

Decoding the Signifiers of Plastic Surgery: A Semiotic Analysis

Ika Aliyatur Rofiah¹
Shanty A.Y.P.S Duwila²
Yulis Setyowati³

¹²³English Department, Faculty of Language and Literature, Universitas Wijaya Putra,

e-mail: ¹aliyaturika@gmail.com; ² shantiduwila@uwp.ac.id; ³ yulissetyowati@uwp.ac.id

Abstract

This study utilizes Charles Sanders Peirce's semiotic framework, concentrating on the interpretation of signifiers associated with plastic surgery. A particular emphasis is placed on the "Male Rhinoplasty" page as a case study, where icons, indexes, and symbols embedded in both images and texts are scrutinized across different sections of the website. Employing a qualitative approach, the study involves meticulous analysis of ten images extracted from the "Male Plastic Surgery" page. Among these, the study identifies 13 icons, 12 indexes, and 18 symbols, all of which serve as visual cues to not only enrich user experience but also evoke emotional responses that engage potential patients. The implications of these findings underscore the comprehensive communication strategy employed by ID Hospital's website. By adeptly incorporating Peirce's semiotic principles, the website constructs a multifaceted narrative concerning male rhinoplasty that is both visually captivating and emotionally resonant. This research not only sheds light on the semiotic complexities within the realm of plastic surgery communication but also provides insights into how websites can effectively employ visual and textual elements to convey intricate messages.

Keywords: Decoding, Semiotic analysis, signifiers, Plastic Surgery.

1. INTRODUCTION

The burgeoning global fascination with plastic surgery has catalysed a surge in demand for cosmetic procedures and industry expansion. This study focuses on examining the impact of this phenomenon, with a specific emphasis on the remarkable

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increase in cosmetic surgery demand experienced in South Korea in 2020, resulting in a staggering market value rise of approximately \$10.7 billion, marking a remarkable nine percent increase from the preceding year. This upsurge in demand has prompted plastic surgery clinics, notably ID Hospital, to adapt their communication strategies in order to effectively engage their target audience.

This research draws upon data collected from ID Hospital, a prestigious plastic surgery clinic situated in Asia. ID Hospital boasts an exceptional reputation and holds exclusive national certification in specialized expertise, officially acknowledged by the Ministry of Health and Social Welfare. The combination of this stellar reputation and official recognition positions ID Hospital as a key figure in the realm of plastic surgery, making its website an intriguing subject for examination.

In the contemporary digital landscape, websites play a pivotal role as communication tools. ID Hospital places significant emphasis on the design and layout of its website as a crucial element of its strategic marketing approach. This study delves into the realm of visual rhetoric, asserting that visual elements, such as images and colours, possess the capacity to efficiently convey commercial meaning with minimal cognitive effort.

The primary objectives of this study can be distilled into two key aspects: firstly, to unveil the concealed signifiers. To fulfil these objectives, qualitative research techniques will be applied to conduct an in-depth exploration of the website's arrangement, colour palettes, imagery, and written content, all of which provide valuable insight into the clinic's services and approach to plastic surgery. Moreover, this research endeavours to advance our comprehension of the application of semiotics for analysing website design, a pursuit with potential implications for both academic discourse and marketing strategies within the plastic surgery domain.

2. LITERATURE REVIEW

This chapter provides an overview of the relevant theories, definitions, and previous studies related to the research. One of the related theories discussed is semiotics, which is relevant to this analysis. The primary source of data for this research will be the Male Plastic Surgery page at ID Hospital website.

2.1. Semiotics

Semiotics is a fundamental theory that examines the science of signifiers, focusing on the relationship between signs and the meanings they convey. Charles Sanders Peirce, a prominent semiotician, defined a sign as a triadic structure comprising the signifier, the signified, and the interpretant. The signifier represents the physical or sensory form of the sign, which can be a word, image, sound, or any other sensory stimulus. Peirce's semiotic theory categorizes signs into three types: icons, indexes, and symbols.

