

Representation of Hedonism Lifestyle in Advertising (Semiotics Analysis on Zalora Ads Free Version 30 Days Returns)

Firdaus¹, Mirza Ronda², Frengki Napitupulu³

^{1,2,3} Universitas Sahid Jakarta

Abstract

This study aims to understand the Representation of the Hedonism lifestyle in Zalora's 30 Day Returns Free Version of Advertising. In this study, the researcher used a qualitative descriptive type of research. Qualitative description (QD) is a word used for qualitative research used in a descriptive study. This type of qualitative descriptive research is usually used in research on social phenomena. While the method of analysis, the researcher uses the semiotic analysis model of Charles Sanders Pierce. Peirce's theory of semiotics is the science or technique (method) of analysis that explains the sign system. A sign is something that is visible, leads to something, can represent the relationship between the sign and the recipient of the sign that is representative and refers to the interpretive. Peirce separates the sign system (semiotics) into 3 elements that have been included in his triangle theory, namely the sign (sign), the sign reference (object), and the use of the sign (interpretant). While the results and discussion in this study concluded that: the free version of the 30-day return zalora advertisement is not only about promoting fashion items, but also the meaning of the hedonistic lifestyle that is inserted through the scenes. The meaning of the hedonistic lifestyle is seen when the woman puts the measure of her pleasure in life on materialist goods. When he does not have luxurious and stylish clothes, he will feel sad and worried. Conversely, when he has an abundance of luxury goods, he will feel happy and get pleasure in himself (hedonism). In addition to the enjoyment of women's lives as measured by materialist objects as above, the purchase of fashion items in very large and excessive quantities is also the meaning of the hedonistic lifestyle that is inserted in this 30-day return free version of the Zalora advertisement. Various types of fashion as a result of unreasonable purchases are scattered in the room without using them.

Keywords

representation; hedonism
lifestyle; advertising



I. Introduction

In terms of its usefulness, advertising is a means of selling and offering a product in the form of goods or services. This form of sales and offers is often carried out by industrial groups to help boost sales of their products massively. Many manufacturers are competing to use this service to introduce or market their products. This is done because advertising is not only seen as something mass in nature, but can also be a source of information for viewers who have little or no knowledge of the uses and functions of the advertised product.

The basic goal in advertising impressions is to win the hearts and minds of the target market. Awareness (know) and Re-call (remember) for viewers is a very important business in the world of advertising. For this reason, in the current era of increasingly

competitive market competition, ad creators are required to be even more creative so that the advertisements they create can have a positive impact and generate large profits for the product industry or advertisers.

Increasing creativity and human resources, especially in the field of marketing communications, currently makes advertisements not a few that have married cultural reality with a product. They demonstrate the cultural reality of society in their advertisements in order to create an atmosphere of similarity between advertisements and viewers. The cultural reality that is represented is indeed not presented in its entirety, but is often depicted through codes or symbols that are deliberately inserted through the scene.

Advertising or other mass media products are cultural reflections. We often find various forms of consumptive culture, beauty and hedonism in advertisements, one of which is the free version of Zalora advertisement for 30 days of return. In this advertisement, a dimension of hedonic culture is found which is visualized through a scene where a woman measures her pleasure in life with shopping items. The pleasures of life that are obtained through shopping activities then make him a consumptive human being, namely a human who is always ready to spend his money to fulfill his pleasure and hedonistic lifestyle.

The hedonistic lifestyle is a lifestyle that finds and pursues pleasure alone as the purpose and goal of his life. If the hedonistic lifestyle is used as a principle in his life, then consumptive behavior is something that is difficult to avoid. Those who have a hedonic lifestyle will easily feel anxious and afraid when they do not have consumptive goods. They don't even have self-confidence if their appearance seems minimal and simple. This is mostly experienced by women who often show their self-confidence when their appearance is not attractive. Because, the desire to look beautiful, glamorous, sexy and attractive at all times is a desire for women. Wanting to be the center of attention is a woman's nature. Women believe that appearance can create self-confidence. Therefore, no wonder that more women like to shop for the pleasure and enjoyment of life, as depicted in the 30 day version of the 30s return zalora ad. Through this advertisement, we can see how women put their pleasures in life with materialist objects.

