Covid-19, because the boutique owner set aside some of his profits to donate, apart from that expanding its market segmentation through online marketplaces. With this innovation, the boutique business will become busy and normal again. Wardah cosmetics strengthen the character contained in the independence and kindness of a great woman, so that a woman is not only visually beautiful but can be creative, innovate and achieve.

The advertisement which is the object of research is the latest Wardah advertisement which was released in April 2023 with the theme "Together is More Meaningful" played by three beautiful models, namely Yasmin Napper as a model who does not wear the hijab and 2 other models who wear the hijab. Wardah cosmetics are famous for their halalness because they are the first MUI halal certified cosmetics in Indonesia which has a segmentation that is not limited to Muslim consumers, but all levels of Indonesian society can use Wardah cosmetics, even Wardah cosmetics has started to expand its international market segmentation by becoming one of the Instagram celebrities. A convert from South Korea, Ayana Moon, is the brand ambassador for Wardah cosmetic products.

Digital preaching does not only openly convey religious messages contained in the Koran, hadith and other legal sources through YouTube, Facebook, WhatsApp, Twitter, Instagram and other social media, but can also be done through an advertisement that seems to be promoting its product but also contains messages of kindness packaged with good visuals, there is no impression of giving a lecture to those who watch it, but the message contained in the Wardah advertisement "Together is More Meaningful" has a message encouraging someone to donate/give alms to those in need , because by giving charity, one's sustenance will continue to flow and life will become more blessed, even though our material possessions will decrease.

This is what made the author interested in conducting this research. The author wants to know the concept and message of da'wah contained in the digital advertisement for Wardah cosmetic products in 2023 which carries the theme "Together is More

Meaningful" using semiotic analysis as an instrument for advertising analysis which was specifically developed by Roland Barthes. Namely a model from social science to understand the world as a system of relationships that has a basic unit called a sign. The author will analyze every second the da'wah messages conveyed in Wardah advertisements through three female models who are beautiful visually and in character, because Wardah is the first cosmetic with halal certification in Indonesia.

Formulation of the problem

1. What is the semiotic analysis of digital advertising as a medium of propaganda for the Wardah cosmetic product "Together is More Meaningful" which will be broadcast in 2023?
2. What is the concept of marketing da'wah contained in the Wardah advertisement with the theme "Together is More Meaningful" which will premiere in the month of Ramadan in 2023?

Theory

Da'wah Marketing Concept

The word da'wah comes from the Arabic word "da'wah". The word da'wah comes from three letters, namely dal, 'ain, and wawu which have the meanings of calling, requesting, inviting, asking for help, praying, crying over, supplicating, ordering to come, naming, encouraging, causing, bringing about, and lamenting. The Qur'an develops the meaning of the word da'wah for various uses. Abu Zahrah stated that da'wah can be divided into two things, namely implementers of da'wah, individuals and organizations.

Da'wah has several elements, one of which is the message of da'wah. The da'wah message or maudlu' al-da'wah is the material that will be conveyed to the mad'u or what is usually interpreted as words, pictures, paintings and so on. Then it is hoped that it can help understand the da'wah material and even change the attitudes and behavior of the da'wah partners.

Digital Advertising

The meaning of advertising in the KBBI is information to persuade and encourage the general public to be interested in the goods and services being offered. Advertising also means informing the public through mass media or public places about goods or services that are being sold. Advertising is defined as a message that offers a product aimed at the public through a medium. Based on the target, the objectives of advertising on television can be classified into six, namely: Informative advertising, persuasive advertising, reminder advertising, value-adding advertising, advertising to help with other activities

and celebrity attraction. There are five general types of advertising, namely: social responsibility advertisements, rebuttal advertisements, defense advertisements, improvement advertisements and family advertisements. Digital advertising can be called digital signs, there are differences between digital signs and traditional signs, namely:

