



Make It Happen: A study of verbal and non-verbal signs representing feminism
in an English language advertisement in ESL setting

Desak Putu Eka Pratiwi ^{a 1} , I Komang Sulatra ^b , I Putu Ayu Putri Rahayu ^c 

^{a,b,c} Universitas Mahasaraswati Denpasar, Bali-Indonesia

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Abstract

Advertisements are a powerful medium of communication because they often embed social messages in a few words or visuals. One such advertisement is the focus of the current study: Maybelline's *Make It Happen* advertisement which conveys strong feministic values via the use of verbal and nonverbal signs. Being a product of mainly women's interest, the advertisers bank upon the prevalent geopolitics to convey a dominant ideology: Women are equal competitors to men, and they can achieve this without having to forego all that they identify with their 'being'. The study set out to (1) identify verbal and nonverbal signs in the Maybelline *Make it Happen* advertisement and (2) examine how the verbal and nonverbal signs present feminism values. The study uses a qualitative method and two theories in analyzing the data: Semiotic Theory by Saussure as cited by Daniel (2002), and Theory of Feminism by Abramovitz (1996). The finding shows that the verbal signs in this advertisement typically use motivating sentences which represent feminism values, while the nonverbal signs use colors, body language, outfits of the models, and the circumstance around the models, all of which play an important role in portraying feminism values.

Keywords: Feminism; Advertisement; Verbal signs; Nonverbal signs; Maybelline

1. Introduction

People are exposed to advertisements daily. They can be found effortlessly, like in newspapers, magazines, television, directories (e.g., Yellow Pages Directories), radio, outdoor billboards, catalogs, leaflets, and online media platforms. The aim of advertisements itself is to influence people to buy certain products or services or to undertake certain behaviors. According to Kasali (1992), advertisement is simply a message that offers a product that is shown to the public through the media, for instance, cosmetics advertisements. However, with the passage of time, advertisement have come not only to promote products but also, to deliver important messages to the society to raise the society's awareness towards pertinent issues, such as global warming, environmental awareness, and social issues. Ideology plays a crucial role in advertisement since it carries messages, life values, and particular beliefs. It works from deep within the advertisement to influence people's way of thinking and mold their attitudes.

¹ Corresponding author:

E-mail id: desak.eka.pratiwi@gmail.com

Through ideology, the advertisers try to encourage people to buy products by first making them believe its benefits and product value. Maybelline's *Make it Happen* electronic advertisement is one of the commercials whose ideology stands out. The advertisement promotes cosmetics whose target consumers are women, and it is interesting to note that it adopts the feminism ideology to appeal to the buyers. This study aims to examine feminism values represented by verbal and visual signs in Maybelline's *Make it Happen* advertisement.

Feminism means the advocacy of women's rights on the ground of the equality of the sexes. From that definition, it is obvious that the women's desire is to be respected. Based on what is being stated by Rosenstand and Kjær (2006: 566), women and men should have the same chance in almost all aspects in life. It means both women and men have the same rights in proposing their opinions or ideas, getting opportunities and salary. The value of feminism itself is to make the absence of discrimination towards women become a reality. In advertisements, feminism values are used to approach and touch women's soul using language and pictures. As the feminism values in cosmetics advertisements are conveyed implicitly, it needs to study semiotics to uncover how cosmetics advertisements portray feminism values.

Semiotics is the branch of linguistics that studies signs. This most basic definition will trigger more questions as people will spontaneously think that signs refer to what can be found in everyday life, for instance, road signs and pub signs. Thus, it will perhaps further lead people to think that semiotics is 'visual signs'. However, in reality, semiotics also involves other things beyond visual signs. Eco (1979) once stated that the broadest definition of semiotics is that it concerns itself with everything that can be taken as a sign. More restrictively, semiotics includes not only the signs but also, anything that stands for something else. From a semiotics point of view, signs take words, images, sounds, gestures, and objects. Contemporary semioticians study signs as part of semiotic 'sign systems' by profoundly observing how meanings are made and how reality is represented (Crompton, 2011; Alkhodimi, & Al Ahdal, 2019).