2.1.1 Icons

Delve into the notion of icons, which are symbols designed to closely resemble the objects they stand for, thereby facilitating user recognition. Icons establish their connection with their respective objects through the similarity they share in various characteristics.

2.1.2 Indexes

Examine the concept of indexes, which establish a direct relationship with the objects they represent, frequently through a causal connection.

2.1.3 Symbols

Explore the idea of symbols, which are signs that represent objects in a manner determined by cultural conventions and associations, often without any inherent or logical connection.

2.4. ID Hospital

ID Hospital is a renowned plastic surgery clinic in South Korea, and its website serves as a crucial platform for conveying information and brand image. The semiotic analysis of ID Hospital's website aims to uncover the underlying meanings conveyed through symbols, signs, and representations related to plastic surgery and beauty standards. By exploring visual elements, textual content, and user interface, this research seeks to understand how the website shapes public perceptions of plastic surgery and beauty in contemporary society.

2.5. Previous Study

The literature review explores previous studies that have employed semiotic analysis to investigate beauty representation and cosmetic advertisements. In Sudrajat's (2016) study, while strengths lie in challenging societal norms and highlighting personality and dreams, limitations include a narrow scope of plastic surgery communication; this study suggests the potential for extending the semiotic analysis to beauty representation but might overlook wider cultural intricacies. Examining studies individually, Sugiharti's (2018) research reveals latent values and cultural tensions; however, its focus on a single brand's ad restricts its scope, while suggesting the potential for broader comparative analyses; yet, there's a concern that the study might not encompass the entirety of beauty representation diversity. Valencia's (2022) study highlights strengths in promoting inclusivity and diversity in beauty representation, though it may lack depth in semiotic analysis. This offers an opportunity for broader media-based semiotic exploration, but a potential threat is the omission of specific communication strategies. Putri (2023) analysed Jessica Mila's Fair and Lovely advertisement on YouTube to excels in examining beauty representation on YouTube, yet its platform-specific focus restricts its scope. An opportunity arises in conducting cross-platform comparisons, though potential bias

should be acknowledged. While these studies focused on beauty representation and cosmetic advertisements, the specific use of semiotics on ID Hospital's website in the context of plastic surgery communication remains unexplored. The present study aims to fill this gap by employing Charles Sanders Peirce's semiotic theory to examine how ID Hospital conveys messages about plastic surgery through its website. By analysing the signifiers found on the website, this research seeks to uncover the underlying meanings associated with plastic surgery communication and contribute to the existing body of knowledge on semiotic analysis in this domain.

3. METHODS

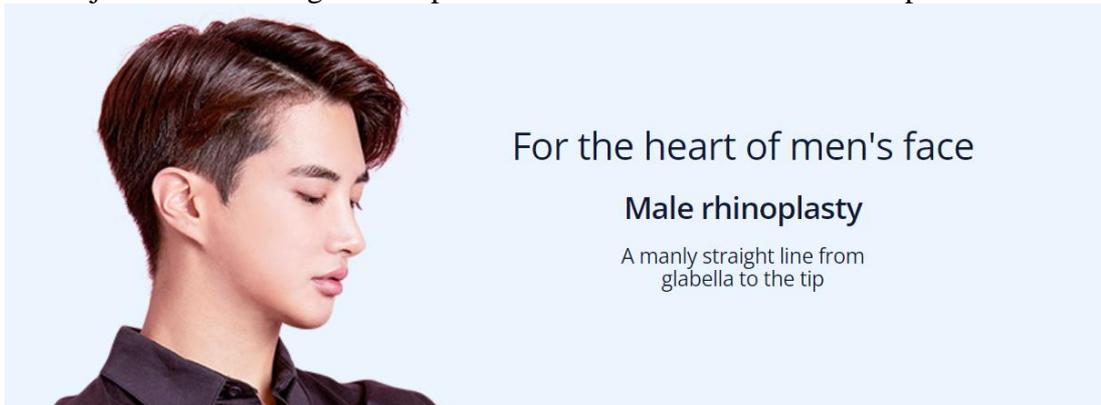
The research design utilized in this study, as originally proposed by Taylor and cited in Fereralda et al. (2022), encompasses the plan and structure used to gather evidence to address our research questions. We maintain the commitment to objectivity and consistency throughout the research process, in accordance with established research principles as outlined by McMillan and Schumacher (1993:31), with the aim of enhancing the accuracy and comprehensiveness of our findings.

