

ABSTRACT

Semiotic Analysis of March 2020's Oriflame Catalog

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According to semiotic which talks about signs and their meanings, it is very closely related to everyday life. Signs can be found easily around us, for example in a product catalog. In this study, the writer analyzed the signs in the Oriflame March 2020 product catalog. The writer analyzed the 18 signs based on their type, such as icon, index, and symbol, and stated the appropriate meaning of the signs found. In this study, the writer uses theoretical foundations including communication, semiotics, and also previous studies. From this study, the writer found that signs made by big brands do not necessarily produce meanings that are easily understood by the general public.

Key terms : *semiotic, sign, icon, index, symbol, meaning.*