Zalora ad version 30 days return 30s is one of the ads that depicts a hedonistic lifestyle. These forms of hedonistic lifestyle can be seen through several scenes in this advertisement, for example in the scene that shows a woman who feels sad because she does not have suitable clothes to wear on her date. But he soon ended the sadness with the pleasure he got through shopping for fashion items as much as possible.

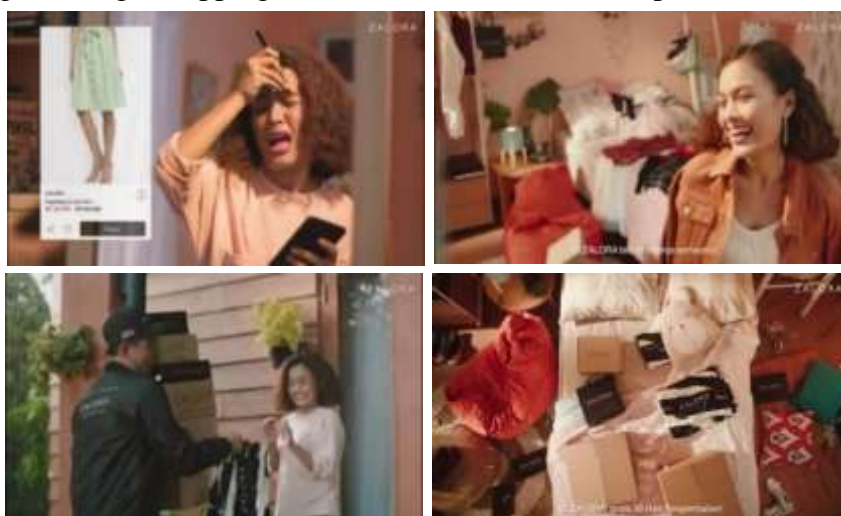


Figure 1. *The pleasure of living from shopping*

In this scene, a female character is shown feeling happy because a number of previously ordered items have been delivered by a courier in front of her house. This joy is clearly illustrated in the woman's face, which shows a smile of happiness when she receives a pile of items in the form of clothes that have been neatly wrapped using a box that says Zalora. The pleasure of the objects visualized in this advertisement illustrates a pleasure in life that is obtained through consumptive actions. According to Grinder (1978), that the pattern of human life that is controlled and supported by a desire to fulfill the desire for pleasure is said to be consumptive behavior. Therefore,

The hedonist lifestyle has made the spirit of modern times. A lifestyle that only pursues material pleasure and enjoyment, believes in the importance of wealth in life, and makes material things a source of satisfaction and dissatisfaction. People who adhere to the flow of hedonism are mostly fashionable, and they are very concerned about appearance and luxury. Supporters of hedonism are originally in the rich and have a lot of money, because realizing the pleasures of life with materialist goods requires a lot of material as a source that supports their way of life.

Observing the hedonistic lifestyle that does not escape luxury, pleasure, extravagance, laziness, and the demand to appear more fashionable, and up-to-date, it turns out that some of us have plunged into the abyss of disaster. This hedonistic view or lifestyle becomes a problem because some people think lowly when solving problems or what needs must be met first. Even some of the adherents of this lifestyle are willing to spend millions just to fulfill a temporary lifestyle and pleasure. Actually, if we use the money for more obligatory purposes or save it for future needs, it will be more effective.

II. Review of Literature

2.1 Advertisement

Advertising is a crucial part of the marketing process, because advertising is basically a message delivery process, where the message contains information about a product, both goods and services. Advertising is conveyed in a persuasive manner and aims to influence the audience. Generally, advertisements are delivered through mass media, either in print or in electronic form so that they can be accepted by a wide audience simultaneously.

2.2 Commercial Ads

Etymologically, commercial advertising can be interpreted as "an announcement or promotion related to sales activities that are for profit. While the general terminology, commercial advertising or what is often referred to as 'advertising' is a non-individual communication, using a number of fees, through various media run by companies, institutions, non-profit institutions to individuals". Or the term commercial advertising is also known as "methods for communicating to viewers regarding the goods or services offered, and various methods that can persuade or encourage viewers to buy using these goods or services".

2.3 Advertising as a Representational Media

Phenomenologically, advertising is a part of the artistic process which is included in the applied art field, where intuition, experience of beauty or in other terms, the aesthetic framework cannot be separated from the framework of persuasive communication. From

these aesthetic principles, they are then mingled with the rules of persuasive communication techniques, while the communication rules that still exist in advertisements are indeed intended for the 'profit' of a communicator.