Table 1. Comparison of Digital Signs with Traditional Signs

<i>Traditional Signs</i>	<i>Digital Signs</i>
Shows one message for several weeks	Displays multiple messages for the desired time period
There is no audience response	Allows audience interactivity
Changing content requires creating a new tag	Content is changed quickly and easily
There are only two dimensions	Can display many dimensions: text, graphics, videos, images
Low cost	Costs are quite high

Source: Janet Kolodzy

Digital advertising can be called digital signs, there are differences between digital signs and traditional signs, namely: Traditional signs display one message for several weeks, there is no audience response, changing content takes time, there are only two dimensions, low cost. Meanwhile, digital signs display several messages for the desired time period, allow audience interactivity, content is changed quickly and easily, can display many dimensions of text, graphics, video, images and are relatively high cost.

The digital signage industry is growing rapidly, many markets report that digital signage is expected to grow to \$32.8 billion by 2023. Grant View Research reports the market at \$31.7 billion by 2025. Using any report, the digital signage market is expected to grow in the range of 8% from 2016 to 2025. Digital signage on the global market is expected to grow by 5.2% at the same time. The top markets in the United States for digital signs are retail, banking, healthcare, education, and transportation companies. Retail is the largest segment followed by transportation and banking.

All of this technology makes it possible to use digital signs so that you can convey more targeted messages in a more efficient way, and can collect data quickly. For example, traditional signs must be reprinted when the message changes, and can only send one message at a time. Meanwhile, digital signs can produce many messages at the same time, and these messages can be tailored to the audience using dayparting techniques. Digital signage has many advantages over traditional signage including the ability to update

quickly, create schedules, and create a combination of several media, including video, to show the message contained in digital signage.

Innovations in digital signage continue to emerge at high speed, making this technology a must for all commercial companies to develop and own. The development of digital signage can increase integration with Augmented Reality (AR), Internet of Things (IoT), Artificial Intelligence, and E-Ink. The digital sign industry continues to grow and develop, trends that need to be considered include increasing knowledge in data collection efforts. Short-range wireless such as BLE beacons and NFC will continue to improve. Digital signs will grow as implementation costs drop drastically. Apart from that, the market is quite mature and has adopted the spread of digital signs.

Another advantage of digital signage is that it can recognize a person's face, can tell a person's age, gender and other things. The digital sign industry continues to grow and develop. Trends to watch include increased data collection, use of data, and efforts to organize that data. Short range wireless such as BLE Beacons and NFC will continue to improve. Digital signs will grow as implementation costs fall dramatically. Additionally, the market is mature enough and adoption has spread enough that companies will soon move forward with using digital signs to make things easier.

1. Understanding Semiotics

The word semiotics comes from the Greek word semeion, which means sign. Semiotics is a science or analytical method for studying a sign. Signs are representations of symptoms that have a number of criteria such as names, functions, roles, goals and desires. These signs are present throughout human life. Signs can be in the form of motion, words, roads, traffic lights and so on. Therefore, everything can be interpreted as a sign, which can then be used as a means for thinking and communicating.

2. Roland Barthes' Semiotics

Roland Barthes is known as a structuralist thinker who diligently practiced the Saussurean model of Linguistics and Semiology. He was also a renowned French intellectual and literary critic; exponent of the application of structuralism and semiotics to literary studies. He is said to be a figure who played a central role in structuralism in the 1960s and 70s. He believes that language is a sign system that reflects the assumptions of a particular society at a particular time. He put forward this view in *Writing Degree Zero* and *Critical Essays*.

