

A MULTIMODAL ANALYSIS OF FRENCH MULTINATIONAL LIPSTICK ADVERTISEMENTS ON YOUTUBE (2024-2025)

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Abstract

This study examines the visual and auditory elements employed in French multinational lipstick advertisements to investigate how multimodal resources contribute to the construction of brand identity and representations of beauty. Although multimodal discourse analysis has been widely applied in advertising research, limited attention has been given to the ways French multinational cosmetic advertisements construct global beauty identities through the integration of visual and auditory semiotic resources on digital platforms such as YouTube. Drawing on the multimodal discourse framework developed by Kress and van Leeuwen, this study explores how different modes interact to produce meaning within digital advertising discourse. Employing a descriptive qualitative approach, the study analyzes French multinational lipstick advertisements published on YouTube between 2024 and 2025. Data were interpreted through inductive analysis and contextual examination of visual and auditory features. The findings reveal that visual elements, including color, background settings, camera techniques, and model representation, together with auditory elements such as music, function synergistically not only to communicate product attributes but also to construct ideals of femininity, elegance, inclusivity, and a globalized image of French beauty. These multimodal resources further enhance audience engagement and strengthen brand appeal, as demonstrated in the *New Dior Addict Lip Glow* advertisement. The study concludes that multimodal discourse plays a crucial role in shaping audience perceptions and reinforcing brand identity in contemporary beauty advertising. By focusing on French multinational lipstick advertisements, this research extends the application of multimodal discourse analysis to a context that remains relatively underexplored in existing scholarship.

Keywords: *beauty advertising; brand identity; femininity; French cosmetics; multimodal discourse analysis; YouTube advertising*

1. Introduction

The rapid advancement of mass media and digital technologies has facilitated the emergence of diverse social media platforms, creating unprecedented opportunities for the global advertising industry to utilize these platforms as strategic marketing channels. However, media has evolved beyond its traditional function as a promotional tool for

reaching external audiences; it now plays a significant role in shaping social values, cultural norms, and lifestyle preferences. This transformation is particularly evident in the beauty industry, where media serves not only as a vehicle for product promotion but also as a powerful agent in constructing public perceptions of beauty standards, femininity, and identity.

Scholars have argued that media representations significantly influence how women perceive themselves and their social value. According to Banet-Weiser et al. (2020), contemporary media discourses continue a trend that has developed since the 1990s, portraying the female body as a key determinant of women's social worth while simultaneously encouraging women to engage in continuous self-improvement in order to become confident, radiant, and successful. Similarly, Harvey (2020) emphasizes that media plays a central role in constructing social meanings through the circulation of images, symbols, and language. From this perspective, media functions as a primary site for the dissemination of beauty ideologies, embedding particular values and meanings within everyday cultural practices. Such ideologies are frequently reflected in beauty advertisements, which commonly promote idealized representations of attractiveness characterized by features such as flawless skin, sensuality, elegance, and luxury.

Research on digital beauty advertising has grown substantially in recent years, highlighting the significant role of multimodal resources in enhancing advertising persuasion. Existing studies have demonstrated that the integration of visual, verbal, and auditory elements contributes to the effectiveness of promotional messages. However, much of the previous research has focused on local beauty products or celebrity endorsement strategies, while the representation of multinational beauty identities and global femininity in French cosmetic advertising remains relatively underexplored. Moreover, many studies have employed social media platforms such as TikTok and Instagram as primary data sources because of their accessibility and prevalence among users. Despite this trend, YouTube continues to serve as a powerful audiovisual platform for brand promotion due to its capacity to integrate multiple communicative resources, including visual elements (e.g., color, lighting, facial expressions, and symbols) and auditory elements (e.g., music, narration, and sound effects). These elements interact to create coherent and persuasive meanings. Yahya et al. (2024) argue that visual aesthetics in advertising encompass creative and sensory features capable of generating positive consumer responses. Therefore, investigating the interaction of multimodal elements in global beauty advertising, particularly in advertisements for lip cosmetics, is essential for understanding how such advertisements construct representations of femininity, shape beauty standards, and reinforce brand identity. The novelty of the present study lies in its focus on French multinational lip cosmetic advertisements on YouTube and its examination of how multimodal resources are strategically employed to construct meaning. To date, studies adopting a multimodal perspective to analyze French lip cosmetic advertisements on YouTube remain limited.

