



APPLIED LINGUISTICS: TRIADIC SIGN MODELS IN PERSUASION METHODS OF NIVEA MEN'S PRODUCT PACKAGING

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ABSTRACT

This study aims to analyze the use of signs on Nivea Men product packaging, focusing on their interpretation and effectiveness in delivering persuasive messages. Employing Charles Sanders Peirce's Triadic Relation Theory, a qualitative method was used to examine product categories and their connection to everyday experiences. Data were collected through observation and documentation from Nivea Men's official website, then analyzed using triadic theory and persuasion methods. The results reveal that signs significantly influence consumer interpretation and the persuasive value of products, although some signs do not fully align with their intended meanings. This study highlights the importance of designing clear and purposeful signs to enhance advertising strategies and consumer understanding. Future research should focus on refining semiotic and persuasion techniques to align signs more effectively with product identity and market needs.

Keywords: *Triadic, Nivea Men, Advertisement, Persuasion Methods.*

1. INTRODUCTION

The persuasion method is one way to attract the public's interest in reading with interesting visuals as one of the persuasive communication strategies that sometimes not only uses visual tricks but also uses audio in which this type of strategy is commonly found in commercial posters or videos that aim to influence the consumers' attitudes, opinions to one's behavior towards an argument or object (Hajar & Anshori, 2021). In its application, A Media requires in-depth research related to the interests and needs of the community that is the target of the information, besides, the process of compiling a communication also requires creativity in creating visuals that attract public attention.

The process of communication media making with attractive visuals is also called designing, Design itself is an activity of creatively producing things that are

functional in order to solve problems and provide value and benefits for its users (Akbar, 2021) provided by technology. In this digital era, people are involved with the internet and technology more often than before which makes it seem that everyone is depending on it. Things such as jobs, games, and food are now easily accessible and are easier to get through the internet with advertisements as a medium.

Advertisement is a marketing strategy for a product to be promoted to the public with visuals or slogans illustrated with names and symbols of things that exist in real life (Yohana, 2021). Advertisement can be divided into three parts methods of Aristotle that are Ethos, Pathos, and Logos. Ethos means the credibility of an ethical appeal that appears and reflected through the author, Pathos uses human emotion to persuade consumer and evoke their feelings towards the advertising, meanwhile Logos focused on

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the logical reason for this advertising to emphasized the objective of the advertising (Hamzah et al., 2019; Sari, 2015; Manurung et al., 2021).

The method of persuasion uses language and symbol as media to deliver the messages of an advertisement. Language used in advertising sometimes can be metaphorically represented with symbols and colors that emphasized the goal of an advertisement (Lesiana et al., 2023). This language and symbol used are a sign that can represents other meaning, signs can represent objects and events from the real world. The use of signs or symbols is commonly called semiology which is usually discussed in terms of linguistics by Ferdinand de Saussure and Charles Sanders Peirce in the study of semiotics.

Semiotics is not only focused on the use of signs in everyday life but also includes a meaningful or visual representation that interprets the real thing, semiotics includes everything that can be interpreted as a sign (Eco, 1979; Hal, 2021). According to Ferdinan de Saussure in (Saeed, 2009) and Fadilah et al. (2023) semiotics is the study of meaning in linguistics where Saussure uses a system of signs, including signified and signifier.

The model of signs are different from one to another, for instance in Saussure's model of sign, he divided sign into two parts consisting 'sign vehicle' and its meaning. Saussure stated that a linguistic sign is not just linking the name and its reality object but the signifier as in sound pattern and signified as in the concept of the sound and for Saussure both are psychological. However, in its practice most people who adopt Saussure's model often refer signified as things that physically exist in the real world.

The Peircean model on the other hand, divides sign into three parts consisting of Representamen [R] as the sign vehicle which is the sign itself and not necessarily material but can also be mental. The Object [O] is something that referred by the representamen,

and The Interpretan [I] is the interpretation of each individual about the linkage or relation between the object [O] and how it was represented [R]. This semiotic theory applies to everyday human life especially to engage and entertain each individual with interesting yet persuasive concepts to be known and advertisement is kindly benefits from this.