Roland Barthes' analysis is composed of codes that test different aspects of a text and can be explained as follows:


- a. Hermeneutic code (HER): used to examine emerging differences, questions, puzzles that need to be resolved or explained. With hermeneutic references, we investigate whether the author of the narrative asks questions, or expresses doubts about his own writing while still respecting his work.
- b. Semantic code (SEM): used to identify connotative meaning in narrative text. This code helps to develop the quality and depth of a character or role. Involving semantics in the story, we can investigate what the dominant motif is in the narrative text itself.
- c. Symbolic code (SYM): used to examine symbolic examples depicted in a pair of basic groups located in the structure of a narrative text. From a symbolic point of view, it can examine the most frequently occurring pairs of a pair of basic groups.
- d. Proaretic code (ACT): which is used to examine the actions of a text and group them into semantic meaning, with reference to proaretic meaning, we examine what the main meaning of an action is that stands out in a narrative text itself.
- e. Cultural code (REF): which is used to test the accuracy of referring to the social and cultural context of narrative texts and is connected to cultural experts and general thought. From a cultural point of view, it can be tested as to which expressions writers strive for when they relate to the world of teaching.

Analysis and Discussion

1. Sign Analysis






a. Hermeneutic Code (HER)

Table 2. Hermeneutic Code for Wardah's Advertisement "Together is More Meaningful"

Scene	Unit of Analysis
	<p>This advertisement tells the story of how Wardah cosmetic products complement the success and joy of many women. There are scenes full of meaning and inspirational messages contained in Wardah's advertisement "Together is More Meaningful" which was just published in the month of Ramadhan 2023, to be precise on March 16 2023. The 60 second advertisement tells the story of a business journey consisting of 3 people. friends, one of whom owns a boutique. Due to the impact of the Covid-19 pandemic, her boutique business experienced losses and finally her boutique will soon be closed. This worrying situation was told to his friends, so they made a new breakthrough by innovating their boutique by giving part of the profits from sales to charity or donating to social institutions. Apart from that, the initial concept of the boutique which only sold conventionally, this time has expanded to online sales. The business is developing well and is back to normal, even better in terms of sales and profits.</p>







b. Wardah Advertisement Semantic Code "Together is More Meaningful"

Table 3. Semantic Code of Wardah's Advertisement "Together is More Meaningful"

Scene	Unit of Analysis
	<p>Independent and Inspiring Woman</p> <p>The scenes in this story are played by female models who are independent and also have high self-confidence. After the model used Wardah products, her character as a good woman became stronger. Wardah strengthens the character of each model in the advertisement.</p>
	<p>Donate Some of the Profits</p> <p>One of the new concepts that was initiated to keep the boutique running was a strategy to attract consumers by means of the boutique owner donating some of the profits to social institutions, orphanages and others.</p>
	<p>Self-confident</p> <p>After using Wardah products, this woman who was about to recover from the losses she experienced had a confident expression. This woman feels more confident in dealing with customers, both online and offline.</p>
	<p>Solid Friendship</p> <p>"Together is More Meaningful" is the theme in this advertisement so that their friendship can provide a solution to the downturn in the boutique business owned by one of the 3 friends.</p>
	<p>Sharing Kindness Through Social Media</p> <p>After creating an account on social media, marketing is also published on social media, so that market segmentation becomes wider, and automatically the boutique's kindness in donating also becomes wider, along with increasing profits.</p>

c. Symbolic Code (SYM)

Table 4. Symbolic code for the Wardah advertisement "Together is more meaningful"

cene	Unit of Analysis
	<p>Model Used by Wardah</p> <p>The main model in this advertisement is Yasmin Napper who is the brand ambassador for Wardah products. In the advertising story, Wardah becomes a supporter of every independent woman's joy. The visual contains three friends. First, women wearing hijabs who run boutique businesses wear green clothes as the characteristic color of Wardah products. Two of them are friends who always support every boutique business they run, and friends who provide innovative solutions in business when they are experiencing losses. Yasmin Napper as the main model in the Wardah advertisement "Together is More Meaningful" does not wear a hijab, because the aim of the Wardah advertisement is that the product is not only aimed at women who wear the hijab, but all women, so that it can strengthen their independent character</p>
	<p>The clothes worn and their colors</p> <p><i>First</i>, is the clothes when they first opened a boutique business, the three friends wore clothes that were dominated by peach and blue, the boutique owner wore wardah green outer</p>
	<p><i>Second</i>, the owner of the boutique wears peach colored clothes with a combination of a gray headscarf and light blue outerwear and is in a boutique where the paint color matches the color of the clothes he is wearing.</p>
	<p><i>Third</i>, the boutique owner wears a white inner shirt, combined with a peach colored skirt and hijab, complemented by a blue/navy outer.</p>
	<p><i>Fourth</i>, the three friends wore different colored clothes, the boutique owner wore cream colored clothes with a peach colored hijab, the other friend wore brown clothes with a light brown hijab, and the main brand ambassador wore light green clothes</p>
	<p><i>Fifth</i>, the boutique owner wears Wardah green clothes with a Wardah blue hijab, the other friend who wears a hijab wears a green outer with a combination of Wardah green hijab, and the other friend wears a brown outer</p>