To examine how meaning and representation are constructed in advertising discourse, this study employs a multimodal approach that analyzes both visual and auditory elements. Multimodality is founded on the premise that meaning is communicated not only through verbal language but also through a range of semiotic resources, including images, colors, sounds, movement, gestures, and spatial arrangements. Suherdi et al. (2021) define multimodality as the use of multiple modes—such as language, vocal features, spatial design, bodily gestures, and visual representations—to communicate meaning effectively.

This perspective is consistent with Kress's (2003, 2010, as cited in Suherdi et al., 2021) argument that diverse representational forms work synergistically to convey a unified message, with each mode contributing distinct yet complementary meanings. Consequently, multimodal analysis provides a comprehensive framework for understanding how advertisements construct representations of femininity and women through the interplay of visual and auditory resources.

This study specifically investigates the "New Dior Addict Lip Glow" advertisement published on YouTube by Christian Dior. As a prominent French multinational luxury brand, Christian Dior not only utilizes media to expand its global market reach but also contributes to shaping dominant representations and standards within the beauty industry. Alwi and Mokhtar (2026) observe that the French beauty ideal—characterized by healthy, radiant skin and an effortless appearance—has become highly influential and widely emulated across different cultural contexts. Furthermore, Fairclough (2023) argues that media practices are embedded within broader social structures that privilege certain meanings and ideologies over others. Through advertising on social media platforms, multinational luxury beauty brands play a pivotal role in shaping public perceptions of beauty, femininity, and identity.

Drawing on a multimodal analytical framework and the issues outlined above, this study addresses two research questions: (1) How do multimodal elements interact to construct meaning in cosmetic advertisements? and (2) What roles do individual semiotic resources, such as images, colors, sounds, and symbols, play in conveying advertising messages? Addressing these questions is important because the integration of visual and auditory modes creates complex and holistic meanings that influence how audiences interpret beauty-related messages in contemporary advertising.

2. Literature Review

Numerous studies have examined the application of multimodal analysis in advertising across various contexts. One such study is that of Silalahi et al. (2024), entitled "*Multimodal Discourse Analysis of the Song Joong Ki Version of the Scarlet Whitening Advertisement on YouTube.*" Drawing on Kress and van Leeuwen's multimodal framework, the study analyzed a Scarlet Whitening advertisement featuring the South Korean actor Song Joong Ki and demonstrated how celebrity endorsement contributes to the representation of Korean beauty values and standards while enhancing the advertisement's visual appeal. The findings indicate that visual, textual, and other multimodal resources play significant roles in attracting consumers, strengthening product image, and supporting marketing strategies. For example, the use of pink and white colors symbolically conveys femininity, gentleness, and skin purity. Although the study provides valuable insights into the persuasive functions of multimodal resources, its discussion of multimodality remains relatively limited, particularly regarding auditory elements, which received little analytical attention.

Another relevant study was conducted by Rianti et al. (2024) in "*A Multimodal Analysis of the L'Oréal Paris x Cinta Laura Kiehl Advertisement.*" Employing a qualitative descriptive approach, the researchers investigated the use of multimodal resources in the L'Oréal Paris *Glowing Serum* advertisement featuring Cinta Laura Kiehl. The study found that selecting Cinta Laura Kiehl as the brand ambassador constituted a strategic marketing decision aimed at attracting a broader segment of beauty consumers in Indonesia. The analysis incorporated five multimodal dimensions: linguistic, visual, auditory, gestural, and spatial. The findings demonstrate that the integration of these multimodal resources,

together with celebrity endorsement, effectively communicated brand messages and enhanced the persuasive impact of the advertisement.

Beyond multimodal discourse studies, several scholars have examined the broader relationship between media and beauty standards. Ameera Natasya Bt Mohd Termizi and Nureena Nabilah Binti Mohd Herwan (2022), in their study *"The Relationship Between Beauty Standards on Social Media and Body Dissatisfaction,"* employed qualitative methods to investigate how social media influences young women's perceptions of their bodies. Their findings reveal that social media plays a significant role in shaping contemporary beauty standards and idealized appearances, which in turn affect body image and contribute to body dissatisfaction among young women. Similarly, Xie (2024), in *"The Influence of Social Media on Young People's Perceptions of Body Image and Beauty Standards,"* examined how social media platforms influence young people's understandings of body image through the repeated presentation of idealized physical characteristics, such as slim bodies, smooth skin, and straight hair. The study found that the continuous circulation of these idealized representations reinforces dominant beauty standards and may contribute to negative psychological outcomes, including reduced self-confidence, body dissatisfaction, and anxiety regarding physical appearance.

