



Gay Representation in Cosmetic Product Ads (Roland Barthes' Semiotic Analysis on YSL Beauty Ads with Lil Nas X)

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Article Info

Article history:

Received: 5th April 2023

Accepted: 24th May 2023

Published: 1st July 2023

DOI:

[https://doi.org/](https://doi.org/10.33102/jicicom.vol3no1.79)

10.33102/jicicom.vol3no1.79

ABSTRACT

Nowadays, advertising is a persuasive method used by businesses to raise brand awareness; it can also contain specific ideological themes. Advertising imagery is neither a mirror or a sort of reflection, but rather the fabrication of social reality. Human figures are used in advertisements to disseminate ideologies. So, this research look at the upscale cosmetic company YSL Beauty, which casts American musician and rapper Lil Nas X as a gay character at the video "Beauty as a force for change". This research using semiotic analysis by Roland Barthes. The semiotic analysis by Roland Barthes has observe the system of meaning phases as a the method of data analysis. The meaning system has two levels, connotative and denotative. This study found that these commercials show a gay person living an LGBT life who nonetheless encounters violent crime, prejudice, discrimination and other unpleasant conduct. In fact, the fulfillment of human rights is the most important thing that still cannot be felt by LGBT people. These rights include rights in the enjoyment of social, political, economic rights, freedom of speech, and so on. Yet, YSL and Lil Nas stand for a gay man who is brave enough to reveal his identity despite the danger and ongoing uneasiness. How ever, there is still faith and hope that there will come a time when the LGBT people also has a better life, free from abuse, prejudice and discrimination.

Keywords: advertising, *cosmetic commercial*, *gay representation*, *myth*, *semiotic analysis*.

INTRODUCTION

Advertising has the goal of selling a product by attracting the consumer. The presentation of an advertisement often uses human figures. It is easier for human figures in advertising to convey advertising messages to audiences, get to the point, and are easier to accept (Prasetiyo, 2022). From a more modern perspective, advertising is a form of persuasive communication through more interactive mass media. It aims to reach a wider audience. Advertisements can also provide various information needed about a product.

In (Sandra Moriarty, 2018), the widespread use of social media since 2008 has turned advertising communications upside down. Where digital and online communication is an important part of brand communication (Sandra Moriarty, 2018). In the current era, the use of social media is used to promote goods in the form of advertisements. Advertisements are not only displayed through conventional media such as television, but now advertisements have penetrated social media.

Not only aiming to sell goods and services but advertising at this time also builds the construction of social reality. Something depicted in an advertisement represents the construction of social reality itself and is not a form of reflection or reflection. Advertisements make use of human figures as a means of spreading ideology from the interests that surround it, namely the interests of capitalism. Using human figures in advertisements is used as a differentiator for the products being marketed. This distinction is based on gender associated with creating public interest in a product (Prasetiyo, 2022).

Advertisements are often inserted elements or implied meaning in them. Not all audiences can understand the true meaning conveyed in an advertisement. So this research will examine the luxury cosmetic brand YSL Beauty, which uses a gay figure played by an international singer & rapper from the United States, namely Lil Nas X. Lil Nas X revealed his sexual orientation for the first time in 2019. Through his Twitter account, Lil Nas X uploaded videos and photos revealing he is gay.

In this upload, Lil Nas X revealed his sexual orientation to the public by including the colors of the LGBT flag in his upload, supported by a caption that strengthened Lil Nas X's intention to express his sexual orientation. LGBT is an acronym for lesbian, gay, bisexual, and transgender. The term has been used since the 1990s. Lesbian is a term for women who direct their sexual orientation towards other women, Gay is a term for men who direct their sexual orientation towards fellow men, while Bisexual is a sexual orientation that has sexual desires for men and also for women (Fauziah et al., 2020). Apart from the three terms that have been mentioned, there is also transgender, which is a term used to describe people who do, feel, think, or look different from the sex they were assigned at birth but this situation is not related to sexual orientation (Fauziah et al., 2020).

LGBT is proliferating in the social sphere of the world. In the context of social deviance, homosexuality is said to be deviant because this phenomenon is inconsistent with the norms and values of many social groups. Even though many countries have legally legalized homosexual life, socially, many people still reject the legality of homosexuality. Discrimination against gay groups can still be felt even in countries that have formally legalized the existence of gay groups, including the United States.

The legality of homosexuality in America has existed since 2003 through a decision by the Supreme Court in the United States. However, there is no legal protection for homosexual groups regarding anti-discrimination, so there is no legal protection regarding identity/sexual orientation statements. As a result, many Americans still do not accept the existence of LGBT people. "Some of them think that LGBT people should be isolated and do not need to be accepted in society; the average person who thinks like this is those who adhere to religious principles and think that homosexual behavior is a sin that should not be done, Taylor in (Azmawati & Putri, 2018)."