In addition to advertising as an artistic process that is included in the applied art field, advertisements can also reflect how cultural forms are described and represented in it. Sources or references in making advertisements often adopt how people act, associations, symbols and social codes that exist in people's lives are often constructed. The sensitivity of an advertising artist when creating an aesthetic experience is often taken based on how he sees an interaction, the values of the perceived object, social behavior and so on so that he can create a beautiful impression. For this reason, the representation of culture and art in presenting these aesthetic impressions is an advertising communication show to attract the attention of consumers.

Representation itself is generally another language of representation. In the Big Indonesian Dictionary (KBBI), representation is what represents, the state of being represented or the act of representing. Advertising is a promotional program and product sales that often represent (represent) any reality that is happening in people's lives. The impression of a social reality that is represented in an advertising program is intended to attract the attention of consumers and aims to create similarities in the viewer's perspective with what is shown. When the equation occurs, then using or consuming the product or whatever is served by the ad becomes logical for the audience.

2.4 Hedonism

Hedonism was originally understood as an understanding that emphasizes pleasure and happiness in life as much as possible and avoid sad or painful feelings as much as possible. From the history of Greek philosophy, the main character who taught about this hedonism was Democritus (400-300 BC), who saw pleasure as the main goal in this life. Apart from that, there were also other figures such as Aritiphus (395 BC), who saw that the only thing individuals wanted to seek was pleasure. Therefore, all ways are good to do if the purpose of life is only to seek pleasure, for example pleasure obtained directly by the body or the five senses. According to him, a wise person will try to get as much pleasure in life as possible, because pain is an unpleasant experience.

In its development, modernist hedonism is defined as a direction of thought and lifestyle that is devoted to mere pleasure, without considering religious, moral, social and cultural aspects. Hedonism is believed to be in line with capitalism and neoliberalism which does require a high level of consumerism in order to succeed. By followers of capitalism, hedonism needs to be developed because liking pleasure can bring up human appetite to buy and consume everything that is offered, then the market grows, and the capitalist economic system develops.

III. Research Method

In this study, the researcher used a qualitative descriptive type of research. According to Polit & Beck, (2014). Qualitative description (QD) is a word used for qualitative research and is used in a descriptive study. This type of qualitative descriptive research is usually used in research on social phenomena. One of the social phenomenological studies that will be described in this study is the representation of the hedonistic lifestyle in the Zalora advertisement, 30 Days Free Version.

To analyze the meaning of hedonism in Zalora's 30 Days of Returns Advertisement, the researcher used Charles Sanders Pierce's semiotic analysis model. Peirce's theory of

semiotics is the science or technique (method) of analysis that explains the sign system. Peirce said that human life has characteristics, namely the presence of a mixture of signs and techniques for their use in representative activities. A sign is something that is visible, leads to something, can represent the relationship between the sign and the recipient of the sign that is representative and refers to the interpretant. As for the condition that something can be claimed to be a sign, namely, if something can be captured, points to something, represents, replaces, presents and has the nature of representation, which is directly related to the nature of the interpretant. A sign is something that serves to represent something else by explaining what it represents. Peirce separates the sign system (semiotics) into 3 elements that have been included in his triangle theory, namely the sign (sign), the sign reference (object), and the use of the sign (interpretant).

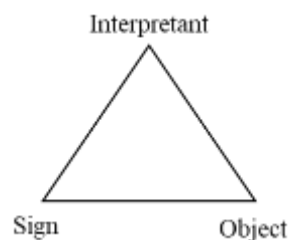


Figure 2. Model Triangle Meaning Semiotics
Charles Sanders Pierce

Charles Sanders Pierce's triadic model is often claimed to be "triangle meaning semiotics" or known as the triangle theory of meaning, which is explained simply: "a sign is a thing or capacity that is associated with a person. The sign forms something in our minds that refers to a more developed sign, the sign it forms is called an interpretant based on the first sign. This sign describes something that is claimed to be an object" (Fiske, 2007: 63). According to Peirce, the sign is said to be an object. An object is something that is a reference to a sign or something that a sign refers to. While interpretive is the concept of thought according to the person who uses the sign and gives meaning to the object referred to by a sign.