Collectively, these studies highlight the importance of multimodal resources and media representations in shaping consumer perceptions, beauty standards, and advertising effectiveness. However, previous research has primarily focused on local beauty brands, celebrity endorsements, or the psychological effects of social media beauty standards. Limited attention has been devoted to how multinational French cosmetic brands employ multimodal resources to construct beauty identities and brand meanings within digital advertising environments. Therefore, the present study seeks to address this gap by examining the interaction of visual and auditory elements in French multinational lipstick advertisements on YouTube through a multimodal discourse analysis framework.

3. Research Method

This study employed a descriptive qualitative approach. According to Creswell and Creswell (2017), qualitative research aims to explore and understand how individuals interpret social and human issues through inductive analysis and contextual interpretation. Consistent with this perspective, the present study applies the multimodal discourse framework developed by Kress and van Leeuwen (2006) in *Reading Images: The Grammar of Visual Design* to investigate how meaning is constructed through the interaction of visual and auditory elements in digital beauty advertising. Within this framework, visual communication is understood as a semiotic system that conveys meaning through resources such as color, gaze, composition, salience, facial expressions, and camera angles. Consequently, advertisements are viewed not merely as promotional tools but also as multimodal texts that communicate particular ideologies, identities, and cultural values. This framework was employed to examine how visual and auditory modalities in the *New Dior Addict Lip Glow* advertisement contribute to the construction of femininity, elegance, beauty ideals, and brand identity within contemporary digital advertising discourse.

This study adopts a qualitative case study design focusing on a single advertisement, namely *New Dior Addict Lip Glow*, a 10-second promotional video published on Christian Dior's official YouTube channel on January 7, 2025. The advertisement was selected because of its global visibility, representation of a multinational luxury brand, and rich integration of

multimodal resources. The unit of analysis consisted of individual scenes and their constituent visual and auditory elements. Data collection began with the retrieval of the advertisement from YouTube, followed by repeated viewing to identify significant multimodal features. The advertisement was then segmented into several scenes to facilitate a systematic examination of the semiotic resources employed throughout the video.

The analysis focused on both visual and auditory dimensions. Visual elements included gaze, imagery, color, facial expressions, body movement, lighting, composition, salience, and camera techniques, while the auditory analysis concentrated on background music and its contribution to meaning-making. These elements were analyzed individually and in relation to one another to identify how they interact in constructing messages about beauty, femininity, and luxury. Particular attention was given to the ways multimodal resources work collectively to reinforce brand identity and communicate the values associated with French beauty culture. The interpretation of findings was conducted within the broader context of cultural representation and advertising discourse, with emphasis on how a multinational cosmetics company constructs and disseminates a globalized image of beauty through digital media.

To ensure analytical rigor and consistency, the advertisement was reviewed repeatedly throughout the research process. Interpretations were continuously compared across scenes and modes to identify recurring patterns and relationships among semiotic resources. This iterative analytical process enabled a more comprehensive understanding of how meaning is generated through the interaction of visual and auditory elements and enhanced the credibility and dependability of the study's findings.

4. Results and Discussion

This section presents the findings of a multimodal analysis of the 10-second *New Dior Addict Lip Glow* advertisement and examines how meaning is constructed through the interaction of visual and auditory semiotic resources. Drawing on the multimodal framework proposed by Kress and van Leeuwen, the analysis investigates how elements such as color, composition, lighting, camera techniques, facial expressions, body movement, and music work together to produce meaning and convey advertising messages. Rather than functioning solely as promotional devices, these multimodal resources contribute to the construction of femininity, elegance, luxury, and contemporary beauty ideals while simultaneously reinforcing Dior's global brand identity. Through the strategic integration of visual and auditory modes, the advertisement creates a coherent and persuasive representation of beauty that appeals to audiences both emotionally and aesthetically.