Citing Saussure, Daniel (2002: 14) stated that a linguistic sign is not a link between a name and a thing but a relation between a sound pattern known as a signifier and a concept known as signified semiotics. The signifier is interpreted as the physical form of the sign. Meanwhile, signified is the hidden meaning of signifiers, which people can interpret with their own sensitivities, cultural experiences, or situations. A simple example to illustrate the relation between signifiers and signified is the tsunami siren. The sound of tsunami siren acts as the signifier and it aims to warn people about the emergency that the tsunami is approaching. So, the concept or signified is that people must reach a safe place quickly. This study, accordingly, undertakes a semiotic analysis of the verbal and nonverbal signs in Maybelline's *Make it Happen* advertisement to isolate the feminism values it seeks to communicate.

2. Literature Review

Advertisements often hide many details that people are not overtly aware of and that is what makes advertisements become unique pieces of works. If compared to printed advertisement, electronic advertisements are more eye-catching since they involve movements, change in colors, and audio track which stimulate the eyes and ears. Regarding the advertisement that was analyzed in this paper, the data found in Maybelline *Make it Happen* advertisement show that this advertisement uses feminism as the main idea. Unlike other cosmetics advertisements which commonly focus on explaining about the product details, Maybelline has taken a different approach in drawing the attention of the target consumers. It uses feminism values to approach and touch every woman's soul.

Advertisements in print and audiovisual media reach a wide range of audiences. As a result of their

acting skills, very attractive women and teenage girls are often used to promote a product in advertisements (Gill, 2008; Kitsa & Mudra, 2020). In advertisements almost women present several duties and actions. Female chauvinists have been portrayed as sexually appealing, abused, insensitive, and hormone-driven. Month after month, there have been many new ads, but the concepts and ideas have always been new.

Maybelline was originated in 1915 by Tom Lyle Williams who was just 19 year old entrepreneur person (Lestari, 2018). Maybelline is one global cosmetics brand. It offers more than 200 products. These products are available in more than 129 countries.

In addition, Maybelline has become an official makeup sponsor of thirteen fashion shows throughout the world. These statistics attract the researcher's interest, prompting him to investigate the Maybelline advertisements. Maybelline advertises their products in several languages (Lazebna, N., & Prykhodko, A. 2021). and uses social media to market them.

3. Method

Maybelline's *Make it Happen* is an electronic advertisement taken from YouTube. It was released on 18th of January 2016 with 1 minute and 30 seconds duration. The data for analyzing the advertisement was collected by observation and note-taking techniques. The data was analyzed by descriptive qualitative method using Semiotics Theory of Saussure in Daniel (2002) to analyze the verbal and visual signs, and Feminism Theory of Abramovitz (1996) to analyze feminism values in the advertisement.

4. Result and Discussion

Signs are divided into two categories namely verbal and nonverbal signs. The verbal signs that were found and analyzed in this paper are verbal signs. Meanwhile, nonverbal signs are all the signs that include body movement or body language, (kumar, T. 2021) ambience, objects, and circumstances around the model, expressions of the model and color schemes used in the advertisement.

4.1 Analysis of Verbal Signs

As stated in the previous section verbal signs take all forms of text, both spoken and written. In this section, the focus is only on the verbal signs as the verbal signs are predominant in this advertisement. This section shows all the verbal signs found in this advertisement which present feminism values.

Data 1

"This one is for the girls, who make it happen."