The LGBT people has often experienced unpleasant behavior. Some less pleasant behaviors include being the subject of ridicule/bullying from the local community. "Some of the perpetrators of LGBT also admit that they get unpleasant behavior in their workplace too, Taylor (Azmawati & Putri, 2018)." There are still acts of violence committed against LGBT groups in America today. One of them is the shooting tragedy at the gay club in Colorado in November 2022, where 5 people died and dozens were injured due to the incident. Discrimination and violence against LGBT people remain problematic in America and many other countries.

The issue of human rights for LGBT is one of the focuses of the American state to reduce the number of discrimination and criminalization against LGBT people and equal rights in the enjoyment of social, political, economic, and opinion rights equal to others without discrimination. The American Psychiatric Association (APA) in the 19th century still considered the existence of LGBT in the world as a mental disorder. Therefore, as time goes by, people take discriminatory actions against LGBT people to make it difficult to get a job because they are considered a mental disorder, as a criminal, and other forms of discrimination.

The worldwide LGBT phenomenon also prompted the United Nations Human Rights Council to issue a policy on LGBT rights, followed by a report from the UN Human Rights Commission documenting violations of LGBT rights. These violations include criminalization of LGBT people, hate crimes, and discrimination. The United Nations Human Rights Council endorsed equal rights stating that all human beings are born free and equal and everyone is entitled to his or her rights and freedoms without any discrimination in response to actions that oppress LGBT rights.

To date, there are still many countries that oppose the concept of rights that protect LGBT people, especially countries that enforce Islamic religious law. This is because it is considered incompatible with the teachings of the Quran and hadith. Venting sex-

ual desires towards people of the same sex is considered an act of adultery, as explained in the hadith from Abu Musa, the Prophet said: "If a man has intercourse with a man, both of them have committed adultery, and if a woman has intercourse with a woman, both of them have committed adultery". (HR. Al-Baihaqi).

The method of fiqh rules, both *usuliyah* rules and *fiqihiyah* rules, can see a legal provision in the aspect of the essential values of the law itself very straightforward, logical, complete and rational (Harahap, 2016). The *usuliyah* rule method can make it easier to deal with new issues to find the truth of the law by sticking to the main source (the Qur'an and hadith). *Aqidah usuliyah* can be used as an approach in dealing with the LGBT phenomenon, where one of the theories is *maslahah* theory.

Al-Ghazali in Wahbah Zuhaili defines *maslahah* as an expression for finding something useful or for eliminating harm. The goal is to maintain the Sharia which includes five basic principles, namely: 1) Protect religion (*hifz al-din*), 2) protect the soul (*hifz al-nafs*), 3) protect the intellect (*hifz al-'aql*), 4) Protect human preservation (*hifz al-nasl*), 5) protect property (*hifz al-mal*). In the fourth goal of Shari'ah, which is to protect human sustainability (*hifz al-nasl*), then the LGBT movement is contrary to the benefit and contrary to the *fitrah* humanity, even has the possibility of destroying generations.

Research by Harahap entitled "LGBT in Indonesia: Perspective of Islamic Law, Human Rights, Psychology and *Maslahah* Approach" divides the LGBT phenomenon into 2 entities. First, LGBT as a disease experienced by individuals, caused by medical factors (biological/genetic) and sociological or environmental factors. Second, LGBT as a community or organization that has an activity movement (deviation of sexual behavior).

Based on the *usuliyah* approach, LGBT in the first entity is relevant to the human rights perspective that they must be protected, treated fairly and non-discriminatory. Universal Declaration of Human Rights Article 2 reads "everyone is entitled to all the rights and freedoms set forth in this declaration, without distinction of any kind, such as distinction as to race, color, sex, language, religion, political or other opinion, national or social origin, right to vote, birth or other status." Universal Declaration of Human Rights Article 5 which is "No one shall be subjected to torture or to cruel, inhuman treatment or punishment." And Universal Declaration of Human Rights Article 7 which reads "all persons are equal before the law and are entitled to equal protection of the law without discrimination. All persons are entitled to equal protection against any form of discrimination contrary to this declaration, and against any incitement to such discrimination." In this case, LGBT people have the right to enjoy the same social, political, economic, associational, and opinion rights as others and without discrimination. Even in the research "LGBT in Indonesia: Perspective of Islamic Law, Human Rights, Psychology and *Maslahah* Approach" by Harahap (2016), ex-

plains that the MUI (Islamic Ulema Council) Fatwa has a policy for LGBT in the first entity to be embraced and treated medically and psychologically.