IV. Result and Discussion

4.1 Semiotics Analysis of Zalora Ads Free Version 30 Days Returns

Pierce is known to have a triadic concept or his trichotomy concept which consists of: 1) Representatives; is the form accepted by the sign or useful as a sign (Ferdinand De Saussure called it a signifier). The representation is sometimes interpreted as a sign. 2) Interpretants; that is to explain the meaning. 3) Objects; which explains more about things that refer to signs. Usually in the form of thoughts contained in the human brain, it can also take the form of something concrete outside the sign (Pierce, 1931 and Silverman, 1983, in Vera, 2014: 21). The following presents the results of the semiotic analysis on the 30-day free version of the Zalora advert in the following table.

Table 1. Triadic analysis in scene 1.

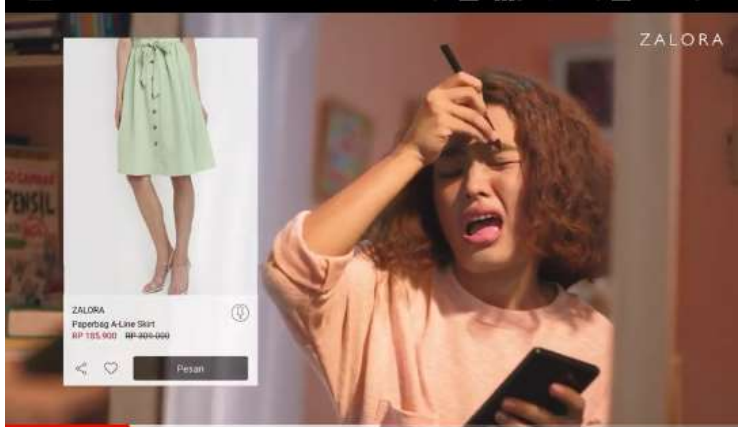

| | |
|---------------------|---|
| Sign |  The image shows a woman with curly hair, wearing a peach-colored shirt, looking distressed and holding a black object (possibly a phone or makeup tool) to her forehead. In the background, there is a Zalora logo. An inset image shows a green skirt with a white belt, with the text 'ZALORA Paperbag A-Line Skirt Rp 135.000 (Rp 200.000)' and a 'Pesan' button. |
| Object | A woman is ordering some things online while applying makeup. When she did her makeup, it was also seen that she was showing a gloomy face full of meaning. |
| Interpretive | This scene interprets about a woman who feel worried and sad because they don't have the right clothes to wear at the date. The sadness and worry he felt was shown through his gloomy facial expression. The sadness he experienced was a form of his reaction to a simple situation. He was worried because his appearance was considered simple and outdated. The worries that arise in the woman are part of her love for material things. For this reason, people who love material things will easily feel sad when they don't have the things they want. Likewise, when he has the things he wants, he will feel happy and happy in him (hedonic). |

Table 2. Triadic analysis in scene 2.

| | |
|-------------|--|
| Sign |  The image shows a delivery person in a black uniform with 'ZALORA' on the back, handing a package to a smiling woman in a white shirt. The package is labeled 'ZALORA'. The Zalora logo is visible in the top right corner. |
| | A man and a woman are seen standing in front of the house while handing over goods that have been packed into a box that says zalora. While handing over the goods, both of them were seen showing happy faces |


| | |
|---------------------|---|
| Object | full of meaning. |
| Interpretive | This scene interprets about a woman receiving a pile of previously ordered items at a zalora shop. They handed over a pile of items in front of the woman's house. And a man wearing black clothes while carrying a pile of things is a courier who works at the zalora shop. While receiving this pile of ordered items, the woman was very happy and excited (hedonistic) because finally some of the fashion items she had ordered arrived, so she no longer had to worry about not having clothes on a date with her boyfriend. |

Table 3. Triadic analysis in scene 3.

| | |
|---------------|--|
| Sign |  |
| Object | A woman is standing in the mirror in a room. From the four pieces of this picture a woman shows several types of fashion she is wearing. In addition, beside him, several fashion items were scattered hanging in several corners of the room. |
| | This scene interprets about a woman trying on several |

| | |
|---------------------|--|
| Interpretive | types of fashion items. Some of the fashion items that will be tried or those scattered in the room are the results of their purchases. In reality, the items he bought were not all used on his date, but only a few. Thus, the action interprets that what the woman is doing is merely fulfilling her lifestyle and getting her pleasure and enjoyment (hedonic) through fashion items. |
|---------------------|--|

Table 4. Triadic analysis in scene 6.