The sentence *This one is for the girls* indirectly invites women to watch the advertisement. The word "it" here has a paramount role since it represents anything every woman wants to achieve. This kind of verbal sign raises the target consumers' curiosity since the brand is not mentioned at the beginning of the advertisement. The meaning of this verbal sign itself tells that Maybelline cosmetics are for those girls who take actions to make something into reality. It could be their dreams, goals, desires, or whatever that the girls want to attain in their lives. Besides promoting the makeup product, there is another layer that this advertisement wants to convey through this verbal sign. It communicates a feminism value indirectly by saying that women can achieve their objectives through the words *who make it happen*. It denotes that the product is for women also have the power to accomplish their dreams.

Data 2

“Take on the street and own it.”

The phrase *Take on the street* points out that Maybelline wants to encourage women to find a way to “own it” or in other words, to obtain their objectives. The previous analysis has said that “it” represents anything that every woman wants. Through this verbal sign, Maybelline uses a different approach to attract the target consumers’ attention; it uses an intriguing phrase. This verbal sign sounds encouraging and supporting which make women find it attractive. At the same time, this verbal sign shows feminism value because it says that women can find ways to achieve or attain what they desire so that at the end of the day, they can accomplish their goals.

Data 3

“Who apply passion to everything they do.”

The verbal signs mentioned above refer to all women who love what they do. According to Oxford dictionary, passion means *an intense desire or enthusiasm of something*. Therefore, if someone applies passion to everything they do, it means they do it with enthusiasm or enjoyment, it is when one does not even feel coerced into doing something because it just feels right when doing it. However, it cannot be denied that not everyone has done this due to their individual situation. At some point, women must deal with their insecurities. Based on a survey conducted by Maybelline, 82% of young Indonesian women have forgotten their dreams because they are not confident enough to make them come true. This becomes the root of Maybelline’s intention to boost women’s self-confidence by using makeup to enhance their appearance and indirectly boost their morale to realize their dreams. In this verbal sign, Maybelline also indirectly tells that “apply passion” means applying Maybelline makeup while undertaking any activity. Besides that, this verbal sign also encourages women to live their lives to the fullest by doing things that matter to them. This explanation shows that women can stand on their feet if they can accomplish/ undertake their activities passionately. In addition, this way of living helps women to accomplish their goals. Thus, it reinforces the idea of feminism in this verbal sign.

Data 4

“Speak their mind and don’t take no for an answer.”

This verbal sign plays on the idea that women can also be fearless in expressing their feelings or opinions honestly, this is reflected through the clause *Speak their mind*. As mentioned earlier, most women in Indonesia particularly, are challenged by their self-doubt, which becomes the stumbling block in accomplishing their goals. Having self-doubt is a sign of lack of confidence that must be treated seriously since it takes fundamental role in making a dream into reality. That is why Maybelline wants to embrace women and support them through this verbal signs, to be courageous. In addition, the verbal signs above also suggest that women are persistent, in this case, persistent in taking suitable action to make their dreams come true. This idea is shown from the clause *don’t take no for an answer*. Therefore, this verbal sign reflects feminism since it supports the idea that women are outgoing in expressing themselves, building on the image that women’s upliftment results from their persistence in pursuing their goals.

Data 5

“Who see obstacles as opportunities and show the world their courage.”

The verbal sign above shows that the essence of feminism is being adopted. The clause *Who see obstacles as opportunities* signifies that women have the capability of seeing opportunities that are available even though they seem like obstacles at first. It denotes the idea that women can find ways to deal with the challenges they face. In a journey of achieving a goal, it is illogical if one finds no obstacles. Therefore, turning the challenges into opportunities that one encounters is essential for sticking to the path of achieving something. In addition, this verbal sign conveys the idea that women also want to be heard and respected. This can be seen from the clause *show the world their courage*.

Data 6

“This is for every woman, who looks in the mirror and sees the power of possibility and the value of her dreams.”