While in the second entity, LGBT movements and activities according to Islamic law must be prevented and prohibited and can even get punishment up to the heaviest punishment, namely the death penalty. Thus, the implementation of human rights should not conflict with religious values. However, Islamic law in this case cannot be applied absolutely, because the YSL Beauty ad with Lil Nas X was intended and officially commercialized only in American media, although they also uploaded it on social media. This means that Islam is not a law that can be applied absolutely in this research case, considering that neither America nor France, where the brand and brand ambassador are from, are countries that apply a religion as a provision in regulating the law.

With the development of technology and human creativity, the depiction of LGBT signs in advertisements does not only use symbols but also uses the play of light, taking angles, makeup, costumes and movements in the video. Therefore, even though it seems that it is only a complement so that the advertisement looks good, everything displayed is a unified meaning to be conveyed to the public. It aims to make what is presented attractive and readily accepted by the public. Where the depiction of advertisements with LGBT elements is explicitly preferred by the audience rather than done implicitly, this implicit advertising technique also avoids the possibility of negative attitudes towards advertisements and brands. The gay image that is implicitly displayed is designed to attract consumers without offending other parties, including audiences who have homophobia.

The YSL Beauty ad, starring Lil Nas X, the brand ambassador, carried the ad with the tagline "Beauty as a force for change." In the ad, Lil Nas X, wearing all black, and several background dancers dance in the middle of the desert and rain. Lil Nas X wore a black leather jacket, which was historically an outfit that was synonymous with rebellion. In addition, leather jackets are usually worn by criminals who commit acts against social norms. The existence of this can be indicated that there are signs of resistance by LGBT groups against social norms where there is still a form of rejection of LGBT groups which has led to acts of discrimination and violence that are still ongoing today.

As a YSL US Ambassador, Lil Nas X is featured on the brand's digital platforms and in US media campaigns. Laetitia Raoust, general manager of YSL Beauty, stated that Lil Nas X embodies YSL Beauty's vision for the beauty industry's future by pushing boundaries and being unique and bold. "Like Lil Nas X, this campaign is bold, challenges status, reminds us to keep pushing the boundaries of identity," said Letitia Raoust in a press release. YSL Beauty and Lil Nas X packaged this creative work in an ad that aired on YSL Beauty's social media, Instagram. It does not rule out the existence of this advertisement as a symbol of resistance to violence and discrimination

that LGBT groups feel. In this case, YSL Beauty supports LGBT groups in fighting acts of violence and discrimination that still exist today.

YSL Beauty's support for LGBT people could have come from YSL's owner, Yves Saint Laurent, who is also gay. Saint Laurent did not publish the truth that he was gay, until 1991, in an interview with the French daily newspaper *Le Figaro*. He became an activist for gay rights. Saint Laurent and his partner Pierre Berge had an impressive art collection sold at Christie's in Paris auction in 2009. The proceeds were around 300 million euros later to set up an AIDS research institute. After Yves Saint Laurent died in 2008, Pierre Berge continued Saint Laurent's passion as a gay activist. Berge never tired of campaigning for gay rights, and he used his fame to promote gay rights, including the legalization of gay marriage in France in 2013. Pierre Berge died in 2017, aged 86 years. However, there may still be a passion for supporting and fighting for gay rights, which the YSL brand still carries out. Campaigns through the rights of gay groups can be described in advertisements created by YSL Beauty by choosing Lil Nas X, who is gay, as an advertisement star and brand ambassador for the YSL Beauty brand.

Based on the background above, it is necessary to examine how the gay figure depicted in the YSL Beauty and Lil Nas X advertisement entitled "Beauty as a force for change" represents the campaign against violence and discrimination against LGBT. The analysis is carried out on the visuals displayed in the ad and the song lyrics that are the back sound of the ad. This study uses Roland Barthes's semiotic analysis, where there are two stages of meaning: denotative meaning as the first stage and connotative meaning as the second. Barthes included elements of language in the theory he put forward and elements of myth.

LITERATURE REVIEW

LGBT Representation in Advertising

Advertising is a form of mass communication in which one form of advertising can be presented audio visually as a video. Making advertisements today includes techniques and concepts that are very broad so that certain ideologies can insert them. Many things, such as the ideology of the product brand, the director, or the advertisement star, can influence planting ideology in an advertisement. Planting ideology by brands and advertisement stars will make it easier to persuade audiences and ultimately benefit both of them. Advertisements have many advantages in displaying images and information that often change a person's mindset or perspective. The delivery of messages or ideology in advertisements is not always displayed implicitly but can be explicitly by using certain symbols.

One of the ideologies that began to be inserted in advertisements was related to LGBT. Ritzer in (Saleh & Arif, 2017), LGBT is an abbreviation that means Lesbian, Gay, Bisexual, and also Transgender, and the meanings of all these terms can be explained as follows:

1. Lesbian: a woman who loves or likes women, both physically and sexually, and spiritually.
2. Gay: a man who likes and also loves men, the words gay are often mentioned to clarify or still refer to homosexual behaviour.
3. Bisexual: Bisexual is slightly different from the two definitions above because a bisexual person is a person who can have emotional and sexual relationships between the two sexes so that this person can have romantic relationships with both men and women.
4. Transgender: is the difference between the gender identity given to that person and their gender, and a transgender person can be a person who is homosexual, bisexual, or heterosexual.