| | |
|---------------------|--|
| Sign |  |
| Object | Some items that are packaged in the city or bags that read zalora are placed on or beside the bed. Starting from the packaging of small goods to the packaging of large goods. |
| Interpretive | This scene interprets the abundance of fashion items consumed. Various types of items scattered in the room are the result of excessive purchases. The act of buying as many things as seen is part of his steps to fulfill his own happiness (hedonic) and adjustment to lifestyle standards that are currently trending. |

4.2 Meaning and Interpretation

a. Scene 1

In this scene, a slice of life scene is shown which visualizes a woman feeling annoyed and sad because she doesn't have the right clothes to wear at her date event. The sadness and annoyance he felt was evident from the look on his face and the story of the advertisement. The sadness he experienced was a form of his reaction to a simple situation.

He was worried because his appearance was considered simple and outdated. In order to get rid of that feeling of sadness, he finally freely bought a number of fashion items that were trending in today's society.



Figure 3. *The expression on the face is annoyed and sad*

The sadness and annoyance experienced by a woman in the advertisement stems from her concern because she does not have clothes to wear on a date with her boyfriend. The desire to still look beautiful and recognized by her boyfriend and others has indirectly encouraged women to shop for fashion items as much as possible in order to maintain appearance. In terms of appearance, women are different from men. They are willing to do anything to protect and care for their bodies. In fact, they are willing to spend up to millions of rupiah just to buy a number of clothes that can support their appearance and lifestyle.

Showing an attractive appearance with stylish fashions is the woman's priority in this advertisement. For her, maintaining her appearance to look beautiful and attractive with fashion products is not only able to increase her confidence, but can also create pleasure in her life (hedonic). For this reason, simple and unstylish appearances are the cause of sadness, while a beautiful, stylish, and consumptive appearance can bring happiness in him (hedonic lifestyle). Thus, the standard of happiness and pleasure in life as measured by materialism then causes the woman to become consumptive.

b. Scene 2

In contrast to the first scene image which shows a woman feeling sad because she doesn't have good things to wear on her date, this scene shows the happiness of the woman because the things she wanted previously had been delivered by a courier in front of her house. This is clearly illustrated by the look on the woman's face which shows a smile of happiness when she receives the item. This scene shows that the pleasure of a woman's life in this advertisement has been equated with materialism. Theater of mind games that are formed in visualizing the definition of needs and self-happiness, have encouraged and required women's nature to always seek pleasure in their lives. The pleasure that is trying to be created to break through an old tradition of the way of life of a woman who is still considered below men, becomes the pleasure of being a woman who is able to do everything with material things. This pleasure can be seen from the woman who really enjoys the goods she just bought.



Source: (wikinow.com, na)

Figure 4. Happy facial expressions

In this ad, getting as many things as possible is a woman's greatest desire. This can be seen from the feeling of happiness that the woman feels when she gets a pile of clothes she ordered. Obtaining pleasure through materialist objects has illustrated that the purpose of a woman's life is to seek pleasure or pleasure from materialism alone and to avoid the sadness and suffering that comes from the absence of fashion items. Fashion items such as clothes and the like have indeed become a trend among women, because only women's clothes can create fun and enjoyment in their lives.

The pleasure and happiness that the woman feels when she gets a pile of fashion items purchased online at the zalora store has become part of the hedonistic lifestyle. In the hedonistic tradition, obtaining and consuming as many things as possible is considered capable of providing happiness and enjoyment of life. As stated by Featherstone (1991), that by consuming uniformed products will trigger excitement and aesthetic pleasure in the body. For this reason, women's enjoyment and happiness as measured by fashion items encourage them to take action to buy and consume fashion products in excess as a step to fulfill the pleasures of their life.

c. Scene 3

In this scene or picture, it presents a consumptive lifestyle. Consumptive lifestyle is a form of wasteful behavior and futility. This kind of behavior is illustrated in this scene which shows a woman trying on all kinds of clothes that she previously bought. Starting from shoes, pants, clothes and several other types of clothes he has tried to wear. After everything was tried, he finally chose one of the items that he thought was suitable to be worn, while the others were only used as decorations. The display can be seen from the many items scattered and hanging in the room as a result of excessive purchases. Buying things that are not really needed like what the women in this advertisement do are part of waste, and waste is closely related to consumptive behavior. And consumptive itself is part of the hedonistic lifestyle. According to Hirschman & Halbrook (in Utami, 2008), the hedonistic lifestyle is a consumer tendency towards consumptive culture.

