

## Representation of Hijab Women in Wardah Exclusive Cosmetic Ads Lukman Hakim<sup>1</sup>, Imroatul Isna Maghfiroh<sup>2</sup>

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### Abstract

Hijab in Indonesia currently tends to increase and is in great demand by women. However, some women do not know the meaning of women wearing hijab; they sometimes follow their lifestyle. The mass media plays an essential role in the definition of women wearing the hijab, one of which is YouTube through an advertisement. Advertising is done to influence consumers' behavior, feelings, and thoughts so that they are encouraged to buy the product being promoted. This study aims to determine the meaning of women wearing the hijab in the advertisement "Wardah Exclusive" (2023). The method used is qualitative, with the semiotic analysis approach of the Ferdinand de Saussure model, by determining markers and signifieds to obtain a deep meaning about women wearing the hijab in the ad. The data collection technique used is documentation, by taking screenshots of every scene listed in the Wardah advertisement (2023) on YouTube media, which lasts 30 seconds. The results showed that meaning of a woman wearing the hijab is a Muslim identity, a form of self-expression, a modern lifestyle, a symbol of beauty, and a Muslim obligation.

**Keywords:** *Hijab Women, Semiotics, Ads*

### Introduction

The development of the times in Indonesia is very rapid, one of which is regarding the world of advertising. Ads that are always good and can make people interested in watching them. Advertising is a form of communication in the form of information conveyed through the media to audiences to fulfill the function of marketing communications. Communication uses symbols and signs that can give meaning to specific groups (Anindita, Ismail, and Iswanto 2020). The advertisement must persuade the audience so that the company's marketing communication strategy to benefit from a sale reaches the target.

Advertising is all messages about products sent through media, financed by a known person in charge, and conveyed to all or part of the public (Putri and Prasetyo 2019). The primary press in advertising in Indonesia is television advertising. Most of the products marketed have been advertised on television. In all forms of creativity in social life, advertising is an essential element (Satria and Junaedi 2022). So that advertising can take part in efforts to strengthen, shape, and change a view, opinion, and attitude in the structure of beliefs and beliefs. It's only natural that television advertising has become one of the leading choices for advertising until now.

Most women always appear in the mass media, including advertising. Such as advertisements for personal care and cosmetic products created for women. Because apart from being one of the market targets, women can also strengthen the message in an ad and impact the content of the advertising message (Indrasari and Aminulloh 2019). The appearance of women in advertisements is a very selling element. Furthermore, in an ad, womenfolk's presence is considered a facial manifestation that can represent their identity. Meanwhile, the presence of women in advertisements for men's products symbolizes stability (Fitri, Setyowati, and Mahardika 2020).

Women can give birth to themselves by wearing make-up, which aims to add confidence in carrying out daily activities (Christinawati and Junaidi 2020). Spirit can

make a woman work alone with all that a woman owns, such as behavior, way of carrying out activities, patterns of thought, and appearance as a woman's identity. The beauty in a woman lies in her behavior, which can't only be seen from her physique. (Rahmah 2022). It can be seen in television advertisements that women are considered to have elegant personalities and can uphold religious law (Wasvita 2020).

Nowadays, every advertisement displays the beauty of her face and her appearance. For example, the appearance of a woman wearing a hijab is often used as a symbol in an advertisement that depicts an elegant and beautiful woman (Hariyani 2018). Apart from being a symbol in ads, women who wear the hijab also contain issues currently offensive to Muslim women's lives. For example, regarding the popularity of Muslim women who are presently viral, the lifestyle of modern women, and the renewal of beauty standards (Hariyani 2018). Selain menjadi simbol dalam iklan, wanita berhijab juga memuat isu-isu yang sedang menyinggung kehidupan wanita muslimah. Seperti, tentang kepopuleran wanita muslim yang sedang viral saat ini, gaya hidup wanita modern dan pembaruan standar kecantikan (Maghfirah 2020). Essy Prita Cinta, Clear's Senior Brand Manager, says there has been a rapid increase in hijab users in the last six years. The number of hijabs in Indonesia in 2012 was around 47 percent, then in 2018, and it rose to 72 percent (n.d.).

This study uses a semiotic analysis approach with qualitative methods (Hakim and Anjani 2022). Previous research that previous researchers have carried out, entitled *Semiotic Analysis of the Meaning of McDonald's Indonesia Advertising Messages Version "McDelivery Makes Delivery Without Direct Contact"* by Aquilla Erlangga. This research discusses the meaning of the advertising message implied in the advertisement (Aquilla 2022). The similarities between the authors and previous researchers are in their research methods using Ferdinand De Saussure's semiotic analysis, while the difference is that previous researchers used their research objects in McDonald's Indonesia advertisements, and the authors used research objects in the "Wardah Exclusive" advertisement *Open A New Flawless Look*.