This research focuses more on cosmetic brands in describing the existence of LGBT, played by a gay person, and has a significant influence and contribution. Because the brand also confirmed that its brand ambassadors had helped and dared to realize their brand vision for the future of the beauty industry by breaking identity boundaries, challenging status, being unique, and daring. Indirectly, the brand supports the ideology of its brand ambassador by creating a campaign that is presented to the public.

A study, according to Citra Tanjung & Winduwati, 2022 entitled "Gaydar: Nonverbal Communication in Identifying Sexual Orientation among Gays," explained that physically the difference between heterosexual and homosexual could not be distinguished because gay is a man. Gays prefer to wear tight clothes because they can show the curves of the wearer's body. For gays, body curves are a selling point in itself to attract other people's attention (Sri Widari, 2021). This indicates that the fashion for the gay group is different from the flamboyant fashion. According to Safina & Kusumandyoko, (2020), flamboyant fashion is lively, in the form of clothes in suits with vivid details, such as lacy collars and beaded jackets.

The existence of LGBT people does exist and is acknowledged to this day, and even now, LGBT groups are more daring to show their identity in society. Because they are often considered deviant by society, it is not uncommon for LGBT people to create safer communication patterns, such as the existence of special symbols or signs used in conveying messages or indicating their existence. This is now also being used and exploited by various parties, including the advertising industry.

Advertisements can use several symbols to voice the aspirations of LGBT people. It is not new when there is the use of symbols of marginalized people for specific purposes. As was done in the YSL Beauty advertisement with Lil Nas X, the ad video does not clearly show LGBT symbols but through other ornaments which unknowingly contain particular meanings.

Semiotic

"Semiotics is a science or method of analysis to study signs and meanings (Sobur, 2006)." "Semiotics does not only study knowledge and signs in the form of visual images, but semiotics seeks to reveal the implicit meaning of various things that have the potential to be interpreted (Ismujihastuti & Mahadian, 2015)." Semiotics is one of the studies that has even become a tradition in communication theory. "

The study of semiotic studies has several expert figures such as Ferdinand de Saussure, Charles Sanders Peirce, Roland Barthes, Baudrillard, Umberto Eco, Leuwen, Danesi, Arthur Asa Berger, and many other experts. Each of these experts has different semiotic study specifications.

Semiotic of Roland Barthes

Barthes' semiotic theory is the result of Saussure's theory development. Barthes developed the theory of semiotics by dividing it into two stages of meaning, namely, denotation and connotation, and adding elements of myth in it.



Picture 1. The Sign Map of Roland Barthes

Denotation is the literal or actual meaning, which is the meaning captured by the five human senses. According to Lyons in (Sobur, 2006), denotation is a relationship used in the first level of words that independently plays an essential role in speech. The signification process at the denotation stage refers to the use of language with a meaning that follows what is said. In general, denotation is defined as the literal meaning or the actual meaning (Oktaviani et al., 2020).

Connotation is the second level of meaning, where connotation is the implicit meaning or meaning that is associated chiefly with psychology, feelings, and beliefs. The meaning of connotation is subjective, shifting from denotation because certain feelings and values have been added. Barthes explained that connotations are described by interactions that occur when signs meet feelings or emotions. The meaning of connotation is subjective, meaning that the sign influences the interpreter.

Barthes explained that the secondary connotation level is a myth produced for consumption, meaning that myth is an ideology that forms ideas, values, and practices that a group in society highlights. The primary way myth works is by naturalizing history, which indicates that myth is a product of a social class dominated by a specific history.

RESEARCH METHODOLOGY

This study uses Roland Barthes' semiotic analysis to interpret signs and symbols connotatively and denotatively. Two stages of meaning Barthes is expected to see further the meaning of the symbols in the text. Denotation is the actual meaning in that what is described is interpreted literally. Whereas connotation is an implicit, indirect, and uncertain meaning, connotative meaning allows for new interpretations that differ from literal ones because certain feelings and values influence them. Barthes also adds an element of myth which becomes a secondary connotative meaning.

Film and television have their language with different syntax and grammar (Sadar & Loon in (Sobur, 2006). " Movies can incorporate visual and linguistic symbols to encode the message being conveyed. Films are created with many marks on them. The signs work to achieve the expected effect.

Semiotics is the study of meaning and analysis of signs and meanings of events that give rise to meaning. Semiotics was chosen as a research method because semiotics can provide a broad platform for interpreting advertisements. So that, in the end, the researcher can get the hidden meaning of a symbol in the advertisement.