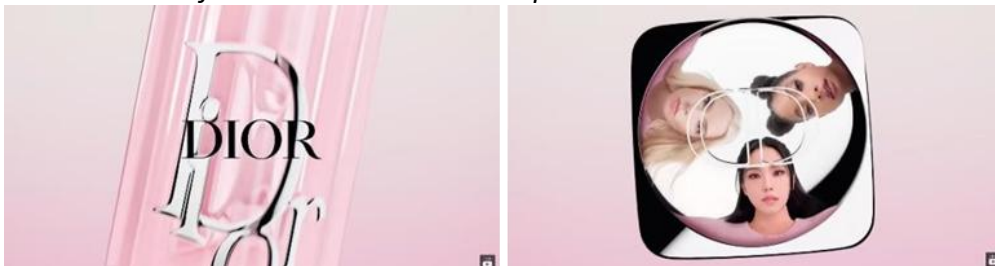
The discussion is organized around the two research questions that guide this study. First, it examines how multimodal elements interact to construct meaning within the advertisement. Second, it explores the specific roles played by individual semiotic resources—including images, colors, sounds, symbols, and camera techniques—in communicating advertising messages and shaping audience perceptions. By analyzing the relationship among these multimodal elements, this study seeks to demonstrate how meaning is collaboratively produced and how representations of beauty, femininity, and brand identity are communicated within the discourse of contemporary digital advertising. The findings further provide insights into the communicative strategies employed by multinational luxury cosmetic brands to establish a distinctive and globally recognizable image in an increasingly competitive digital marketplace.

4.1 Visual Elements

The visual analysis focuses on how semiotic resources are organized to communicate specific meanings within the *New Dior Addict Lip Glow* advertisement. Drawing on Kress and van Leeuwen's framework, particular attention is given to color, gaze, composition, salience, camera distance, and symbolic representation as key elements in the construction of visual meaning. These resources function collectively to represent ideals of femininity, beauty, and luxury while positioning the Dior brand within a global and inclusive beauty discourse. The following sections analyze each scene to illustrate how visual elements contribute to the advertisement's overall persuasive strategy.

Figure 1.

Advertisement for the New Dior Addict Lip Glow



Source: Christian Dior YouTube channel

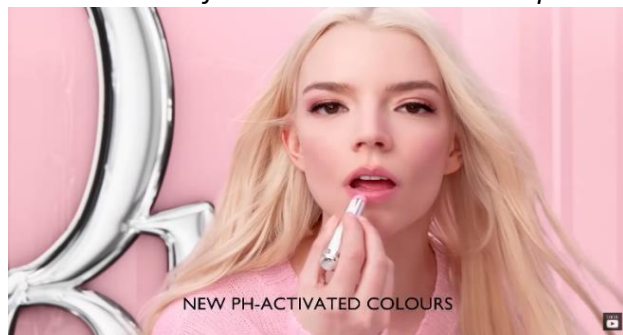
The opening sequence of the *New Dior Addict Lip Glow* advertisement (00:00–00:01) foregrounds the product through a visually striking presentation of its packaging. The advertisement is dominated by shades of pink and metallic gray, colors that correspond directly to the product's design and serve important semiotic functions. Pink is conventionally associated with femininity, softness, youthfulness, and emotional warmth, while also evoking a sense of beauty and delicacy. Its prominence throughout the advertisement reinforces culturally constructed ideals of femininity that are frequently employed in global beauty discourse. At the same time, the metallic gray accents contribute a sense of sophistication, elegance, and modern luxury, creating a visual balance that complements the softness conveyed by the pink tones. As noted by Romeh et al. (2024), metallic gray is often associated with simplicity, maturity, and calmness, qualities that enhance the premium image of the product.

In addition to color, camera movement plays a significant role in directing audience attention and constructing meaning. The advertisement begins with a rotating camera movement that presents the Dior Lip Glow container from multiple angles, emphasizing the product's design and aesthetic appeal. This dynamic movement encourages viewers to focus on the product as the central object of attention while simultaneously conveying a sense of exclusivity and refinement. The camera then transitions into an extreme close-up shot of the product's upper surface, where the reflections of three female models become visible. The use of an extreme close-up not only highlights the Dior logo and packaging details but also creates an intimate viewing experience that strengthens audience engagement with the brand. The reflected images of the models that represent diverse physical characteristics and backgrounds, symbolize inclusivity and global representation. Through this visual strategy, Dior positions the product as universally relevant and appealing to women across different cultures and identities. Consequently, the interaction of color, composition, and camera

techniques constructs a visual narrative that simultaneously communicates femininity, luxury, inclusivity, and the global identity of the Dior brand.

Figure 2.