Advertisements benefit in semiotics by using signs and symbols as a way to engage consumers, not only symbols advertisements also use words or sentences like slogans that are verbally spoken or textually written. This slogan is often followed by a symbol or picture that is related to the product in a way to enlighten the consumer about the use and benefit of its product. This research is a way to find and analyze the purposes and the meaning of the product based on the company's claims on the representation of product packaging using the triadic semiotics theory by Charles Sander Peirce. Therefore, to support this research, the researcher has read several previous studies as the references that lead the researcher with their findings and material.

This research explores the significance of signs on product packaging using Peirce's semiotic triadic relation theory and Aristotle's persuasion methods (as cited in Radford, 2009). Semiotics, a subset of linguistics, examines the meaning of signs that are not only visual but also textual, verbal, and conceptual (Eco, as cited in Chandler, 2007). Peirce's model consists of three elements: representamen, object, and interpretant. Representamen refers to the physical or symbolic form of a sign, categorized into qualisign (qualities such as the word "Maximum" to signify intensity), sinsign (causal representations like smoke indicating fire), and legisign (norm-based signs like traffic lights) (Nagara & Machfauzia, 2020). The object is the referent of the sign, divided into icon (resembling the object, e.g., a tree drawing), index (causal indicators, e.g., pointing), and symbol (agreed-upon signs like mathematical

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symbols) (Atkin, 2010). Lastly, the interpretant reflects individual interpretations shaped by experience, including rheme (quality indicators), decisign (factual statements), and argument (logical reasoning) (Chandler, 2007; Atkin, 2010).

Aristotle's persuasion methods complement the analysis. Ethos appeals to credibility based on character, pathos influences decisions through emotions, and logos employs logical reasoning for rational judgment (Aristotle, as cited in Herrick, 2015). This integrated approach reveals how packaging communicates messages and persuades consumers effectively.

2. METHODS

This study employs a qualitative descriptive method to analyze signs on Nivea Men product packaging using Peirce's semiotic trichotomy and Aristotle's methods of persuasion. Qualitative research is ideal for exploring everyday experiences through text and images rather than numerical data (Magilvy & Thomas, 2009). Data were collected through observation and documentation from the official Nivea Men website. The researcher recorded and downloaded visual and textual data from the product packaging, then analyzed them based on the elements of representamen, object, and interpretant (Smith et al., 2016). The signs were categorized into icons, indexes, and symbols and further examined using Aristotle's persuasion theory—ethos, pathos, and logos. This analysis helps identify how the signs influence consumer perceptions and enhance the persuasive appeal of advertisements through visual and textual interpretations. Contextual analysis was conducted to ensure the processed data accurately reflects relevant social phenomena

(Dabi, 2014). The study aims to provide insights into the meanings of signs and their effectiveness in communicating product messages.

3. RESULTS AND DISCUSSION**Datum 1**

Figure 1. Nivea Men Sport Body Wash

The image is a representation of the product from Nivea with Sport Body Wash name of its actual product that existed in the market or store. The text in this product is *Nivea Man, Sport Body Wash, Tangerine & Peper, 24 hours Freshness, 16.9 FL OZ 500 ML*. The Object inferred from the images uses full dark blue that represents the deep level water which also represent of the body wash that the consumers will enjoy and a little bit of white to represent the sporty sides of this product and orange color represent the composition used such as tangerine and peper in this product. The Interpretant consists of the benefit the consumers can get from using this body wash is not only about the freshness of this product but also suitable for people doing sports and people who love tangerine and peper. The relation between the triadic semiotic by Peirce can be visualized as follows: Provide logical and scientific findings of the study. Present evidences to support your analysis by citing work of earlier researchers or existing theories.