The data in this research is the YSL Beuty ad video with Lil Nas X as the brand ambassador, which carries the theme "beauty as a force for change." The data analysis technique used is Roland Barthes' semiotic analysis of the system of meaning stages. According to Barthes, there are two stages of meaning in the meaning system, namely, connotative and denotative.

The meaning of the text with Roland Barthes's semiotics aims to reveal the true meaning behind the symbols in the text. The meaning in representation is not something as it is, but the meaning is constructed. Often the use of symbols in constructing meaning is influenced by a particular history. Therefore, Roland Barthes' analysis




is considered suitable for use in this study, with two stages of Roland Barthes' meaning: denotation, connotation, and elements of myth.

Data analysis techniques performed are:

1. Content, making observations by analyzing the contents of the YSL Beauty advertisement with Lil Nas X, which represents the LGBT message, is viewed from various aspects to reveal its meaning.
2. Narrative, making observations by looking at the meaning of the song lyrics, which are the back sound of the advertisement, along with the scenes in the YSL Beauty advertisement with Lil Nas X. So that hidden meaning is obtained from these signs.
3. Documentation and observations were made regarding the representation of LGBT in YSL Beauty advertisements with Lil Nas X by collecting layer captures or screenshots from each scene.

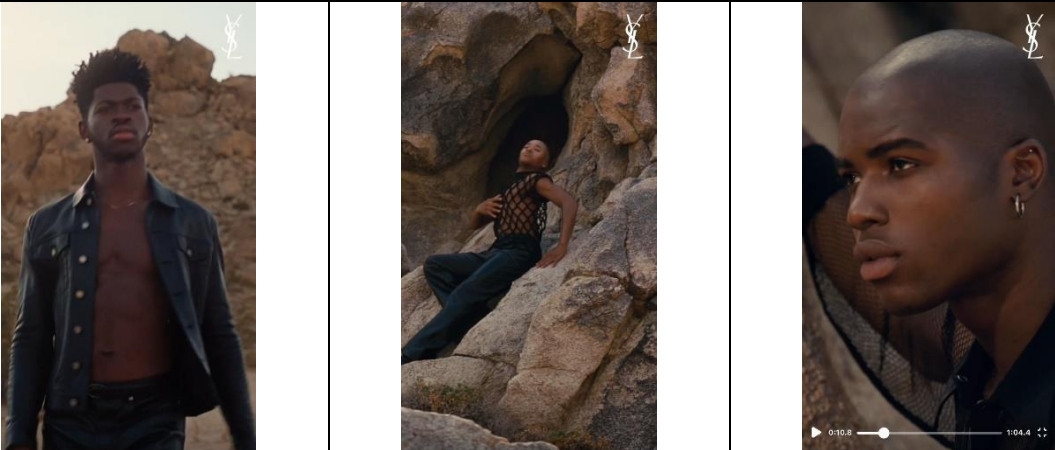
FINDINGS AND DISCUSSION

From the results of observations made by the author, there are six scenes or scenes in the YSL Beauty advertisement with Lil Nas X entitled "Beauty as a force for change," which represents gays and contains a meaningful message. According to Roland Barthes, the authors reveal this analysis using two stages of meaning.

First Scene with screenshot time code 00.01 to 00.05		
		
Denotation	In this scene, Lil Nas X, wearing a black leather jacket, stands on a desert cliff, holding his hands up. In this scene are song lyrics, "My little baby won't stay long, he's been gone, I've been on my own."	
Connotation	The lyrics " <u>My little baby</u> won't stay along, <u>he's been gone, I've been on my own</u> " can be interpreted as Lil Nas X talking about himself. " <u>My little baby</u> won't stay long" is defined as Lil Nas X's former self before he	