This study is rooted in Charles Sanders Peirce's semiotic theory. This theoretical framework provides a structured foundation for evaluating our data, minimizing subjective interpretations, and thereby enhancing the accuracy of our findings. It's important to note that our adherence to this theoretical framework ensures the consistency and objectivity of our analysis of signs on the ID Hospital website and other data sources. To strengthen the comprehensiveness of our study, the writer incorporates a multi-pronged data collection strategy, encompassing data from the ID Hospital website, scholarly literature, and interviews with experts in plastic surgery communication. This approach mitigates potential bias that may arise from relying solely on one data source, providing a more holistic understanding of the strategies and messages employed by ID Hospital. The writer meticulously executes the data collection process, which includes website observation and capturing screenshots, to maintain accuracy and consistency. This systematic approach minimizes potential biases that could emerge from selective data collection or interpretation, contributing to the credibility and accuracy of our study's findings.

The use of qualitative research methods aligns with the research objectives and allows us to delve deeply into descriptive details. Consequently, this study aims to provide a well-rounded analysis reflecting the diversity of perspectives and information available on male rhinoplasty at ID Hospital. Those rigorous approach to maintaining objectivity, reducing bias through diverse data sources, and meticulous data collection and analysis procedures all contribute to the accuracy and comprehensiveness of our study's findings. By addressing potential sources of bias and adhering to established research principles, our investigation strives to produce robust and reliable insights into how ID Hospital communicates messages about male rhinoplasty, ultimately enhancing the credibility and value of our research.

4. RESULTS

Utilizing Charles Sanders Peirce's semiotic theory, this section analyses ten images obtained from the Male Rhinoplasty pages on Id Hospital's website. The signs in these images are classified into three distinct groups: icons, indexes, and symbols. Icons are symbols that bear a clear resemblance to the objects they represent, facilitating straightforward recognition. Indexes are signs that establish a direct connection to the objects they denote, while symbols are signs that arbitrarily stand for the objects. The ensuing section presents the detailed results for each picture.



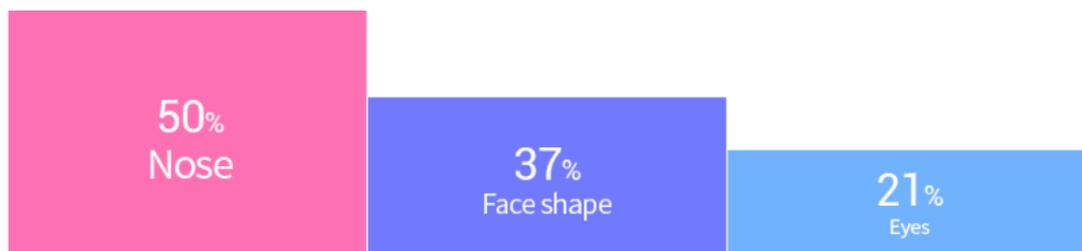
Picture 4.1 (Close-Up of a Man's Nose)

Icons: A close-up shot of a man's face can be considered an icon. It visually resembles the actual object (a man's face) it represents.

Indexes: -

Symbols: The caption "For the heart of a man is his face" and the text "Male rhinoplasty" and "A manly straight line from glabella to the tip" can be considered symbols. These texts symbolically represent the idea that a man's face is integral to his identity, and specifically, in the context of male rhinoplasty, they suggest that the nose plays a significant role in defining masculinity and attractiveness.

Q What is the most important part of a man's face?