Advertisement for the New Dior Addict Lip Glow



Source: Christian Dior YouTube channel

The subsequent scene (00:01–00:03) introduces the first model, Anya Taylor-Joy, whose appearance aligns with widely recognized Western beauty ideals. Through a combination of panning and zooming camera movements, the advertisement directs viewers' attention toward the model's lips, emphasizing the texture, shine, and color produced by the *Dior Addict Lip Glow*. The use of a close-up shot highlights the product's cosmetic effect, making the lips appear glossy, healthy, and visually appealing. This visual emphasis not only showcases the product's functional qualities but also reinforces its association with contemporary standards of beauty and attractiveness.

A significant feature of this scene is the model's direct gaze toward the camera. Within Kress and van Leeuwen's (2006) framework, direct eye contact functions as a form of visual interaction that establishes an imaginary relationship between the represented participant and the viewer. Rather than positioning the audience as detached observers, the advertisement invites them into a more personal and emotional engagement with the model and, by extension, the product itself. This interactive meaning is further strengthened by the model's calm facial expression and confident demeanor, which project elegance, self-assurance, and sophistication—qualities commonly associated with luxury beauty brands.

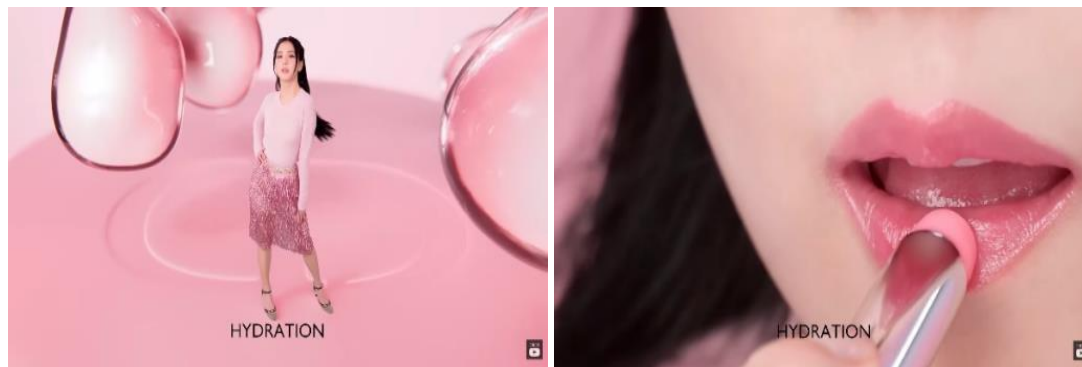
The visual composition also contributes to the advertisement's construction of femininity and aesthetic harmony. The model's natural-looking makeup and luminous skin complement the lip product, creating an image of effortless beauty and vitality. Her light-colored straight hair frames the face and draws additional attention to the lips, which serve as the focal point of the scene. Furthermore, the color coordination between the model's clothing, the background, and the product packaging creates a cohesive visual environment dominated by soft pink tones. This chromatic consistency reinforces the themes of femininity, delicacy, and refinement that characterize the Dior brand identity.

At the bottom of the frame, the textual element "*New PH-Activated Colours*" appears as an informational resource that complements the visual representation. This linguistic component provides viewers with information regarding the product's innovative features and expected results, thereby enhancing the persuasive appeal of the advertisement. From a multimodal perspective, meaning is generated not through visual or verbal elements alone but through their interaction. As Kress and van Leeuwen (2006) argue, compositional structures and visual arrangements work together with textual elements to communicate specific messages. In this advertisement, the integration of imagery, color, gaze, and written

text creates a coherent representation of beauty that simultaneously highlights product effectiveness, femininity, and the premium identity of the Dior brand.

Figure 3.

Advertisement for the New Dior Addict Lip Glow



Source: Christian Dior YouTube channel

The scene from 00:04 to 00:06 introduces the second model, Kim Ji-soo, a South Korean singer and actress. The inclusion of a model from a different cultural background broadens the advertisement's representational scope and reinforces Dior's positioning as a global beauty brand. Through the strategic use of diverse models, the advertisement communicates inclusivity and appeals to an international audience, suggesting that the product transcends cultural and geographical boundaries. This representation aligns with contemporary advertising practices in which diversity serves not only as a marketing strategy but also as a means of constructing a globally recognizable brand identity.

The visual composition places the model at the center of the frame, making her the most salient element in the scene and directing viewers' attention toward her presence and appearance. The camera angle is slightly elevated and framed to capture both the model and the surrounding visual environment, thereby creating a balanced composition that highlights the relationship between the individual and the product's aesthetic context. The model's clothing harmonizes with the background through the use of soft and natural color tones, creating a cohesive visual atmosphere. These colors evoke authenticity, purity, and understated elegance, qualities that contribute to the representation of a clean and natural form of femininity. Such visual choices are consistent with the advertisement's broader emphasis on effortless beauty and refinement.