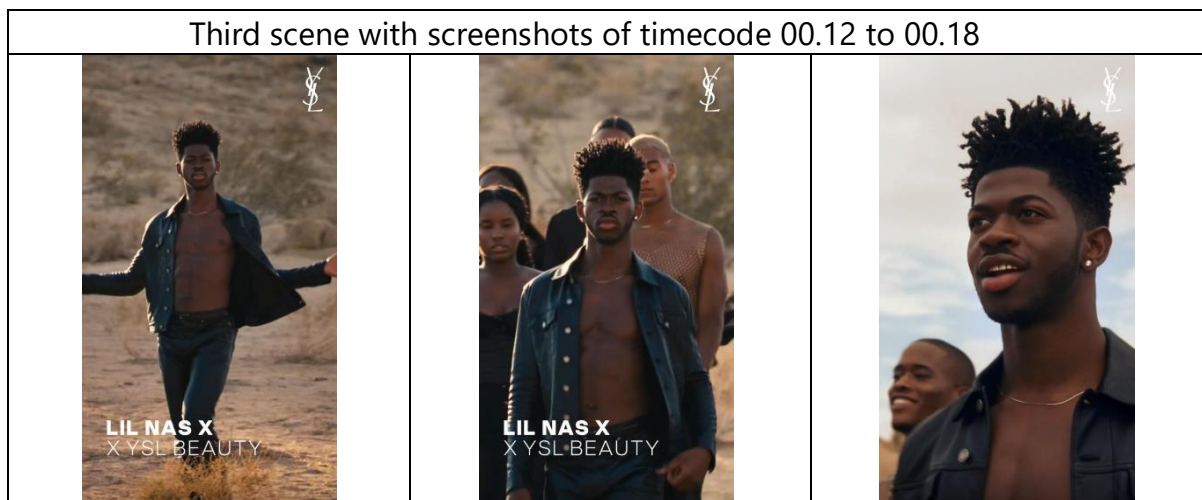
	felt small, lacking strength and courage. However, he has become bolder by standing on a high cliff and proclaiming that he was little once gone. The sentence "he has gone" uses the male subject word "he," which implies that Lil Nas X bravely about his new identity as a gay. The lyrics reinforce this statement: "I've been on my own." That he is ready will all the consequences because he shows his identity as gay.
Myth	Low angles are usually used so that objects have an impression of strength and majesty

He represents himself as a man wearing all black standing on a desert cliff. The angle in this scene uses a low angle technique which gives a prominent and strong impression. At the top of the cliff, Lil Nas X shows strength and courage. The pose of standing at the edge of a cliff is dramatic because the edge of a cliff is a dangerous place. If someone stands on the edge of a cliff, they can fall, get injured, and even die. However, in this scene, Lil Nas X boldly even raised and pointed his hands up as if to show his courage to say that he had left his old self to be someone who dared to say he was gay with the lyrics of the song, "my little baby won't stay long, he been gone, I've been on my own." This scene shows that Lil Nas X has dared to express himself as gay after finally, at the age of 20, he told the public about his sexual identity. It can be interpreted that the message to be conveyed is that there is no need to be afraid to be gay, although it might harm and hurt the feelings of someone.

Second scene with screenshot time code 00.06 to 00.11	
	
Denotation	The second scene of Lil Nas X walking in the desert, followed by the supporting actor looking at Lil Nas X. In that scene Lil Nas X is wearing a black leather jacket with the buttons open and his chest looking broad. The lyrics for this scene are "got the teeth, I'm totally honest. And I would've had it all, it's no surprise,"
Connotation	The broad chest shown by Lil Nas X in the advertise-

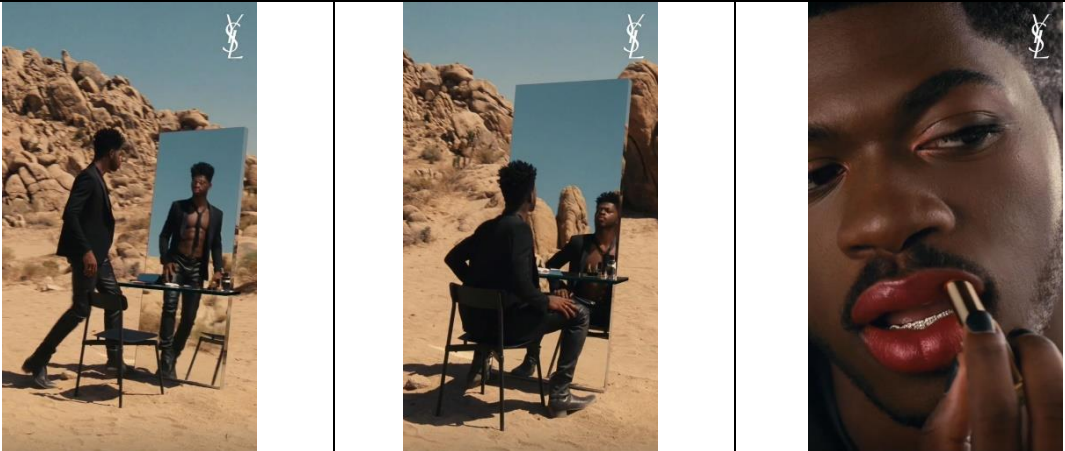
	<p>ment shows that he is gay manly. Apart from that, Lil Nas X also uses a leather jacket that has a macho and masculine impression. According to a study conducted by (Rorong, 2020), gays are usually more attracted to men who look masculine than men who look like women. Gays also tend to use clothes that reveal body shapes that seem tempting to both men and women.</p>
<p>Myth</p>	<p>Leather jackets are historically a symbol or form of resistance and rejection of social norms. Leather jackets are often identified as being used by someone who often commits acts that violate social norms, such as thugs.</p>