Table 1. Triadic Parts Element of Nivea Men Sport Body Wash Analysis

No	Triadic Element	Parts of Triadic Element
	Representamen	<i>Qualisign</i> : The word 24-hour freshness emphasizes the duration of fresh feeling the consumer can get after using this

	product. Sinsign: - Legisign: The word Sport is conventionally recognized as an international phenomenon of activity that requires mind and body to achieve victory (Jarvie et al., 2017). Tangerine is widely known as one of the oranges or citrus fruits family (Peterson et al., 2006) for its flavor and sweetness
Object	Icon: The word Nivea Men represents the company. The word sport represents the whole idea of the concept of sport. The words Tangerine and pepper represent its real-life shape and appearance as a fruit. Index: The word 24-hour freshness indicates that this product claims to give you a continuous effect. Symbol: The word Sport is an international phenomenon that is already in everyone's mind for it to be understood. Tangerine and pepper is also a shared understanding of a kind of fruit.
Interpretan	Rheme: The words Tangerine and pepper shared the understanding of sweetness and spiciness without the need of explanation. Dicisign: The word 24-hours Freshness can be considered a dicisign that it is up to the consumer's whether the statement is true or false. Argument: -

The representamen in this product gives the impression of trust in using it cause of the credibility of this brand as a well-known company. It has specific uses for people who like to do sports and might need the right body wash that also gives the aroma of sweet tangerine and pepper as one of the compositions in the making that can give 24 hours of freshness. This is a conclusion to an analysis of consumer expectations while looking at the cover looks of the product meanwhile, there is also an analysis of the information given on the back cover of the product using Aristotle's theory of persuasion in advertising.



Figure 1. Nivea Men Sport Body Wash's Back

The advertising methods of persuasion used in this product are:

Ethos

Dermatology has tested this product as the company claimed on the back of the product to refresh your skin. This product is also shows the ingredients used to make this product as a transparency that makes the consumer would want to trust this product.

Pathos

Blue color represents the freshness, purity, and longing of the infinite that matches the claims of 24-hour freshness of this product. The words fresh and uplifted make the consumers want to try to stay healthy and upbeat even if they don't work out.

Logos

This body wash is specifically made for those people who love to work out since it claims to clean and refresh your skin for 24 hours, eliminating the

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problem of being worried about bacteria or sweat for a long period of time. This product also provides a long-lasting sweetness scent of tangerine and pepper that logically made the consumer want to try it out.

Datum 2

Figure 1. Nivea Men Maximum Hydration

The image is the representation of the product by Nivea with Maximum Hydration as the name and it's real product available in the market. The text that can be analysed in this product are Nivea Men, Maximum Hydration, Body Wash, With Aloe vera, and Long-Lasting Hydration. The object inferred with the dark blue color associated with deep-level water that correlated with its name maximum hydration. This product also has a little bit of green color that represents the aloe vera used for this body wash composition. The interpretant of this product is the benefit the consumer can get from using this product as Nivea claims the consumer will feel the maximum hydration throughout the skin and the aloe vera aroma since the product claims to use aloe vera as the composition in making.

Table 1. Triadic Parts Element of Nivea Men Maximum Hydration Body Wash Analysis

No	Triadic Element	Parts of Triadic Element
	Representamen	<p>Qualisign: The word maximum emphasizes that this product gives high-quality hydration that is closely associated with humidity or moisturization to the skin. The word body on body wash emphasizes how the product should be used, the product should be used on the body and body only. The word long-lasting emphasizes the duration of hydration the consumer would get when they uses this product.</p> <p>Sinsign: -</p> <p>Legisign: Aloe vera is a common ingredient in grooming products that can help with all kinds of body problems both externally and internally benefiting people (Gupta & Rawat, 2017).</p>
	Object	<p>Icon: The word Nivea Men represents the company. The word Aloe Vera represents a real plant Aloe Vera used as the ingredient.</p> <p>Index: The word 24-hour freshness indicates that this product claims to give you a continuous effect. The word Long-lasting freshness indicates that this product has the durability that stays longer than most products.</p> <p>Symbol: Aloe vera is widely recognized by society as one of the natural herbs that have so many uses for medication. The word Body wash conventionally agreed and shared the understanding of it as something to use to clean the body with</p>