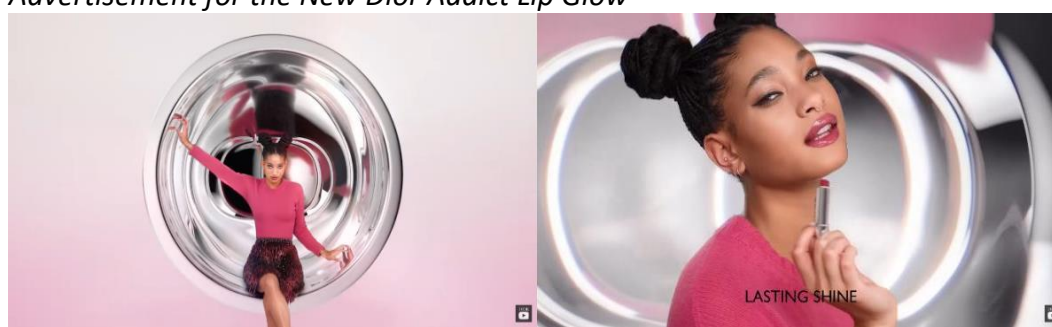
Another significant visual feature is the presence of water bubbles surrounding the model. From a multimodal perspective, these bubbles function as symbolic resources that communicate the moisturizing properties of the *Dior Addict Lip Glow* product. Rather than explicitly describing the product's benefits through verbal language, the advertisement employs visual symbolism to convey hydration and freshness in a more immediate and aesthetically appealing manner. As Kress and van Leeuwen (2006) suggest, visual signs can communicate meanings that complement and reinforce linguistic messages. In this scene, the water bubbles operate as semiotic markers of nourishment, moisture, and vitality, thereby strengthening the product's functional appeal.

The scene subsequently transitions to a close-up shot focusing on the model's lips, which become the primary visual focus of the advertisement. Unlike the previous scene, the model does not establish direct eye contact with the audience. Within Kress and van Leeuwen's (2006) visual grammar, the absence of a direct gaze positions the viewer as an

observer rather than an active participant in the interaction. Consequently, attention is redirected toward the represented object—in this case, the lips and the cosmetic effect produced by the product. The close-up framing emphasizes the texture, shine, and natural pink hue created by the lip gloss, visually communicating health, hydration, and radiance. This representation reflects the French beauty ideal frequently associated with natural-looking makeup, effortless elegance, and healthy skin. The message is further reinforced by the textual element “*hydration*” displayed below the center of the frame. Working together, the visual imagery and linguistic cue construct a coherent multimodal message that emphasizes both the functional benefits of the product and the beauty ideals associated with the Dior brand.

Figure 4.

Advertisement for the New Dior Addict Lip Glow



Source: Christian Dior YouTube channel

The scene from 00:06 to 00:08 introduces the third model, Willow Smith, an American singer and performer. Similar to the previous scenes, the inclusion of a model from a distinct cultural and ethnic background reinforces the advertisement’s commitment to diversity and strengthens Dior’s global brand identity. Through the representation of women with different appearances and cultural affiliations, the advertisement communicates inclusivity while positioning the *Dior Addict Lip Glow* as a product intended for a broad international audience. This diversity contributes to the construction of a contemporary beauty discourse that celebrates global representation while maintaining a coherent brand image.

The visual composition of this scene is carefully structured to establish the model as the primary focal point. The camera employs a pull-back shot that gradually reveals both the model and the surrounding environment, allowing viewers to observe the overall visual arrangement. Positioned centrally within the frame, the model is enclosed by a circular metallic structure featuring the Dior logo. This compositional element serves not only as a framing device but also as a symbolic representation of the brand’s luxury identity. By visually integrating the model with the Dior emblem, the advertisement creates a strong association between the individual and the brand, suggesting that the values embodied by the model—confidence, elegance, and modernity—are likewise embodied by the product itself.