Picture 4.2 (Website's Survey)

Icons: The "Q" symbols can be considered icons. They visually resemble the letter "Q" and serve as visual representations of questions or queries.

Indexes: The percentage values associated with each facial feature (nose, face shape, and eyes) can be considered indexical signs. They provide quantitative information that directly relates to the importance or significance of each facial feature based on the responses to the question asked.

Symbols: The text "What is the most important part of a man's face?" and the percentages associated with each facial feature can be considered symbols. They symbolically represent the question being asked and the relative importance assigned to different facial features in the context of male rhinoplasty.



Picture 4.3 (Standard of Handsomeness)

- Icons:** The before and after images of male models can be considered icons. They visually resemble the actual objects (male faces) they represent, displaying the transformation resulting from rhinoplasty.
- Indexes:** The use of monochrome colours for the before images and bright colours for the after images can be considered indexical signs. They provide visual cues that directly relate to the change and improvement achieved through rhinoplasty.
- Symbols:** The texts "It's all about the nose," "Standards of Handsomeness, MAN's Rhinoplasty," and "Not just a change of a nose shape, but a change of the overall male face image" can be considered symbols. They symbolically represent the focus on the importance of the nose in enhancing male attractiveness and overall facial aesthetics through rhinoplasty. The use of contrasting shades of blue and orange adds to the symbolic representation, highlighting the transformation and capturing attention.

“

Unlike woman, a man's face image can be clearly defined and greatly changed only by a straight nose bridge.

”

Picture 4.4 (Quotes)

- Icons:** The big citation symbols can be considered icons. They visually resemble the symbols typically used to indicate a quotation and serve as visual representations of the quoted text.
- Indexes:** The use of pink colour, big citation symbols, and soft grey colours can be considered indexical signs. They provide visual cues that directly relate to the tone, emphasis, and formatting of the quoted text.
- Symbols:** The quoted text, "Unlike woman, a man's face image can be clearly defined and greatly changed only by a straight nose bridge," can be considered a symbol. It symbolically represents the idea that for men, a straight nose bridge plays a significant role in defining and transforming their facial image. The pink colour and soft grey colours contribute to the symbolic representation, with pink representing femininity and grey representing neutrality or subtlety.

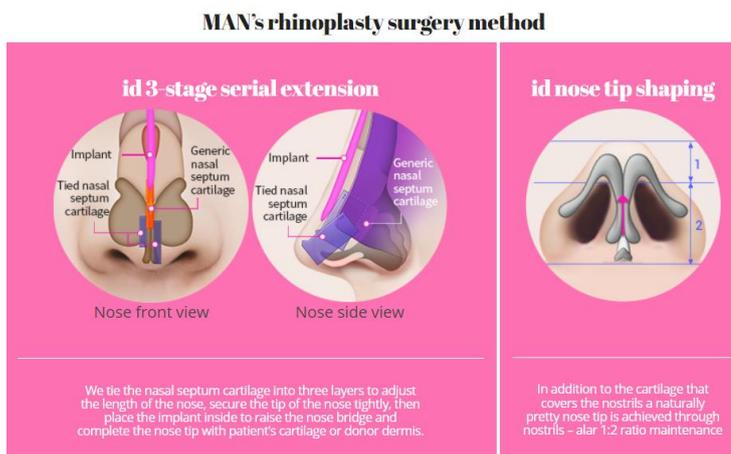


Picture 4.5 (Rhinoplasty Points)

Icons: The blue circles can be considered icons. They visually resemble the shape of circles and serve as visual representations of the different rhinoplasty points being discussed.

Indexes: The numbers (01, 02, 03, 04, 05) assigned to each circle can be considered indexal signs. They provide a numerical index or reference to each specific rhinoplasty point.

Symbols: The texts "Only for men," "MAN's rhinoplasty points," and the descriptions within each circle (e.g., "Cool and high straight line," "Strong-looking thick nose tip and bridge," etc.) can be considered symbols. They symbolically represent the target audience of the rhinoplasty procedure (men), the overall concept of male rhinoplasty points, and the specific characteristics and outcomes associated with each point.