	the customer. The word Nivea Men adds credibility to the product as the result of the conventional opinion on the product that made a lot of people trust this company (Ohn, 2024).
Interpretan	<p>Rheme: The word Aloe Vera alone seems to not give promises or persuasion, however, the company believes that they share the same ground of understanding as aloe vera is one of the most used plants because of its benefits.</p> <p>Dicisign: The word 24-hours Freshness and long-lasting freshness can be considered a dicisign that it is up to the consumer's for whether the statement is true or false.</p> <p>Argument: The word with Aloe vera is the argument of the dicisign above.</p>

As a well-known brand, Nivea is already a trusted company for its products, and Nivea Men's is a sub-brand that gained their trust and popularity through Nivea's name. The representamen presented in this product shows the uses of aloe vera as a widely recognized herb that can give the consumer maximum hydration moisture and healthy skin.



Figure 1. Nivea Men Maximum Hydration's Back

The advertising methods of persuasion used in this product are:

Ethos

Dermatology has tested this product as the company claimed on the back of the product to care for your skin. This product is also shows the ingredients used to make this product as a transparency that makes the consumer would want to trust this product.

Pathos

Blue color represents the freshness, purity, and longing of the infinite which matches the claims of maximum hydration to the skin from this product. The color green on the front cover of the product represents the natural ingredient which is aloe vera that evokes the feel of excitement in use. The word gently Cleanses and hydrates your skin also gives the impression of soft touches that evoke the desire to feel long-lasting moisture.

Logos

This product has a logical claim of using aloe vera that gives both basic and scientific persuasion for people to use it. This product also claims to make the skin feel moisturized and looks healthy as an argument to those people that have problem with their skin.

Datum 3



Figure 1. Nivea Men Sensitive Face & Beard Moisture Gel

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The image above is the representation of a product by Nivea that is available in the market. The representamen that can be analysed in this product are *Nivea Men, Sensitive Face & Beard Moisture Gel, Vitamin Pro Complex, Instantly Hydrates Skin and Conditions the Beard, Fast Absorbing*. The object inferred with a dark blue and white colour which are commonly associated with moisturization,

additionally, this product is also presented with a subtle gold colour to represent the vitamin pro complex used. This concludes that the interpretant benefit the consumer from using this product as Nivea claims that provides moisturization throughout the skin and beard since the product claims to use vitamin pro complex as the composition in making.

Table 1. Triadic Parts Element of Nivea Men Sensitive Face & Beard Moisture Gel Analysis

No	Triadic Element	Parts of Triadic Element
	Representamen	<p>Qualisign: The <i>Sensitive</i> label on the packaging adds meaning to <i>Face and Beard</i> that this kind of gel is proposed to moisturize without worrying about allergic reactions. The consumer can also assume to <i>instantly</i> get the effect of moisturization since it's emphasized on the packaging.</p> <p>Sinsign: The company's claims of moisturizing sensitive skin are under the Vitamin Pro Complex effect.</p> <p>Legisign: Vitamin Pro Complex is a supplement or skincare product consisting of a combination of multiple vitamins.</p>
	Object	<p>Icon: The phrase <i>face & beard</i> is an icon that resembles or represents an actual body part of a human. The word <i>gel</i> represents the texture and shape of the product. The drop shape resembles a drop of water represents and emphasizes the product's claim of moisturization.</p> <p>Index: The word <i>sensitive face & beard</i> indicates the purposes or benefits the consumer can get. The vitamin used on the ingredients indicated by <i>Vitamin pro Complex</i>.</p> <p>Symbol: Vitamin pro complex is a moisturizer that play an important role to calm and protect skin from irritation. It is suitable for sensitive skin (Mijaljica, 2023).</p>
	Interpretan	<p>Rheme: The word <i>Sensitive</i> is a well-known keyword in the body grooming field for skin that reacts to common ingredients.</p> <p>Dicisign: The <i>instantly hydrates skin and conditions beard</i> label can be proven whether it's a fact or not by the consumer.</p> <p>Argument: <i>Vitamin Pro Complex</i> is the reason to the claims on dicisign because of the effect costumer can get based on expert's statemen in various research regarding the vitamin complex.</p>