Color also plays an important role in the meaning-making process. Unlike the softer pink tones featured in earlier scenes, the model’s outfit incorporates a fuchsia shade that conveys both femininity and empowerment. According to Abimbola (2025), fuchsia is often associated with confidence, individuality, and strength while retaining connections to

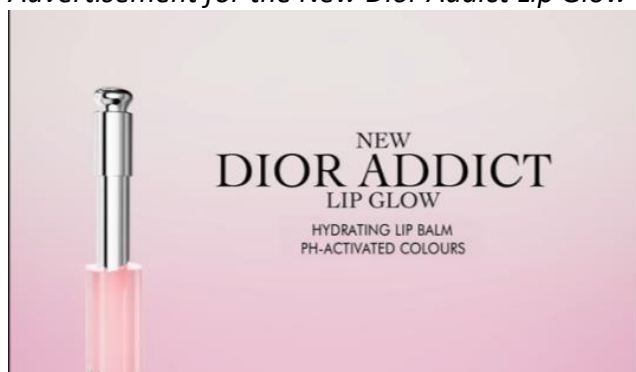
femininity. The use of this color therefore expands the representation of femininity beyond traditional notions of softness and delicacy, presenting it instead as dynamic, self-assured, and contemporary. This visual choice aligns with current advertising trends that seek to portray women as both elegant and empowered.

Another significant feature of this scene is the model's direct gaze toward the camera. Within Kress and van Leeuwen's (2006) framework, direct eye contact establishes an interactive relationship between the represented participant and the viewer. This "demand" image invites audience engagement and creates a sense of personal connection, encouraging viewers to identify with the model and the beauty ideals she represents. The model's composed facial expression and confident posture further reinforce meanings of self-assurance and sophistication. Together, these elements contribute to the construction of interpersonal meaning by positioning the audience not merely as observers but as potential participants in the lifestyle and identity promoted by the advertisement.

The scene subsequently incorporates close-up shots that emphasize the model's face and lips, drawing attention to the texture, shine, and moisturizing effects of the lip gloss. The product itself is prominently displayed within the frame, creating a clear visual link between the cosmetic item and the desired aesthetic outcome. Through the interaction of camera techniques, facial representation, color, and product placement, the advertisement constructs a beauty ideal characterized by youthful vitality, natural attractiveness, and effortless elegance. At the same time, these representations subtly normalize particular beauty standards that, although presented as natural and attainable, are carefully curated through professional styling, makeup, lighting, and visual composition. Consequently, the advertisement not only promotes a cosmetic product but also communicates broader cultural values concerning femininity, beauty, and self-presentation within contemporary consumer culture.

Figure 5.

Advertisement for the New Dior Addict Lip Glow



Source: Christian Dior YouTube channel

The scene from 00:09 to 00:10 serves as the closing segment of the Lip Glow commercial, featuring the phrases "New Dior Addict Lip Glow" and "Hydrating Lip Balm with pH-Activated Colors." These phrases emphasize the product's functions and the intended results of using Lip Glow. The text is centered and neatly structured with bold, capitalized lettering, making the message the main and final highlight of this scene. The gradient background of soft pink and white reinforces the connection to femininity and natural softness as the primary goals of Lip Glow. Furthermore, the packaging design incorporates glossy metallic silver accents that evoke a sense of modernity, elegance, and exclusivity,

reinforcing the image of a premium luxury brand. The motion of closing the Lip Glow, combined with the minimalist visual composition, positions the product as the central focus of attention. This closing movement not only emphasizes the product's luxurious appeal but also functions as a visual cue signaling the end of the advertisement. Consequently, the message conveyed extends beyond the product's practical function as a lip moisturizer. The final scene strengthens Dior's brand identity by associating the Lip Glow with femininity, sophistication, and exclusivity.

4.2 Auditory Elements

In addition to its visual resources, the *New Dior Addict Lip Glow* advertisement employs auditory elements to enhance audience engagement and reinforce the meanings constructed through visual representation. Throughout the advertisement (00:00–00:10), the soundtrack "*I Like the Way You Kiss Me*" by Artemas accompanies the visual sequence. The lyrics, including the line "*I like the way you kiss me, I can tell you miss me,*" evoke themes of attraction, intimacy, and emotional connection. These themes complement the advertisement's broader communicative strategy by associating the product with feelings of closeness, desirability, and personal confidence. Rather than functioning merely as background music, the song contributes to the construction of an emotional atmosphere that supports the visual portrayal of beauty and femininity. The lyrical emphasis on affection and interpersonal attraction reinforces the advertisement's nonverbal messages, positioning the lip product as part of an appealing and emotionally meaningful lifestyle.