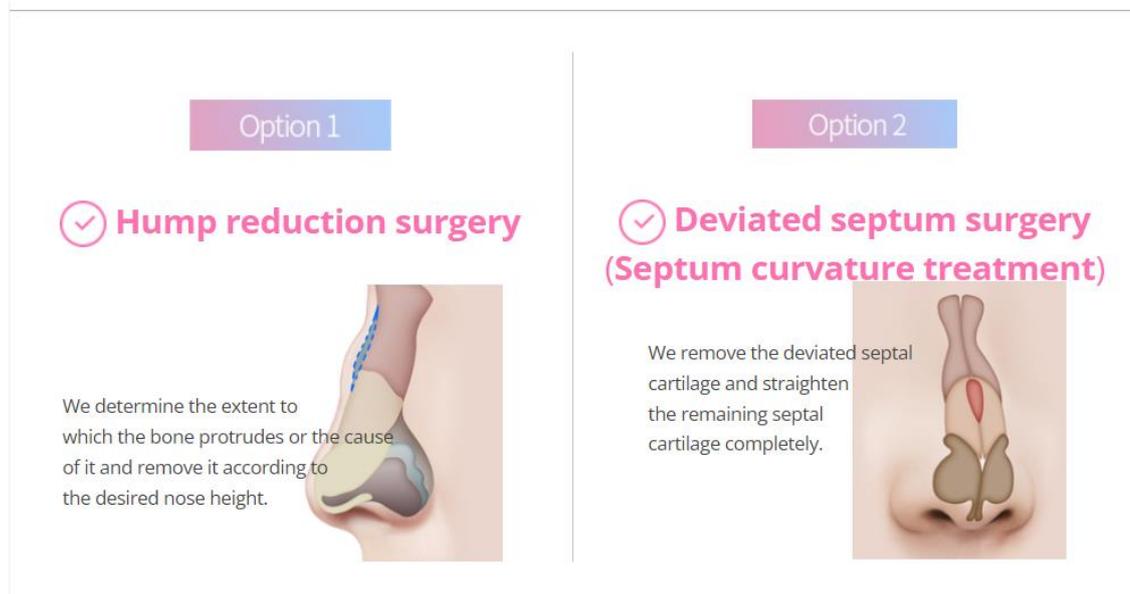


Picture 4.6 (Surgery Method)

Icons: The arrows and images within each step can be considered icons. The arrows visually represent the direction and progression of the surgical procedure, while the images represent the different stages and techniques involved in the rhinoplasty surgery.

Indexes: The textual explanations accompanying each step, such as "id 3 stage serial extension" and "id nose tip shaping," can be considered indexical signs. They provide specific references to the different stages and techniques being described.

Symbols: The pink background, highlighted text "MAN's rhinoplasty surgery method," and the accompanying captions provide symbolic representations. They symbolize the focus on male rhinoplasty and the specific surgical approach being promoted. The pink background may also evoke associations with femininity or delicacy, potentially contrasting with the idea of enhancing masculine features in the context of male rhinoplasty.