This verbal sign implies that women can see their own potential. It is reflected by the sentence *who looks in the mirror and sees the power of possibility and the value of her dreams*. Everyone with eyesight will see her/his reflection in the mirror when looking into it. And it is said that women can see the power of possibility and the value of their dreams when they see their own reflection. So, it means that they can acknowledge the potential or talents within themselves. In addition, this is the result of the belief they have which is, knowing the value of their dreams. When someone thinks that something is worth it, and in this case that is a dream, she/he will go the extra mile to find ways to fight for it. As a result, one can see that the possibility does exist. Women do have the ability to recognize their potential and are determined to chase their dreams. They know that their dreams are worth fighting for. That is why this verbal sign is taken to represent feminism value.

Data 7

“This is for the girls who know what to do.”

This verbal sign reflects the idea that Maybelline is the cosmetics brand for every girl who knows what she should do to follow her dreams or to achieve whatever she wants. When one decides to make their dreams into reality, there must be hurdles that s/he must deal with, but using this verbal cue, the advertisement shows that even though women must face the hurdles, it will not be the reason for them to stop in their paths. Instead, they will find a way or solution to deal with them. In this case, the hurdles that every woman often encounters is the situation when she is not self-assured. Having good self-confidence is the key to achieve every no matter which obstacle lies on the way. Knowing this, Maybelline came up with the idea of their advertisement to encourage women in enhancing their looks with the use of Maybelline makeup products.

Data 8

“Stand tall and proud.”

The verbal signs above show how women should embrace themselves. The phrase *Stand tall* means that women should believe in themselves and be confident. It might also indicate that women are precious and deserve to be at a better level in a community or society. Through this verbal sign, Maybelline wants to say to all women that to achieve the goals, they should develop their self-confidence and know their own value. Not to mention this personal quality will make women more valuable and put women at a higher level in society.

When women make up their minds to make a change, they may have to pass through a phase of struggles and sometimes difficult times. However, no matter what happens to them, they must brace themselves, they are responsible for taking care of themselves and support themselves so that they are

not stuck but keep moving forward. In addition, this verbal sign also shows that every woman should be “proud” for who they are, for every uniqueness they have makes them distinct from others. In that way, women will be able to value and honor themselves. Therefore, this verbal sign portrays feminism as it guides women to be better versions of themselves by honoring themselves and developing self-love attitudes when facing obstacles.

Data 9

“Go out and make it happen.”

This verbal sign is intended to encourage women to act. *Go out* might have a connotative meaning of going beyond the comfort zone. As someone mostly can succeed if there is the willingness to move on, out of the comfort zone. In this advertisement, Maybelline wants to tell women that they must start making progress by taking action so that they can accomplish their goals in life. This is communicated through the words *Make it Happen* which represent anything that matters to every woman being turned into a reality. It represents feminism by presenting the idea that women deserve equal opportunities in all areas of life since they also have the courage and will power to attain their objectives.

4.2 The Analysis of Nonverbal Signs

This section presents 10 screenshots presented to show the nonverbal signs that relate to feminism values. The nonverbal signs which implicitly present feminism values are analyzed by using the semiotics theory. Several elements can be taken as nonverbal signs in this advertisement, namely, body gestures, colors, facial expressions, outfits worn by the models, and the model’s surrounding.

Data 1



Figure 1. A Woman Walking in Pink Dress

The picture above shows a woman walking on a sidewalk of a city. The woman wears pink dress and walks with eyes looking ahead and head up. Behind her, there is the flag of the United States hanging on the flagpole of a building. In addition, fog moves slowly backward, pushed by the wind as the woman walk ahead. Besides that, there are other tall buildings in the background.

The woman walks with eyes looking forward and chin up portraying that she is a confident person. When someone is feeling confident, he or she will not look down often when walking because they do not feel insecure, they can handle the insecurities. Olesen (2019) says that someone who wears pink

may indicate the need to be accepted, supported, and loved. Therefore, the model in this picture wearing a pink dress signifies that she wants to be accepted, supported, and loved.