Consumptive behavior is an activity based on excessive consumption. In this advertisement, it is clear that the forms of consumption acts that exceed the limits of their daily needs. If we look at the background in the room, actually there are still many hanging items that can still be used. However, due to the impulse of consumptive desire and the desire for happiness in life and self-image through clothes that are new and trending in society, he is no longer satisfied with what he has, he will constantly get the latest products that match the prevailing trends. For this reason, indirectly this advertisement actually gives an artifactual message that is expressed through the appearance of a woman. Women are human beings who always shape their body image with cosmetics or clothes. Through clothing, women can convey nonverbal messages to their environment. They can use

clothes to convey their identity and lifestyle. Or they can use clothes to explain to others “who we are”. For this reason, conveying one's identity through clothes means showing others how we behave and how others should treat us (Rakhmat, 2018: 362).

d. Scene 4

This scene shows several types of items in the form of clothes scattered on the bed of the woman's bedroom. A number of the scattered items were clothes that had been pre-ordered at the online zalora store. The clothes that are seen piled up and packaged in boxes that say zalora are indirectly one form of consumptive behavior that is presented and shown by this 30-day version of the 30s return version of the zalora ad.

As seen in the advertisement scene, the number of clothing items scattered in the women's room means that buying is no longer a matter of fulfilling life's needs, but has turned into a desire to obtain happiness and a lifestyle. The desire for beauty as well as the desire of women to continue to show a lifestyle has become the motive for this excessive shopping. In addition, shopping based on women's lifestyle motifs in the advertisement also represents the cultural reality of hedonism that is developing in today's society. Where we often see people who adhere to the principle of hedonism will not feel satisfied with what they are consuming, they will continue to consume according to the dynamics of their environment.

The representation of the modern hedonism lifestyle is clearly illustrated in this advertisement. Starting from scenes that show sadness and happiness (see scenes 3 and 4) as measured by the products consumed to other scenes that show various kinds of items hanging and scattered in the women's room, these are a collection of community scenes that have a hedonistic lifestyle principle. For Russell (2004), the hedonistic lifestyle has several characteristics, including being a worshiper of body identity. Someone who thinks that having the latest technological objects or all luxury is a happiness for himself. In addition, people who have hedonistic behavior are also considered unable to manage their finances. Or someone who has a certain amount of money can run out or only a little left. Whereas Sumarwan, (2004:257) sees hedonism as an activity spend money by buying things like clothes and the like in excess.

4.3 Scope of Hedonism Lifestyle

a. Understanding the Hedonism Lifestyle in Advertising

Nowadays, cultural representations are often seen in various advertisements, one of which is the 30 day version of the 30s return version of Zalora. This advertisement, as previously explained, contains elements of hedonic culture. The representation of hedonic culture in this advertisement is identified through stories and scenes such as women making excessive purchases, to the pleasures of life as measured by abundance. Stories and advertising scenes such as showing women shopping as much as possible to get the pleasures of life are a reflection of a hedonic lifestyle. According to Hirschman & Halbrook (in Utami, 2008), the hedonistic lifestyle is the tendency of consumers to a consumptive culture that obtains products for the sake of obtaining worldly pleasures or a material-oriented glamorous lifestyle.

Humans who measure the pleasure of life with materialistic objects are the hallmark of hedonistic behavior. People who adhere to a hedonistic lifestyle want as much as possible to obtain goods through shopping activities as much as possible in order to get pleasure in life. The pleasure of life obtained by shopping for consumer goods in excess is the nature of the hedonistic lifestyle. So it is true what Featherstone (1991) said, that by

consuming a variety of objects will result in the emergence of excitement and aesthetic pleasure directly in the body.