d. Proarectic Code (ACT)

Table 5. Wardah Proarectic Code "Together is More Meaningful"

Scene	Unit of Analysis
<p><i>Yep... Congratulations, congratulations.</i></p> <p><i>As a result of the Covid-19 pandemic that hit, a number of small and medium businesses experienced losses</i></p> <p>a/ Hey, why?</p> <p>b/ I can't continue the boutique anymore.</p> <p><i>When difficult times hit, there is always a way to mobilize kindness.</i></p> <p>c/ Let's change the shop concept, okay... invite buyers to share</p> <p><i>By moving together, unite your strengths, to restore the spirit of creating inspiring work, so that in the end you can spread wider benefits to others.</i></p> <p><i>It's time to move with Wardah, for a more meaningful Ramadhan.</i></p> <p>Wardah "Together is More Meaningful"</p>	<p>The voice over is filled by a voice actor and some scans are filled by the model. The voice over arrangement has a long pause between one voice over and another. This indicates that in this advertisement Wardah wants to convey moments of kindness, independence and strength from each woman that Wardah visualizes in each scene. Wardah is one of the character strengthening points for each woman in the advertisement.</p> <p>In the text the words appear "When times are difficult, there is always a way to mobilize kindness" which means that good friends provide solutions to do good by setting aside some of their profits to be distributed for good and inviting buyers to share. Sharing or alms is a charitable activity recommended in Islam, by sharing it will bring blessings to the business managed by the boutique owner in the Wardah advertisement "Together is More Meaningful"</p>

e. Culture Code (REF)

Table 6. Cultural Codes in the Wardah Advertisement "Together is More Meaningful"

Scene	Unit of analysis
	<p>Inviting Buyers to Share</p> <p>In the Wardah advertisement which was released during the fasting month of 2023 yesterday, it shows more of the kindness of a person who owns a boutique business, at the suggestion of a friend to donate some of the boutique's profits to an orphanage.</p>
	<p>Sharing Kindness Through Social Media</p> <p>Another culture shown in this advertisement is sales innovation via social media and expanding its wings to segment the online market so that consumers are more varied.</p>

Da'wah Marketing Concept

Wardah (Mad'u) Segmentation

Segmentation in Wardah advertisements can be concluded as mad'u in da'wah, namely objects in preaching. Based on the results of the analysis, the story concept refers to the friendship segmentation of three independent women, two of whom wear the hijab and one who does not. The first visualization is an independent woman who is at the grand opening of her boutique business, the boutique business is running well, and suddenly the Covid-19 disaster strikes and affects the business she is running. Time continued to pass and the boutique experienced losses and was about to close its business. The woman who owned the boutique told her two friends about this, until her friends came and provided a solution for her boutique business. Concepts and innovation must be needed in an effort to revive a boutique business that has been dormant for a long time. The first innovation is "Inviting Buyers to Share", this is done by boutique owners to set aside some of their profits to donate to social institutions, or those in need. The second innovation, namely "Sharing Kindness Through Social Media", this is done to expand market segmentation so that consumers from all over Indonesia can buy products from the boutique, a boutique with many buyers will generate a lot of profit, this is in line with the large number of donations that will be given by the boutique owner.