In this scene, Lil Nas X is clearly seen wearing a black leather jacket. Historically, leather jackets are a form of resistance and rejection of social norms. The scene of Lil Nas X walking forward is followed by the scene of the other players seeing Lil Nas from a distance. The lyrics for this scene are "Got the teeth, I'm totally honest. And I would've had it all, it's no surprise". This scene can be interpreted that with his leather jacket, Lil Nas X represents a rejection of social norms that consider LGBT as an aberration and should not be accepted in social life. Supporting characters strengthen the purpose of Lil Nas X where it seems they feel the same way and want to convey the same message. This is also reinforced by the lyrics of the song used in this scene, "Got the teeth, I'm totally honest" which means he has power, is brave, and is honest without lying about his identity. There is no more fear that he feels, and he is comfortable with the decision he made. Coupled with the sentence "And I would've had it all, it's no surprise" seemed to give confidence that with his courageous attitude to be honest in showing his new identity, he would have everything he should have had long ago. His courage in expressing his new self will provide equal opportunities for him to get what he wants without any discrimination so that there are no new surprises as a result of his courage in being honest.



Denotation	Lil Nas X confidently walks forward with open arms, followed by a group acting as background dancers following Lil Nas X's steps. The song lyrics in this scene are "Insecurities, all over me I'm too afraid you' ll leave. Insecurities, ride along with me I'm too afraid you'll go away, soon. I'm going up with angels".`
Connotation	A group of people following Lil Nas X's steps in the scene agree and support the message conveyed in the advertisement.
Myth	A gaze with a smiling face is a form of expression that is often used by someone when they are feeling happy.

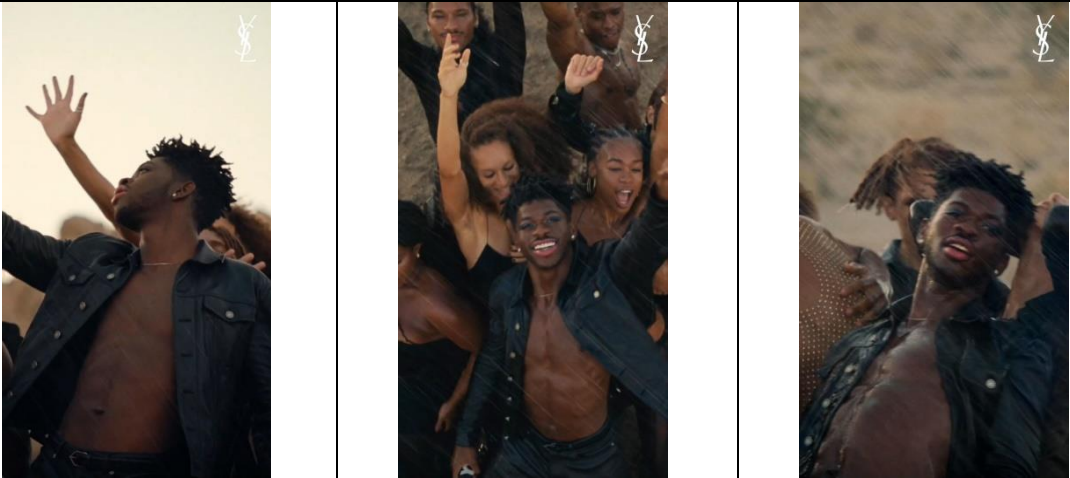
The gesture that Lil Nas X shows in this scene shows his confidence now that he is gay. This scene is followed by several people who give the impression of supporting what Lil Nas X wants to convey in that scene. Supported by the lyrics in this scene are "Insecurities, all over me, I'm too afraid, you'll leave...Insecurities, ride along with me, I'm too afraid, you'll go away soon, I'm going up with angels". The song's lyrics explain that identity as gay becomes insecurity because it creates stereotypes and discrimination against LGBT groups. Even so, Lil Nas X accepted the discomfort earlier and was sure all fear would soon disappear. Then he would live a happier life because I'm going up with angels as if he had become a glowing figure with his guardian angel. In this scene, we can see Lil Nas X and the supporting cast behind him smiling, facing forward, as if they are looking at a bright future for LGBT people.

Fourth scene with screenshot timecode 00.30 to 00.36	
	
Denotation	Lil Nas X wears a black suit and tie, sits at a dressing table, followed by wearing red lipstick.
Connotation	Men do not use facial makeup, and instead, women present themselves with facial makeup, especially lipstick, with a rosy red color.

Myth	Upper-class people often use a suit to show their confidence in a particular social stratum
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The black suit in this scene represents Lil Nas X's self-confidence. It is known that a suit is a symbol of confidence and clothing often used by upper-class social strata. Usually, a dressing table has a mirror that can only be used to see ourselves only from head to half of the body, but in this scene, a full-body mirror is used, which can see oneself from top to bottom. The mirror here can symbolize what it is, and nothing is covered up. Lil Nas X shows his confidence and courage to see his true self from toe to toe. In the next scene, Lil Nas X uses striking red lipstick, where red is not only a symbol of courage.