The United States flag seen in the background represents the fact that Maybelline is a major American makeup brand, so it aims to let people know about the origin of this brand. There is also the appearance of fog behind the model. The fog does not appear without any reasons, it signifies self-doubt, insecurities, fear of being judged and fear of failure, all of which have been overcome by the woman in the picture. This is in line with the idea used in this advertisement which encourages women who often feel clouded by self-doubt to be more confident, to forge ahead.

The tall buildings behind the model represent the situation in a big city. They also signify that living in a city is very competitive since one must work fingers to the bone to survive and even realize a dream. This nonverbal sign also has a connection with the verbal sign *Take on the street and own it*. Since, this nonverbal sign shows a woman who finds a way of reaching her goals by improving her self-esteem.

From all the details explained above, it can be concluded that these nonverbal signs represent feminism values because they represent women's aspiration to be respected and accepted in the society. In addition, women are suggested to believe in themselves so that they can overcome their self-doubts and reach their dreams. This is reinforced by the woman in this picture who pushes the fog behind her with her chin up. It highlights women deserve to have a better future as they also can take the challenges.

Data 2



Figure 2. A Woman Applying Red Lipstick

As can be seen in figure 2, there is a woman applying a red lipstick right when the verbal sign *Who apply passion* emerges. This shows that Maybelline makeup is the passion itself. Not to mention, the color of the lipstick is red, and red is closely associated with passion. Olesen (2019) stated that red indicates strength and perseverance, and it can improve the self-confidence for those who are shy and lack in willpower. Therefore, Maybelline wants to inspire women to boost their self-confidence more and be determined. Thus, this nonverbal sign represents feminism since it projects women as positive personalities effusing self-confidence and determination. It is a fundamental point in upholding the equality that women deserve. Since, once women have their confidence and are determined, then they also draw the courage to speak up for the rights they deserve.

Data 3

Figure 3. A Woman Doing Bike Workout

Figure 3 shows a woman in rigorous bike workout on a spinning bike. The woman wears a workout suit, and during the workout she keeps her focus forward. Behind her, a vague fog appears and there are also some tall buildings seen from afar that reflect New York city. How the model moves her legs in a fast pace represents passion, energy, and power. This part is parallel with the third verbal sign about involving passion in everything that women do. In addition, keeping her focus forward signifies that she is a future-oriented person. It also represents the lifestyle of people who live in New York. According to Scott (2007), New York is a hardworking city that is incredibly busy and focused. So, this confirms the nonverbal sign in figure 3, which shows a woman who spends her spare time doing a fast-paced workout and the way she keeps her focus straightforward.

Meanwhile, the vague fog that appears behind her is a sign of gloomy feelings that she faces. However, since it is shown behind the model, it indicates that she has the power to overcome the negativity and she can leave it behind to keep moving on. These nonverbal signs are feministic from which it be concluded that the stereotype that women are by nature less capable than men, is broken.

Data 4

Figure 4. A Woman Doing Public Speaking

It can be seen in figure 4 that there is a woman speaking in public, dressed in a formal black suit. During her speech, she uses her hands to gesture, and the light is centered on her. This nonverbal sign

demonstrates that women these days are courageous in expressing their opinions or beliefs. In addition, it indicates that women nowadays can also be influencers in a society. This idea has significant connection with the verbal sign before that says *Speak their mind and don't take no for an answer*.

Seeing in a more detailed manner, the woman in this figure wears black and it has an implicit meaning. According to Olesen (2019), someone who wears black radiates authority and power. In addition, black stands for self-control, discipline, independence, and strong will. Therefore, it can be assumed that the woman in this figure wears black to radiate authority and power. It also signifies that she has some other personality traits such as discipline, independence, leadership, and strong will.