The *Nivea Men Sensitive Face & Beard Moisture Gel* analysis resulting in the packaging focus on the idea of care for the delicate skin of consumers,

explaining that the product is suitable for allergic skin, and claims to nourish the skin immediately, complemented by the packaging where it links the moisturizing

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effect with Vitamin Pro Complex as a formula used in skincare. *Face & Beard* phrases illustrate the zones of application while *Gel* represents the texture of the product. The drop shape contributes to the water representation to advertise the moisturizing properties of the product.



Figure 1. Nivea Men Sensitive Face & Beard Moisture Gel's Back

The advertising methods of persuasion used in this product are:

Ethos

This product illustrated their experiment result, positively tested in sensitive men by dermatology, indicates that the formula is effective in quickly absorbing and hydrating skin. Furthermore, this formula is also proven to condition beards without feeling any residue and give healthy-looking skin all day long. In addition, this product also highlights the vitamin used in the ingredients to maintain the moisturization of the skin.

Pathos

White colour on the product evokes the emotion of feeling purity and smoothness in accordance with the idea of gold colour that conveys the luxury feels symbolizing the complexity and premium vitamin quality. The word *visibly* strategically emphasized to makes the consumer imagine their skin to look

healthy for all day long, like an expensive treatment. This choice of linguistic feature creates a connection to the expensive skin treatment, further emphasizing the products appeal to the consumer.

Logos

This product offering the highlighted vitamin pro complex as a logical reason for the consumer to choose it as the main ingredient, which dermatology has proven to be effective for the nourishment of specific sensitive skin and as well as conditions the beards. The formulation proposed illustrated as a reliable and logical solution.

**Datum 4**

Figure 1. Nivea Men Sensitive Face & Beard Moisture Gel

The image represents the actual product sold by Nivea Men available in the market. The representamen to be analyse are *Nivea Men, Maximum Hydration, Face Lotion, Broad Spectrum SPF 15, Sunscreen, Moisturizes and Protects, With Aloe Vera*. The project is represented with dark blue and white color often associated with moisturization, additionally, this product presented with shield-shaped visual element to represent the protection the product can give. In conclusion the consumer can freely assume that this product will give them thorough aloe vera skin moisturization while also protect the skin from uv light with SPF 15 protection.

Table 1. Triadic Parts Element of Nivea Men Sensitive Face & Beard Moisture Gel Analysis