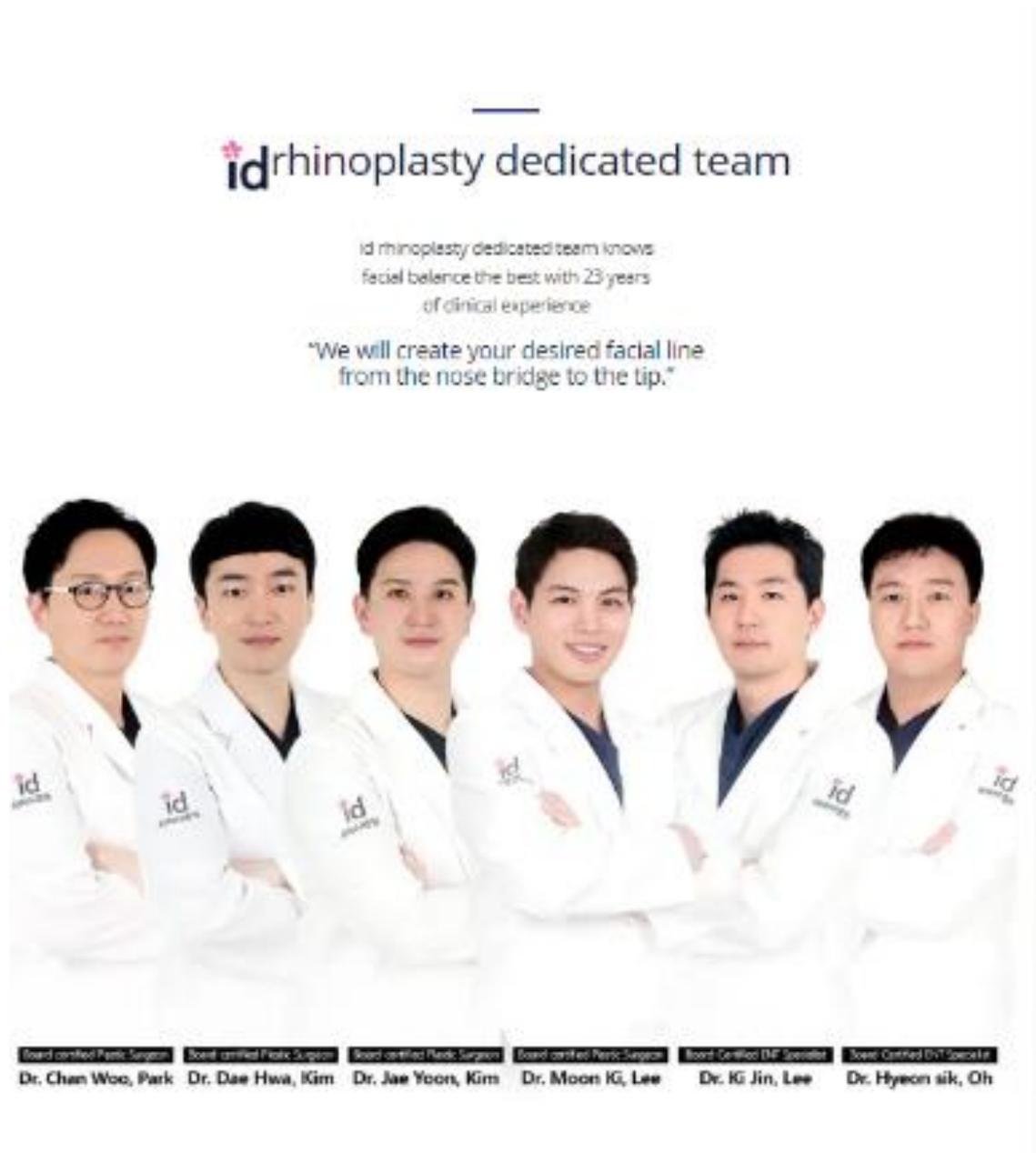


Picture 4.7 (Transformation through Precision)

Icons: Pictures labelled as "Option 1" and "Option 2" are icons. They directly represent the two different surgical methods for male rhinoplasty.

Indexes: The caption "We determine the extent to which the bone protrudes or the cause of it and remove it according to the desired nose height" is an index. It directly indicates the process of determining the cause of the hump and how it is removed based on the desired outcome. The caption "We remove the deviated septal cartilage and straighten the remaining septal cartilage completely" is also an index. It directly describes the steps involved in deviated septum surgery.

Symbols: The labels "Option 1" and "Option 2" are symbols. They do not have an inherent connection to the surgical procedures but have been conventionally assigned to represent the two different options. The captions for each surgical option, such as "Hump reduction surgery" and "Deviated septum surgery (Septum curvature treatment)," are symbols. They provide conventional names for the procedures to facilitate understanding and communication.