Besides that, she also uses her hands to gesture showing her capability to make her point clear. The light that is centered on her shows that she is at the center of the stage and is not afraid to be the center of attention. Instead of being afraid, she uses this opportunity to stand up and express herself confidently. Then, it can be concluded that feminism value is being presented from these nonverbal signs by showing that women are brave to speak up for what they believe. If women have this courage, they can bring positive changes for themselves and even for other people as it shows that women can be role models for others. In addition, the value of feminism from these nonverbal signs indicates that women also deserve to get equal rights as men in all aspects of life such as, getting equal opportunities in pursuing career and the right to have education, the rights to be leaders.

Data 5



Figure 5. A Woman Sitting on a Motorbike

Figure 5 shows a woman sitting on a kind of motorbike that men are often seen riding. Her position is in the opposite direction to the vehicles behind her. She wears a black jacket and is seen pulling the sleeves up her wrist. Meanwhile, the background is Lincoln tunnel which is situated in New York with many vehicles on the road. There is also a light and fog moving slowly.

The woman sitting on a motorbike represents that this woman dares to be different. Moreover, the position of where the woman sitting is in the opposite direction of other vehicles behind, and it means she is in the opposite direction of a one-way traffic. This signifies that she is brave to stand for what she believes, it could mean that she does not follow what others view as normal if it does not fit with her beliefs. In addition, this point is closely related with the verbal sign *Don't take no for an answer*, which means being a persistent person, even a lone warrior.

Once again, the color black radiates power and authority. Then, it might demonstrate that the model in this figure also has these two qualities. The model's gesture of pulling the sleeves up means that she

is prepared for acting. In daily life, this gesture is often used by people when they are about to do something.

The light behind her shows that she is the center of attention. There is also the fog which moves slowly behind the model which denotes those negative feelings are left behind to be a brave person and fight for what matters to her. Therefore, all these nonverbal signs represent feminism value emphasizing that women nowadays have courage to stand for what they believe in. In addition, these nonverbal signs also mean that women are not afraid to be different or unique.

Data 6



Figure 6. A Woman Running Through a Police Line

In figure 6 there is a woman who runs through a police perimeter tape by pulling it up. Near her, there are some traffic cones and behind her, from afar, there is smoke. The woman running through the police perimeter tape have connotative meaning, which represents obstacles being encountered by women in the process of getting what they wish. The action of pulling up the police line itself signifies that she tries to continue moving forward.

The traffic cones represent that someone must be careful when going through that road. So, it demonstrates that there is a sign of an uneasy situation ahead that the woman must deal with. In addition, there is the presence of smoke behind her which represent all negativities that often follow her in her pursuits. Even though there are negativities, obstacles, or uneasy situations, she keeps running forward.

These nonverbal signs are related with the verbal sign which says *Who see obstacles as opportunities.*

Data 7



Figure 7. A Woman Walking with a Man

Figure 7 shows the previous model in pink dress wearing a black coat over her dress. According to Vasudev (2018), someone who wears a black coat looks more powerful and impactful. She walks confidently and holds a phone with her both hands. Besides her, a man walks and carries a white dog. He walks slightly behind the woman and is dressed in a black and white formal dress with a tie.

The woman's appearance and gesture represent elegance. Meanwhile, the man in this figure seems to be less powerful since he walks slightly behind the woman which represents that he lets the woman lead him. The outfit of the man indicates a formal style, and it might mean that he is on duty. The dog that the man carries could be the woman's pet since the woman once gives a look to the dog, which may indicate that she cares.

The writer assumed that the man in this figure is the woman's subordinate because he does walk slightly behind her, and he also carries her dog that might indicate he is in charge for anything that the woman needs. This nonverbal cue is connected with the verbal sign that says, *This is for every woman, who looks in the mirror and sees the power of possibility and the value of her dreams.*

From a feminism perspective, this nonverbal sign reflects the situation that a woman has an authority to lead. If back then, all authority to lead was only given to men, now as the world is affected by modernization, the situation has changed.