The women used in the advertisement are women who are productive in their daily lives, working women, independent and have busy activities by showing two women wearing the hijab and one woman not wearing the hijab. This aims to show that Wardah cosmetic products can not only be consumed by women who wear the hijab, but also by independent women who have daily activities to increase their self-confidence and strengthen their character, who are busy in their respective fields compared to the women in the advertisement. Wardah "Together is More Meaningful".

Wardah, which previously segmented Muslim women, is now starting to target the career women market with the appearance of various Wardah product advertisements with female models not wearing the hijab. As in this advertisement with the theme "Together is More Meaningful". So apart from targeting the market segmentation of women who are busy with activities, the concept of preaching used by Wardah in this advertisement is aimed at women from teenagers to mothers, who wear the hijab or not, and have their own busy lives.

Advertising Model (Da'i)

The use of models in advertising can also be said to be a da'i in da'wah, namely someone who conveys a da'wah message. The main model in this advertisement is Yasmin Napper who is the Wardah brand ambassador. Other visual models include a woman who owns a boutique business and a woman who is her best friend, because these three women are friends who support each other in positive and kind ways.

The main model in this advertisement is Yasmin Napper. Based on the results of the analysis, it shows that using the Yasmin Napper model as a preacher in preaching through this advertisement is the right step. Yasmin Napper is a public figure who has 2.2 million Instagram followers. She has also starred in several advertisements, films and even soap operas which currently has many fans. Even though Yasmin Napper doesn't wear the hijab yet, she is able to convey the message of da'wah and values contained in the Wardah advertisement "Together is More Meaningful".

Da'wah Method

There are two methods of preaching in this advertisement, namely the method of preaching with bil hal (actions) and bil oral (words). The bil hal da'wah method in this advertisement is found in several visualizations where a woman who is giving motivation to her friend who is experiencing losses in her boutique business provides a solution to innovate the boutique by giving some of the profits to charity or donations to social institutions in need. The method of verbal preaching is by words, this was directly said by the main model "Yasmin Napper" saying to the boutique owner "We will change the concept of the shop, okay, invite buyers to share". Short words that are full of meaning and give a message to the audience, that the goodness of sharing will provide motivation for consumers to become buyers in the boutique in the advertisement "Together is More Meaningful".

Da'wah message

a. Clothes

Humans need clothes to cover and protect their bodies. Clothing functions as a cover for all parts of the body and fulfills the need for beauty by covering parts of the body. But now, apart from this function, clothing is also used as a symbol of status, position or position.

Wardah, when presenting the models in the "Together is More Meaningful" advertisement, several two women wore closed Muslim clothing. This clothing is closely related to identity as a Muslim. The principle of clothing in Islam is that a person wears it as an expression of obedience and submission to Allah, therefore clothing for Muslims and Muslim women has the value of worship. In the teachings of Islam, clothing is not just cloth that covers the body, not just fashion or trends that follow the times.

Based on the analysis, the advertising models used are models who wear the hijab and those who do not wear the hijab. There are 2 models who wear the hijab, namely a woman who has a boutique business and a friend who is also a career woman, while another woman, namely Yasmin Napper, does not wear the hijab, even though she still dresses modestly and covers all parts of her body, and looks fashionable as a woman. career that involves activities outside the home. In relation to da'wah, if a da'i conveys his da'wah messages, it would be better if he himself also sets an example of good appearance so that mad'u can emulate his behavior. Regarding covering the private parts, in the Al-Qur'an it is explained about covering the private parts in QS An-Nur verse 31:

وَقُلْ لِلْمُؤْمِنَاتِ يَغْضُضْنَ مِنْ أَبْصَارِهِنَّ وَيَحْفَظْنَ فُرُوجَهُنَّ وَلَا يُبْدِينَ زِينَتَهُنَّ إِلَّا مَا ظَهَرَ مِنْهَا وَلْيَضْرِبْنَ بِخُمُرِهِنَّ عَلَى جُيُوبِهِنَّ

"Say (O Prophet Muhammad) to the believing women, Let them restrain their gaze, and guard their private parts and let them not reveal their ornaments (clothes, or body parts) except what is (usual) visible from them and let them cover their headscarves over their chests"(QS. An-Nur: 31).