The hedonistic lifestyle is part of a lifestyle that considers the pleasures of life to be solely the target of life. If this hedonistic lifestyle is used as a principle in his life, then the creation of consumptive behavior becomes something that is difficult to avoid. Those who have a hedonic lifestyle will easily feel anxious and afraid when they do not have consumptive goods. They don't even have self-confidence if their appearance seems minimal and simple. This is mostly experienced by women, who often show their self-confidence when they look unattractive. Because, the desire to be beautiful, glamorous, sexy and attractive at every opportunity is a hope for some women. the desire to be noticed is natural for women . women believe that appearances like this can develop their self-confidence. For this reason, it is not surprising that many women prefer to shop for pleasure and enjoyment of life, as depicted in the 30 day version of the 30s return version of zalora advertisements. Through this advertisement, we can see how women put the pleasures of their lives in consumptive goods.

b. The Logic of Consumerism as Part of the Hedonism Lifestyle

Consumerism in English, means 'consumerism'. This term has a root similar to consumption 'konsumsi', namely to consume 'to consume'. From Bauman (2007) suggests that humans, also in essence being biological beings, are unable to break away from consumption activities because by consuming humans can continue their lives. However, when these activities are carried out in excess, consumption is no longer an activity to survive, but will become a lifestyle. From this understanding, it can be said that consumerism as a lifestyle is closely related to hedonistic culture. Consumerism can be interpreted as an understanding or lifestyle that sees luxury goods as a measure of happiness, pleasure and so on.

The logic of consumerism is an inseparable part of the hedonic lifestyle. Consumerism as an ideology that causes a person or group to consume or use production goods excessively, unconsciously and sustainably. Meanwhile, the hedonistic lifestyle is defined as "a view that considers material pleasure and enjoyment to be the basic goal of life". For this reason, it can be understood that consumerism is a behavior or lifestyle related to efforts to fulfill desires in the context of satisfying life needs or just getting satisfaction and pleasure in life. Here it is emphasized that consumerism is closely related to hedonic philosophy.

In the lifestyle tradition, consumption activities are no longer based on the necessities of life, but on the basis of prestige, symbols, self-identity or status that go through a marking mechanism. For some people, consuming symbols and signs attached to a product is part of fulfilling their life needs, because the measure of their "being" is often measured by what they consume. So it is true what Soedjatmiko (2008) said, in a book title "I shop so I exist". This is a hypothesis that is concluded based on the phenomenon of modern society's life which nowadays buys products or goods to get the happiness of life, or consumes it in an effort to gain recognition from the surrounding environment.

c. From Beauty Ideology to Hedonic Culture

It is not a woman if she does not demand too much for goods or products that cannot satisfy her personal tastes and desires. That's the word Baudrillard (translated 2004: 99) means, as the difference in consumption patterns of women and men. For him, men's consumption patterns are more concerned with the quality and usefulness of goods, while

women are often seen as consuming an item because of a symbol or encouragement of a desire to satisfy themselves.

Most of the women are often seen buying or consuming an item based on the meaning or lifestyle aspects attached to a product. They will see whether the product to be purchased has a lifestyle meaning or not. If it is, then they will be willing to spend money to get the desired product, be it food products, or beauty products such as cosmetics, fashion and others. Products such as fashion, for example, are considered indispensable by women in order to create an ideal appearance, because for them an ideal appearance not only creates an effect of confidence in the person who uses it, but also as a source to gain recognition from others. Therefore,

Women's desire for an attractive and ideal appearance as described in the 30-day free version of Zalora's advert has shown the concept referred to by Baudrillard above. They (women) in this advertisement are willing to spend hundreds or even millions of rupiah to buy fashion items to "beautify" themselves and their appearance. Things related to ugliness and ugliness, especially in terms of appearance, are indeed a problem for women and need to be avoided, because for them appearance is a symbol of their self-confidence. For this reason, beauty and attractive and ideal appearance are indeed the most important things for women, because with appearance they can increase their confidence when dealing with other people.

V. Conclusion

Based on the results of research and analysis of the free version of Zalora's 30-day return video ad, it can be concluded that this ad is not only about promoting fashion items, but also the meaning of the hedonistic lifestyle inserted through the scenes. The meaning of the hedonistic lifestyle is seen when the woman puts the measure of her pleasure in life on materialist goods. When he does not have luxurious and stylish clothes, he will feel sad and worried. On the other hand, when he has an abundance of luxury goods, he will feel happy and get pleasure in himself. This is the Hedon Lifestyle referred to by Hirschman and Halbrook (in Utami, 2008),

In addition to the enjoyment of women's lives as measured by materialist objects as above, the purchase of fashion items in very large and excessive quantities is also the meaning of the hedonistic lifestyle that is inserted in this 30-day return free version of the Zalora advertisement. Various types of fashion as a result of unreasonable purchases are scattered in the room without using them. The scattering of these items is a form of wasteful and futile behavior. And the waste or inefficiency of these costs according to Russel (2004) as part of hedonistic behavior.

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