Therefore, the author is interested in researching the meaning of women wearing the hijab because the purpose of the hijab is not only as self-identity and covering the genitals but also as a fashion and beauty for women's appearance. This study uses Ferdinand De Saussure's semiotic analysis because researchers will dismantle the meaning of women wearing the hijab in the "Wardah Exclusive" advertisement *Open A New Flawless Look* (2023).

## **Method**

This research method uses qualitative analysis with a descriptive approach (Yonaski and Supiarza 2021). The researcher uses a qualitative analysis method because it does not explain or look for relationships, does not test hypotheses, but aims to make factual, systematic, and accurate descriptions (Haryati 2020). The research method is an attempt to obtain the main objective of the problem (Riwu and Pujiati 2018). This research was carried out by applying the semiotic analysis of the Ferdinand De Saussure model, namely placing symbols in the position of a person's interaction by determining signifiers and signifieds (Hakim and Rukmasari 2023). Moleong explained that qualitative research explores conditions such as assumptions or encouragement to the fullest using various scientific methods (Handayani 2021).

Etymologically, Sudjiman said that semiotics comes from the Greek "semeion," which means sign, or "seme" which means sign analyzer (Wibowo 2013). Semiotics in the Saussurean tradition is called semiology, the study of the meaning of decisions (Febriani R and Arni, n.d.). Semiotics is the determination of the definition of a symbol, learning about symbols and everything related to symbols/signs, the relationship between

symbols and other symbols, and their acceptance and delivery, which is required (Erlangga *and* Utomo 2021). According to Saussure, the relationship between the signified and the signifier is independent, either fixed or appropriate (Maharani, Patriansyah, *and* Mubarat 2021).

This research was conducted on the "Wardah Exclusive" Open A New Flawless Look (2023) advertisement, which is in the form of ad impressions, and the researchers were directly involved in the research. This study examines the ad's content by determining the meaning of the woman wearing the hijab. Semiotics is done using the Ferdinand De Saussure model, determining signifiers and signifieds in a film. This study uses semiotic analysis, so the time and location of this research are not like that done by field researchers, namely carried out conditionally according to the needs of researchers.

There are two kinds of data collection in this study, namely primary data obtained from research objects in the form of "Wardah Exclusive" Open A New Flawless Look advertisements in video format from Youtube. Then the researcher determines the images of several advertising scenes needed in the study (Dewanta 2020). Secondary data is obtained from other sources regarding the "Wardah Exclusive" Open A New Flawless Look advertisement through archiving internet media, books, and researchers use it to explore the meaning of women wearing hijab in the ad. The data collection technique was done by watching the 30-second "Wardah Exclusive" advertisement live via YouTube. Then, strengthened by documenting each scene in the ad.

The Ferdinand De Saussure model analysis has three stages: looking at the objects' markers, then going through the target markers, continuing the semantic analysis, and determining to mean. Semiotic analysis is a descriptive analysis that can be expanded. However, researchers limit it to pragmatic analysis, the only stage of knowing the relationship between the interpretation and symbols of an object of research penelitian (William *and* Winduwati 2021).

## Findings and Discussion

- **The Meaning of Hijab Women as Muslim Identity**

The meaning of a woman wearing the hijab as a Muslim identity can be shown in the following picture:



(a)

Table 1

Minute	Audios	Signifier	Signified
00.00	Music	The scene of a female character wearing a hijab is walking in a crowd.	In the scene, a beautiful woman with a thin smile wearing a soft pink pashmina hijab and a white shirt with a cream-colored women's blazer walks in the middle of a crowd passing by. This scene shows that the beautiful female character dressed elegantly and maintaining her private parts appears confident in front of many people. This shows all audiences that the hijab is a Muslim identity.

Ads created to market a product not only aim to lure consumers to buy and use it.

However, in the ad, there is a hidden message. According to KBBI, identity is everything that shows a person. A study (Awalia, Triyono, and Latifah 2016) said that the form of self-identity is knowing oneself as a person and not falling into a role being played.

In a study (Novitasari 2014), the hijab is a protector, covering the genitals, and an obligation for a Muslim woman. So, Figure 1 shows that the hijab is an identity for Muslim women because the hijab is an obligation for Muslim women. Hijab makes women look beautiful and elegant. Because after wearing the hijab, women will become beautiful and elegant Muslim women. Indirectly, a beautiful face appears from a woman. Beauty is not engineered; however, it is *haqiqi* and natural. This beauty seems along with the sincerity of a woman when wearing the hijab.