Data 8

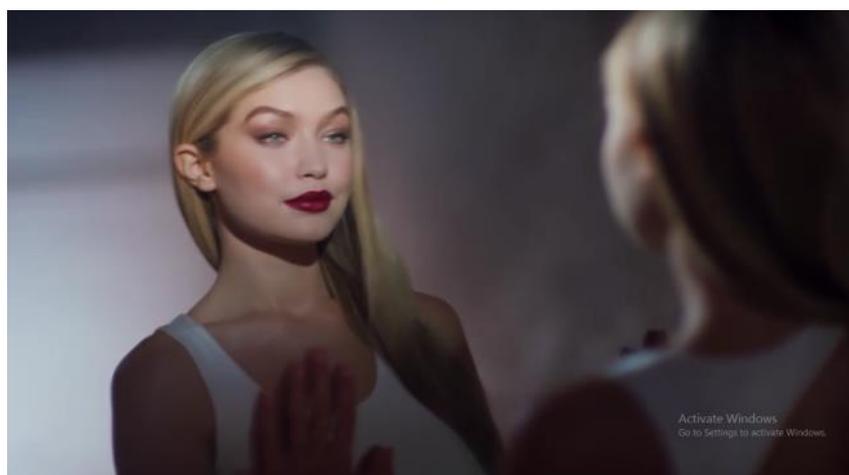


Figure 8. A Woman Touching Her Own Reflection

Figure 8 shows a woman dressed in white touches her own reflection in the mirror with both her

hands. This indicates that she has come to be friends with herself, accepting her new image. According to Olesen (2019), white color stimulates openness, growth, and creativity. Hence, the woman wears a white dress, indicating that she is open to herself as she stands in front of the mirror and gives a friendly gesture to herself. The dress that the woman wears might manifest that she values self-growth and creativity. This is associated with the verbal sign *This is for the girls who know what to do*. It is like how the woman in this figure makes peace with herself, resulting in positive feelings within. It means that the woman prioritizes her self-growth by acknowledging the importance of being kind to herself.

Data 9



Figure 9. A Woman Standing on a Taxi

Figure 9 shows a woman standing on a taxi or a yellow cab in New York city. She stands with hands on hips and there is a light situated near her feet and at her back there is a sheer fog. In the background, there are typical New York buildings and many cars parked by the side of the road. The woman standing on a taxi exuding confidence is closely related with the verbal sign *Stand tall and proud*. She stands on the taxi to give the ‘tall effect’, and it requires high confidence level. In addition, this position also indicates how women deserve to be at a higher level or status in a society. The way she stands with hands on hips represents that the woman is ready to act. According to Pease (2004), this gesture is related to a goal-oriented person who is ready to tackle their objectives. Not to mention if the coat worn by the person is open and pushed back is directly aggressive because the person is openly exposing their front in a display of fearlessness. In addition, this position is reinforced if the person places the feet evenly apart. Therefore, the woman in this figure clearly exposes signs of aggressiveness and readiness to achieve any goal.

The light that is positioned near the feet of the model might highlights her step indicating that she can face any challenge that lies in front of her. The fog that is behind her indicates there will always be obstacles and self-doubt, nevertheless, it does not tempt the woman to stop moving further as she has the courage and will power.

The typical New York buildings with many cars parked by the roadside represents the physical ambience in New York, in general. According to Abruzzese as cited in The New York Times (2013) New York is at top of the list of financial sophistication, and this is aligned with the background that shows buildings lined with cars. This demonstrates that women can live in such upmarket locales.

Data 10

Figure 10. A Woman Opening a Door Widely

In figure 10 there is a woman who opens a door wide with both of her hands that throws the light in on the woman. This nonverbal sign demonstrates a fearless woman who starts moving forward and walks out from the comfort zone. The woman opening the door with both her hands indicates that she is confident or self-assured and does not feel any doubts. Her hands are wide open, signifying that she is open to new opportunities ahead, and it may also mean that she is an optimistic person. The light that appears in front of the woman shows that better things lie ahead. When there is light one can see clearer. Thus, the light might indicate that the woman will have a better view of the opportunities when she is brave to take the action first.