The dress code has been explained in the Qur'an as in the verse above. In relation to this advertisement, two independent women who wear the hijab, and Yasmin Napper as the Wardah brand ambassador who does not wear the hijab, provide a correct example to the public about how to dress correctly according to Islamic law, and show that wearing sharia clothing does not disturb activities in the daily lives of Muslim women.

However, it should also be noted that not all people who adhere to Islamic teachings now wear Muslim clothing according to the Shari'a, there are some scanes that still show their private parts and body curves. For this reason, the use of one of the scane models who wears a hijab but still does not comply with the provisions provides a da'wah message that Muslims can start covering their private parts slowly in the manner as exemplified.

The main model in the advertisement does not wear the hijab, which means it is not in accordance with Islamic law. The message of his preaching is that if someone wants to invite goodness towards other people, there is no need for that person to change themselves to be good first. The colors of the clothes worn are also pastel colors or bright colors with the dominant colors being blue and peach, which are the characteristic colors of Wardah itself. The use of bright colors indicates that Wardah provides joy, calm, confidence and relaxation.

a. Gestures

Gestures or body language are nonverbal communication where physical behavior is used to express or convey information. Apart from that, gestures are used as part of intentional communication actions as a complement to communication. These behaviors are facial expressions, body posture, body movements, eye movements, touch and use of space.

In non-verbal communication, the face becomes a source of information in conveying meaning. Based on the analysis of Wardah's advertisement "Together is More Meaningful", the model's facial expression at the beginning of the scan is conveyed with a smile. This smile indicates friendliness, openness, kindness and independence. Another sign in the advertisement, such as the body movement of a friend who cares about the condition of his friend who is experiencing a downturn in business by hugging him and giving him support to get up quickly. Without the preacher speaking, his body movements and actions can set an example for society to always remain strong, care and do good towards others.

The message of da'wah contained is to always support friends who are weak and in a business we must provide good deeds to those in need in order to add blessings to the business we are running. Islam teaches us to always do good towards other people, because Allah is always with those who do good. As in the word of Allah QS. An-Nahl 16:128:

إِنَّ اللَّهَ مَعَ الَّذِينَ اتَّقَوْا وَالَّذِينَ هُمْ مُحْسِنُونَ

"Indeed, Allah is with those who are pious and those who do good."

People who do good deeds and believe in Allah SWT and do righteous deeds, Allah will guarantee them in the hereafter. In a hadith narrated by Muslim, the Prophet Muhammad SAW said:

عَنْ أَبِي سَعِيدٍ الْخُدْرِيِّ رَضِيَ اللَّهُ عَنْهُ قَالَ : سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ : مَنْ رَأَى مِنْكُمْ مُنْكَرًا فَلْيُغَيِّرْهُ بِيَدِهِ، فَإِنْ لَمْ يَسْتَطِعْ فَبِلِسَانِهِ، فَإِنْ لَمْ يَسْتَطِعْ فَبِقَلْبِهِ وَذَلِكَ أَضْعَفُ الْإِيمَانِ
[رواه مسلم]

"From Abu Sa'id Al-Khudri radhiyallahu 'anhu, he said, 'I heard the Messenger of Allah sallallaahu 'alaihi wa sallam say: Whoever of you sees evil, change it with his hand, if he cannot, change it with his mouth, if he cannot, deny it with his heart and that is the weakest faith.'"