(2)

**Table 2**

Minute	Audios	Signifier	Signified
00.07	Music	The scene of a female character wearing a hijab is working on a project.	In the scene, a beautiful woman with a sweet and friendly smile is wearing a soft pink pashmina hijab with a blue Wardah women's blazer and talking with her co-workers. Through this scene, it can be seen that the beautiful female character wears the hijab. This shows all audiences that the hijab is a Muslim identity.

Center for Language Development and Development (1995) stated that the hijab has a meaning as a wall that can separate the human heart from Allah SWT. Research (Endah Kasinung 2019) noted that a woman wearing the hijab could express herself without feeling awkward and embarrassed by her surroundings, namely her friends who do not wear the hijab. Hijab here means being able to make a Muslim woman feel motivated from thoughts that are safe in the surrounding environment, some of which also do not wear the hijab.

So, the meaning of a woman's hijab is as a self-identity. Even though she is in an environment where the hijab is dominant, a woman still uses the hijab as a Muslim woman's obligation and a woman's self-identity.

● **The Meaning of Hijab Women as a Form of Self Expression**

The meaning of a woman wearing the hijab as a form of self-expression is as follows:



(3)

**Table 3**

Minute	Audios	Signifier	Signified
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00.08	Music	Scene of a female character smiling while being photographed.	In this scene, a female character wearing a hijab has succeeded in carrying out a project, then confidently carrying out a photo session. The woman smiled happily while being photographed by the photographer. This shows that the expression shown by women is happy for their success.
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According to Janitra (2015), if a woman wears the hijab, the more she understands its function, the woman feels protected. Being protected means not being free to do something because the hijab is not an obstacle. Women can show their talents even though they wear the hijab. In Yasinta's research (2016), the hijab is seen not only as protection or covering the genitals. However, the hijab also has meaning as a form of self-expression. The expression that stands out is the figure of a woman confidently wearing the hijab in front of many people and showing a happy, smiling face for the success of her business.

So, the meaning of a woman wearing the hijab as self-expression can be shown in Figure 3, a woman can show her happiness by smiling, and the hijab she wears adds to the radiance of joy for the woman.

● **The Meaning of Hijab Women as a Modern Lifestyle**

The meaning of women wearing the hijab as a lifestyle is shown in the scene below:



(4)

**Table 4**

Minute	Audios	Signifier	Signified
00.12	Unlock power and possibilities.	Scene of a woman wearing a hijab holding a flower.	In the scene, a beautiful female character is wearing a cream-colored hijab and a green dress, holding flowers in the living room. A woman's elegant and modern appearance makes her figure look beautiful. Dresses and hijabs are no less far from today's hijab fashion trends. Although simple, looks luxurious.

According to KBBI, lifestyle is a pattern of everyday human behavior in society. According to David Chaney, lifestyle is an understanding of human actions and the meaning of actions for himself and others.

The obligation of women to wear the headscarf is shown in QS. Al-Ahzab: 59, which reads:

"O Prophet, say to your wives, your daughters, and the wives of the believers, let them stretch their headscarves all over their bodies so that they are easier to recognize. Therefore they are not disturbed. And Allah is Most Forgiving, Most Merciful." In Yasinta Fauziah's research (2014), the headscarf is not a headscarf like a cap with the neck visible or a headscarf that can only cover the top of the head like nuns and Christian women or a headscarf that shows the chest. The hijab is not a veil that hangs around the neck, unlike a transparent veil that shows the hair or a blanket that only partially covers the back of the hair.

So, Muslim women must wear the hijab. Women who wear the hijab, namely, can cover their private parts so that the curves of their bodies their chests, and are not conspicuous are not visible. Times have progressed, and even though the fashionable lifestyle is no longer foreign, women still have fashion that is still considered *syar'i* by religion. Figure 4 shows a scene of a woman wearing simple, inconspicuous, fashionable clothes, not showing the shape of her body and covering her chest.



(5)

**Table 5**

Minute	Audios	Signifier	Signified
00.18	To face the world with confidence	Tokoh wanita berhijab sedang memanah.	In picture 5, there is a scene of a woman wearing a soft cream pashmina hijab and wearing an orange dress shooting arrows under the hot sun. The appearance of feminine and luxurious women shows that fashion trends can still be followed by the times.

According to (Umboh, Mananeke, and Sarmadi 2018), a fashion trend is a piece of jewelry or clothing that is popular in the future. Along with the development of the times, modern influences make the hijab model change, with accessories as an attraction around. Rezky Ayu's research (2021) states that a woman can change her fashion lifestyle due to environmental factors. However, many women follow today's fashion styles, which are still in accordance with Islamic law. So, as in Figure 5, there is a woman who can keep up with the times, namely fashion that looks luxurious but still covers her genitals.