No	Triadic Element	Parts of Triadic Element
	Representamen	<p>Qualisign: The <i>Broad Spectrum</i> label emphasizes the UV light protection against both types of rays that are UVA and UVB this product claims to offer. The word maximum emphasizes that this product provides high-quality hydration that is closely associated with humidity or moisturization of the skin. <i>Face</i> on <i>Face Lotion</i> emphasizes the body part this product should wear.</p> <p>Sinsign: This face lotion is equipped with a broad-spectrum SPF 15 sunscreen that protects the face from UV light radiation. Aloe vera on the other hand as one of its ingredients, provides moisturization for the skin.</p> <p>Legisign: Broad spectrum SPF is a type of sunscreen that protects the skin from both types of UV light, UVA and UVB which is known to be the reason for some skin damage. Aloe vera is a natural plant that is medically tested and widely used as skincare ingredients that are scientifically validated for moisture, and support skin health.</p>
	Object	<p>Icon: The word <i>face</i> represents an actual body part of a human and <i>lotion</i> represents a type of texture in body care. <i>Aloe vera</i> resembles the actual plant used as an ingredient.</p> <p>Index: The word <i>Broad-spectrum spf 15</i> indicates the benefit of UVA and UVB protection consumers can get in using. The phrase <i>with aloe vera</i> indicates the inclusion of aloe as one of the ingredients used and known for its benefit for skin treatment.</p> <p>Symbol: Broad-spectrum means this product benefit the consumer in protection of both UVA short wavelength radiation and UVB long wavelength radiation that can cause a chronic skin damage to human (Diffey et al., 2000).</p>
	Interpretan	<p>Rheme: The word <i>sunscreen</i> is commonly recognized as a term for product in body care that protect skin from the harmful effect the sun's UV Light can cause and serves as a shield for skin in reducing skin damage, premature aging, and skin cancer caused by radiation of both UVA lhort wavelength and UVB long wavelength.</p> <p>Dicisign: The protection and moisturization provided by this product can still be debatable, and it is up to the consumer to try and prove it themselves.</p> <p>Argument: The inclusion of SPF 15 in broad-spectrum is the reason that the company claims this product can provide protection for skin from both UVA and UVB radiation. Aloe vera also the reason for the company claims the moisturization that shoothes skin and hydrate skin in maximum way possible.</p>

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It incorporates the sun protection and skin moisturization features within one product offering sun protection with sun block formula that contains SPF 15 sunscreen to block UVA and UVB rays and gives skin a moisturized look with the help of aloe vera. The word 'broad spectrum' refers to protection from UV damage and aloe vera for skin soothing and moisturizing. The name and composition of the product are pointed at facial parts due to their creation for this particular part of the body. That is, what is stated elsewhere: that it protects and moisturizes is within received wisdom; however, the degree of protection may be another matter and thus allow users to make their own determination about its efficacy.



Figure 1. Nivea Men Sensitive Face & Beard Moisture Gel' Back

The advertising methods of persuasion used in this product are:

Ethos

This product perfectly illustrates consumer concerns by providing clear instruction and transparent information including drug ingredients, intended purposes, Usage instruction and cautions so consumers know what to do and what not to do. This kind of action builds credibility and trust among the consumer, this action also aims to ensure the consumer safety and well-informed about the product. This information transparency can also give the consumer confidence in the product to make them

responsible and informed about the decision they are about to make.

Pathos

The emotion associated with color conventionally felt by the consumer against the color blue means deep hydration, freshness, and moisture are associated with the product. Likewise, the phrase "maximum hydration" work for the consumer, as it creates an image of a product that delivers powerful and strong caring for the skin, thus making the product attractive to consumer through touch, and word.

Logos

The idea of a face lotion that is not just moisturize but also protect skin from UV light is a logical reason for people who want a product that is flexibly used for every occasion. The protection from both UVA and UVB engage the consumer decision in buying for its simplicity, and flexibility. The aloe vera used in this product also engage consumer to reconsider in buying it.

4. CONCLUSION

The study concludes that signs in advertisements play a vital role in shaping consumer perceptions and enhancing public persuasion, with their effectiveness depending on how well they align with the product's intended message. The analysis of Nivea Men products, such as Sensitive Face & Beard Moisture Gel and Maximum Hydration Face Lotion with SPF 15, demonstrates the impact of representamen, object, and interpretant, integrated with ethos, pathos, and logos, in conveying product benefits. These signs meet consumer needs by emphasizing features like hydration, UV protection, and suitability for sensitive skin, while combining visual and verbal elements to boost credibility and desirability.

The findings imply that well-designed signs can improve product communication and market appeal but highlight the need for continuous refinement

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to ensure alignment with product identity and consumer expectations. Recommendations for future research include exploring more advanced semiotic and persuasive strategies to optimize the use of signs across various products and industries. This approach can further enhance the alignment of signs with Unique Selling Propositions, ensuring greater market relevance and consumer engagement..

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