From this hadith we can learn that when someone knows that there is evil or evil, even if they don't see the evil directly, it could be just hearing the news, or seeing it on the internet, but when we know for sure it is evil. If it is possible to change through the power we have, we can change it. If we can't, we can change it through words and actions. But if you don't feel like you can do it by reminding yourself, then it's enough to admit from the heart that it's a crime. The end-time wisdom that everyone can do now is to refrain from typing and posting something that is not good, refraining from committing sins, refraining from making bad comments about other people. Preach in your own way and ability.

b. Islamic Communication

Based on the results of the analysis, the form of communication conveyed in the advertisement is a form of Islamic communication, namely communication that has al-karimah or ethical morals. The voice over in this ad is:

"As a result of the Covid-19 pandemic that hit, a number of small and medium businesses experienced losses. When difficult times hit, there is always a way to mobilize kindness. By moving together, unite your strengths, to restore the spirit of creating inspiring work, so that in the end you can spread wider benefits to others. It's time to move with Wardah, for a more meaningful Ramadhan."

In Wardah's advertisements, the types of speech or speaking style (qoulan) used are:

1) *Qaulan Ma'rufa*

Can be translated with appropriate expressions. Qaulan Ma'rufa contains the meaning of good and appropriate words or expressions. The expression of these words is an appropriate sentence to convey to society, especially women. Because Mad'u in this advertisement is an independent woman with a career, the words, phrases and diction in the advertisement are words that motivate and provide support to continue moving forward and doing good together.

2) *Qaulan Layyina*

This is a gentle conversation, a voice that is pleasant to hear, not harsh and full of friendliness so that it can touch the heart. The communicant's heart will feel touched and his soul will be moved to accept the communication message in the advertisement. In the advertisement, the way he speaks is soft and not harsh.

The da'wah message contained in this advertisement is that when speaking to other people you must use soft and gentle words, and use good and appropriate expressions. By using good expressions, the communicant will be able to easily receive the message conveyed.

Conclusion

Reflection

Based on the results of semiotic analysis research on the Wardah cosmetic product "Together is More Meaningful" in 2023, it can be concluded that it can be reflected as follows, the concept of da'wah in advertising is:

- A. First,** The advertising segmentation (mad'u) in general is women, with the classification of teenagers to mothers and mostly career women, and has even spread to the international market.

- b. *Second*, *da'ia*re well-mannered women who wear the hijab, one of whom does not wear the hijab.
- c. *Third*, there is a message of kindness to share.
- d. *Fourth*, The *da'wah* methods used are *bil verbal* and *bil hal*, namely preaching verbally and in action.
- e. *Fifth*, the *da'wah* media used is audio-visual media, namely the delivery by stimulating *Mad'u's* sight and hearing

1. Suggestion

- a. Not only does it provide the concept of a *da'wah* method, but *Wardah* products also do good by donating some of their profits to those in need.
- b. *Da'in*ot only women, but also men so that *Wardah's* market segmentation and product innovation should be expanded so that not only teenage girls and mothers enjoy its products, but also men, both teenagers and fathers.
- c. Examples of good treatment, such as in *Wardah's* advertisement, show that no form of donation has been distributed to whom and the form of kindness has not been seen in *Wardah's* advertisement with the theme "Together is More Meaningful"

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ANALYZING THE IMPACT OF FLASH SALE DISCOUNTS, RATINGS, AND FREE SHIPPING ON CONSUMER PURCHASE BEHAVIOR: A CASE STUDY OF THE SHOPEE MARKETPLACE

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ABSTRACT

The growth of the e-commerce business that is getting bigger and faster in Indonesia has caused many other e-commerce to appear and offer various advantages and conveniences, as well as lead to increasingly fierce competition between major e-commerce companies in Indonesia in fighting for first place in various aspects. This study aimed to determine the effect of Flash Sale Discounts, Ratings, and Free Shipping on purchasing decisions on the Shopee Marketplace. This type of research is quantitative with multiple linear regression data analysis. The results showed that Flash Sale Discounts, Ratings, and Free Shipping had a significant effect on Shopee Marketplace Purchase Decisions, Flash Sale Discounts had a significant positive effect on Purchase Decisions, Ratings had a significant adverse effect on Purchase Decisions, and Free Shipping had a significant adverse effect on Purchase Decisions.

Keywords: Flash Sale Discount, Rating, Free Shipping, Buying Decision