This is the last part of the *Make it Happen* advertisement, and in this part, there is no more smoke and fog. It shows that it is not impossible for women to tackle all those obstacles such as, lack of self-confidence, fears, doubts, and once they successfully deal with those negativities, they will be able to step forward and finally accomplish any objectives, and that is what matters the most to them.

All these nonverbal signs are aligned with the verbal sign *Go out and make it happen*. It shows a woman who is bold to start an action by stepping out from the comfort zone or is brave to take the risk in pursuing her dreams. Seeing from feminism point of view, these nonverbal signs clearly demonstrate feminism as they show woman's power in making progress for the things that mean the most to her.

5. Conclusion

Advertisements often hide many details that people are not overtly aware of and that is what makes advertisements become unique pieces of works. Regarding the advertisement that was analyzed in this paper, the data found in Maybelline *Make it Happen* advertisement show that this advertisement uses feminism as the main idea. Unlike other cosmetics advertisements which commonly focus on explaining about the product details, Maybelline has taken a different approach in drawing the attention of the target consumers. It uses feminism values to approach and touch every woman's soul.

Through the analysis of Maybelline *Make it Happen* advertisement, this study proves that the verbal and nonverbal signs are so closely related. Thus, these two components support and complement each other to make the advertisement interesting and meaningful. The verbal signs found in this advertisement use motivational sentences or words that draw the target women's attention. The

encouraging sentences or words used in this advertisement are what women need to hear when they decide to accomplish their objectives. Most importantly, all the verbal signs reflect feminism values in the advertisement. For instance, the words “stand tall” reflects a feminism value of how women deserve to be at a higher level or status in a society. Meanwhile, for the sentence, *This one is for the girls, who make it happen* highlights women’s ability in achieving their objectives.

Besides, the encouraging verbal signs, this advertisement uses rich nonverbal signs that reflect the verbal signs. The nonverbal signs involve colors, facial expressions, body language or gestures, the outfits that the models wear and the ambience around the models. After being analyzed, it turns out that all those elements of nonverbal signs convey feminism values implicitly. For example, the nonverbal sign of a woman walking confidently with a man who walks slightly behind her indicates a feminism value of how women these days can also be leaders. The feminism values contained in Maybelline’s *Make it Happen* advertisement was made of both the verbal and nonverbal signs in this advertisement. These show the idea that women have the requisite capability when it comes to attaining their goals. It highlights that women are as valuable and endowed as men. Thus, the advertisement indicates in a feminism vein that women deserve their chance to fulfill their objectives and be given the same opportunities as their male counterparts.

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AUTHOR BIODATA

Dr. Desak Putu Eka Pratiwi is an Associate Professor at Mahasaraswati Denpasar University, Bali, Indonesia. She graduated from Udayana University in 2007 with a bachelor's degree in English Literature. She got her Master's degree in 2009 and her Doctoral degree in 2015 from Linguistics Department, Udayana University. Her research interests are Semantics, Semiotics, Pragmatics, Linguistic Anthropology, and Language Teaching.

I Komang Sulatra is an English Lecturer at Mahasaraswati Denpasar University, Bali, Indonesia. He completed his undergraduate degree in English Language and Literature Department, Udayana University in 2004. He completed his Master's degree in Linguistics Department, Udayana University in 2012. He currently works on his dissertation to get his Doctoral degree at Udayana University. His research interests cover language use in media.

I Putu Ayu Putri Rahayu is currently studying for a Master's degree in Faculty of Cultural Studies, Udayana University. She has completed her Undergraduate Degree in English Study Program, Faculty of Foreign Languages Mahasaraswati Denpasar University. Her research interests are on Sociolinguistics, Semantics, Semiotics, and Language Teaching.