● **The Meaning of Hijab Women as a Symbol of Beauty**

The meaning of a woman wearing the hijab as a symbol of beauty can be shown in the following figure:



(6)

**Table 6**

Minute	Audios	Signifier	Signified
00.01	Open Wardah exclusive series	A beautiful hijab woman character is using a cosmetic.	In picture 6, there is a scene of a woman wearing a soft pink pashmina hijab and wearing a cream-colored blazer wearing cosmetics under the hot sun. The set of the female figure using cosmetics aims to make her look prettier.



Ashad Kusuma Djaya (2007) states that beauty is the total size of the human body or commonly called physical, and the standard size is seen from personality or mentality so that it gives birth to true beauty. According to Rosita Wulaning's research (2013), beauty is related to women. Beautiful can be interpreted as something beautiful.

Scene 6 shows a woman wearing a hijab smiling stunningly, wearing cosmetics from Wardah products. Wardah is a make-up that can protect a woman's face from looking soft. Women usually avoid weather unsuitable for their skin, one of which is avoiding it during the day. Because women assume they are outside during the day, their burnt skin becomes black, and they look insecure because they think they are not beautiful.

However, the female figure can prove that thought wrong in this scene. This can be proven because the woman in scene 6 uses cosmetics from Wardah products whose composition uses halal and natural ingredients which protect a woman's skin from exposure to sunlight so that the make-up from Wardah can be used as a beautiful inspiration for Indonesian women.

Melliana stated that the development of the modern era makes today's information fast. Most women in Indonesia mean a beautiful face because they are beautiful creatures who like the beauty of their faces. Women feel miserable when they want to be beautiful because being a beautiful figure is complicated (Melliana 2006).

In the research by Miftahul Jannah Putri Winivia and Octaverina Keevara Pritasari (2020), cosmetics are not uncommon for women because most women know the importance of looking beautiful. So, cosmetics are a medium to make yourself attractive. Today's adults or teenagers are very dependent on facial make-up. If cosmetics are not accompanied by proper knowledge, they can cause damage and disturbance to facial skin (Winivia and Pritasari 2020).

● **The Meaning of the Hijab as a Muslimah's Obligation**

The meaning of a woman wearing the hijab as a Muslim woman's obligation can be shown in the following figure:



(7)

Table 7

Minute	Audios	Signifier	Signified
00.09	Music	A female character wearing a hijab is walking.	In picture 7, there is a scene of a woman wearing a soft pink pashmina hijab and wearing a wardah blue dress walking while picking up the phone. This scene of a woman wearing a hijab shows that wearing a hijab is not an obstacle to her activities.

Islam has its provisions regarding the concept of genitalia for a Muslim woman. According to the Shari'a, the limits of a woman's genitals cover the entire body except the face and palms. This is explained in a hadith narrated by Abu Dawud. Prophet Muhammad SAW. Reprimanded Asma bint Abu Bakr, the younger sister of Aisyah bint Abu Bakar Ash-Shiddiq ra., who entered her house wearing light clothes. Prophet Muhammad SAW. Then turned his face and said:

"O Asma! Indeed, when a woman reaches puberty, her limbs cannot be seen except for this and this (she gestured to her face and palms).

Scene 8 shows a woman still comfortable wearing the hijab while moving because Muslim women must cover their genitals, with the limits of the whole body except the face and palms. The Al Azhar Global Fatwa Center explains that demeaning women who do not wear the hijab are also prohibited religiously. However, the hijab for Muslim women is obligatory and is a form of decency.

In research (Purpesti 2021), Muslim women wearing the headscarf at home and outside is an effort to cover their private parts. A woman, her nakedness must always be protected. So, it can be said that the woman obeys the rules set by Islam, namely that a Muslim woman must cover her genitals.

## Conclusion

Based on the results and discussion of this study, it can be concluded that impressions in an advertisement have meaning that can be conveyed to the audience. Using the semiotic analysis of the Ferdinand De Saussure model to determine the signs and markers in the 30-second "Wardah Exclusive" advertisement Open A New Flawless Look (2023). Several scenes show the meaning of hijab women and can be presented in real life.

The ad contains a meaning that society can understand, especially for women. The reason for women to wear the hijab is not only to follow current trends but women also must wear the hijab as Muslim women. Besides that, it is also a form of self-expression. That is, a woman wearing the hijab can show her strength even though wearing the hijab is not an obstacle.

The meaning of hijab women in the advertisement "Wardah Exclusive" Open A New Flawless Look (2023) is women wearing hijab as a Muslim self-identity, women wearing hijab as a form of self-expression, women wearing hijab as a modern lifestyle, women wearing hijab as a symbol of beauty, and women wearing hijab as an obligation muslimah.

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