The emotional impact of the soundtrack is further strengthened by its musical characteristics. The soft vocal delivery combined with an upbeat rhythm creates a mood that is simultaneously sensual, youthful, and sophisticated. These auditory qualities align with the brand's representation of natural charm, elegance, and contemporary femininity. According to Najla (2020), music in advertising plays an important role in generating positive emotional responses and enhancing audience engagement. In this advertisement, the soundtrack contributes to a sense of vitality and optimism that complements the vibrant visual presentation of the product. The interaction between auditory and visual modes therefore produces a cohesive multimodal message that promotes not only the cosmetic product itself but also the emotions and lifestyle associated with it.

The selection of "*I Like the Way You Kiss Me*" is also significant from a cultural and marketing perspective. The song belongs to the alternative pop genre, a musical style that has gained considerable popularity among younger audiences worldwide. Herdiati and Saputra (2022) note that alternative pop music is widely appreciated because of its accessible and enjoyable listening experience, making it particularly effective in entertainment and promotional contexts. By incorporating a contemporary and recognizable song, Dior establishes a stronger connection with younger consumers and enhances the advertisement's cultural relevance. The familiarity of the music increases audience attention and memorability while simultaneously positioning the brand within the cultural preferences of a digitally connected generation. As a result, the soundtrack functions not only as an auditory accompaniment but also as a marker of youth culture and social identity.

From a multimodal perspective, the soundtrack works in synergy with visual elements to construct a unified brand narrative. While the visual mode communicates femininity, inclusivity, elegance, and luxury through color, imagery, and model representation, the auditory mode reinforces these meanings by creating an emotional environment characterized by intimacy, confidence, and youthful energy. Together, these

semiotic resources contribute to a persuasive advertising message that strengthens brand identity and enhances audience engagement. The use of contemporary music therefore plays a crucial role in ensuring that the advertisement resonates with its target audience and effectively communicates the values associated with the *Dior Addict Lip Glow* brand.

5. Conclusion

This study demonstrates that the *New Dior Addict Lip Glow* advertisement relies on the strategic integration of multiple semiotic resources to construct meaning and communicate brand identity. Through the interaction of visual and auditory elements, including color, camera techniques, model representation, symbolism, and music, the advertisement creates a coherent multimodal message that extends beyond product promotion. These elements work synergistically to communicate values associated with femininity, elegance, inclusivity, luxury, and natural beauty while simultaneously enhancing audience engagement and strengthening the global identity of the Dior brand.

The findings reveal that visual elements play a central role in shaping meaning. The dominant use of pink and metallic gray contributes to the representation of femininity, youthfulness, sophistication, and luxury, all of which align with Dior's brand aesthetics. The inclusion of three models from different cultural backgrounds further reinforces the brand's commitment to diversity and global representation. Through these visual choices, beauty is portrayed as both inclusive and multinational, while remaining connected to the French beauty ideal characterized by natural elegance, healthy appearance, and effortless attractiveness. Camera techniques, lighting, composition, and symbolic resources such as water bubbles further support the communication of product benefits and reinforce associations with hydration, vitality, and refinement.

The auditory dimension complements and strengthens these visual representations. The use of Artemas's "*I Like the Way You Kiss Me*" creates an emotional atmosphere centered on intimacy, confidence, and youthful energy. The song's contemporary appeal enhances the advertisement's relevance to younger audiences while increasing memorability and emotional resonance. Consequently, the soundtrack functions as more than a background element; it serves as a strategic semiotic resource that contributes to audience engagement and supports the overall brand narrative.

Taken together, the findings demonstrate that each multimodal element contributes uniquely to the meaning-making process. Models function as representational links between the product and consumers, camera techniques guide audience attention and highlight product features, symbolic elements enrich interpretation, and music generates emotional engagement. The interaction of these resources produces a cohesive narrative that positions natural beauty, inclusivity, and elegance as central components of Dior's brand identity. In doing so, the advertisement illustrates how multinational cosmetic brands utilize multimodal discourse to construct persuasive representations of beauty within contemporary digital media environments.

Despite these contributions, this study is limited by its focus on a single advertisement. As a result, the findings may not fully represent the diversity of multimodal strategies employed across different French cosmetic brands or advertising campaigns. Future research could examine a broader corpus of advertisements, compare multiple luxury beauty brands, or investigate audience interpretations of multimodal advertising messages. Nevertheless, this study contributes to the growing body of multimodal advertising research

by demonstrating how visual and auditory semiotic resources collaboratively construct femininity, inclusivity, luxury, and brand identity in global cosmetic advertising.

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