Nevertheless, red lipstick became increasingly popular when women's rights movements grew abroad. Red lipstick came to represent American suffrage, and its influence extended well across the pond. Emmeline Pankhurst, a prominent British suffragette, wore a crimson lip, encouraging her fellow campaigners to participate in the symbolic action. Therefore, in this scene, Lil Nas X shows that it takes courage and confidence to fight for his movement.

Fifth scene with screenshot time code 00.44 up to 00.52	
	
Denotation	Lil Nas X is dancing with backup dancers in the desert on a rainy day.
Connotation	Desert is a place that has little rainfall and is an infertile area.
Myth	The desert is an area that cannot support life.

The setting of the place in this advertisement is done in the desert, where the meaning of the desert is a place abandoned by humans. The desert is often seen as trouble and suffering because the desert is an infertile area that cannot support life. The desert also receives little rainfall, but this YSL ad shows scenes of Lil Nas X and his backup dancers dancing in the rain. "The meaning of the metamorphosis of rain is de-

scribed by something that brings wisdom because rain can erase problems or problems in life (Setiaji, 2020).” It can be said that the desert represents the LGBT people whose existence does not get a good response from the social environment because the LGBT people is considered deviant. Because of this, LGBT people often get unpleasant behavior from society to the point of giving rise to acts of discrimination. Ultimately, LGBT people experience hardship and suffer just from being accepted in social circles. Dancing in the rain can be interpreted as that one day there will be hope, a desire, and the power that can change the discriminatory actions experienced by the LGBT people so that they can live happier than before.

The sixth scene with screenshots of the time code 00.56 up to 01.00		
		
Denotation	Lil Nas X and his background dancers walk across the desert in all black. He was followed by Lil Nas X facing back towards the camera, wearing blue eyeshadow makeup with a glare.	
Connotation	Eye shadow is a makeup product synonymous with women, where eye shadow is used to emphasize the eyes.	
Myth	Sharp stares are used to reinforce an opinion or message.	

This scene uses the medium close-up technique in shooting, where this technique wants to show the character of the characters in it. Lil Nas X uses blue eye shadow as his makeup: "Blue is often symbolized by trust, confidence, and seriousness (John et al., 2022)." The blue color in the LGBT flag symbol is interpreted as calm. Lil Nas X's sharp gaze at the end of this ad scene emphasizes the message he conveys in this ad. In this ad, Lil Nas X firmly and seriously represents the LGBT people, conveying that in everyday life, we can get peace and avoid all forms of violence and discrimination that LGBT people still feel.

The YSL Beauty advertisement with Lil Nas X's theme of Beauty as a force for change contains various meanings. Primarily representing the life of LGBT and the efforts they go through to be accepted in the social environment. From choosing the theme "beauty as a force for change," it has been explained that YSL, as a cosmetics brand, will use beauty as a weapon to be able to make changes. Changes in this context are changes in people's attitudes toward accepting the LGBT people, especially in the United States, where this ad is promoted. The scene in the desert as the setting for the advertisement represents the life of LGBT, whose existence is still experiencing suffering and difficulties to be accepted by society. The expression of rejection of discrimination and violence can also be seen in the choice of clothing where Lil Nas X

wears a leather jacket which can be interpreted as a symbol of rejection or rebellion against social norms, namely the notion that LGBT is a deviation. However, the all-black clothes worn by all the actors in the ad symbolize the power to voice the message. The rain in the advertisement scene above also symbolizes that they are not there to create new problems but that the advertisement exists and was created to eliminate the problems experienced by LGBT people in the form of discrimination and violence.

CONCLUSION AND IMPLICATIONS

Now advertising is a persuasive strategy for companies to increase brand awareness and can also be filled with particular ideological messages. The results of research that has been carried out by researchers with the theme of research on Gay representation in YSL Beauty cosmetic product advertisements starring Lil Nas X as brand ambassadors; these advertisements represent a gay person with an LGBT life who is still experiencing acts of violence, discrimination, and other unpleasant behavior. The expression of rejection of discrimination and violence can also be seen in the ad. The ad can be described as a symbol of rejection against any form of discrimination, violence, and any other unpleasant behavior.

However, YSL and Lil Nas X represent a gay man who dares to show his identity even though it is risky and he still has much insecurity. However, there is still belief and hope that there will be a time when the LGBT people will also have a better life, including no longer experiencing violence and discrimination against LGBT people. These messages are represented through various visual aspects in the advertisement. The use of types and colors of clothing, make-up, body gestures, facial expressions, taking pictures, choosing the setting, to the song lyrics in the ad represents anti-violence and anti-discrimination messages in the ad.

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