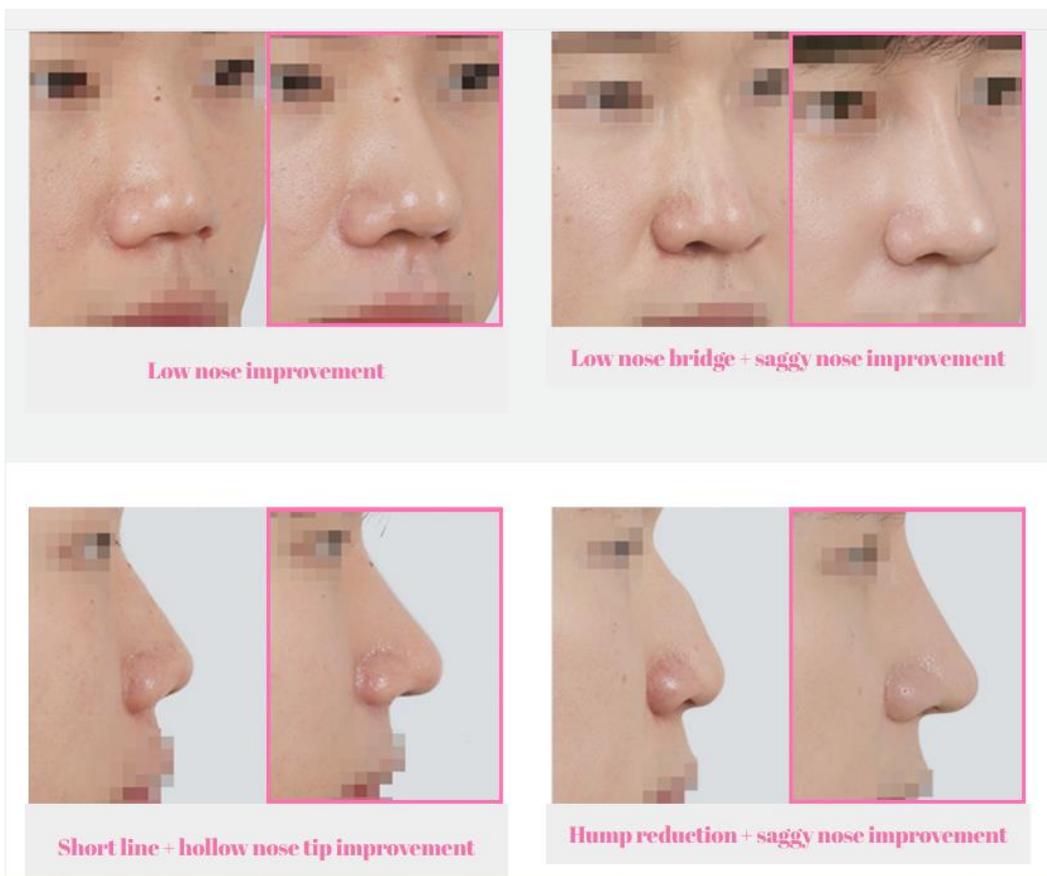
Picture 4.8 (Rhinoplasty's Team)

Icons: The image itself, showing six men wearing white coats and posing for a group photo, is an icon. It visually represents the team of professionals dedicated to rhinoplasty at ID Hospital.

Indexes: The caption written above the image, stating "Id rhinoplasty dedicated team" and "Id rhinoplasty dedicated team knows facial balance the best with 23 years of clinical experience," serves as an index. It directly associates the image with the team of specialists and their extensive experience in achieving facial balance through rhinoplasty. The statement in the caption, "We will create your desired facial line from the nose bridge to the tip," is also an index. It directly refers to the team's ability to tailor the rhinoplasty procedure to achieve the desired facial aesthetics of the patients.

Symbols: The white coats worn by the men in the image can be seen as symbols. White coats are conventionally associated with medical professionals, symbolizing their expertise, authority, and professionalism.

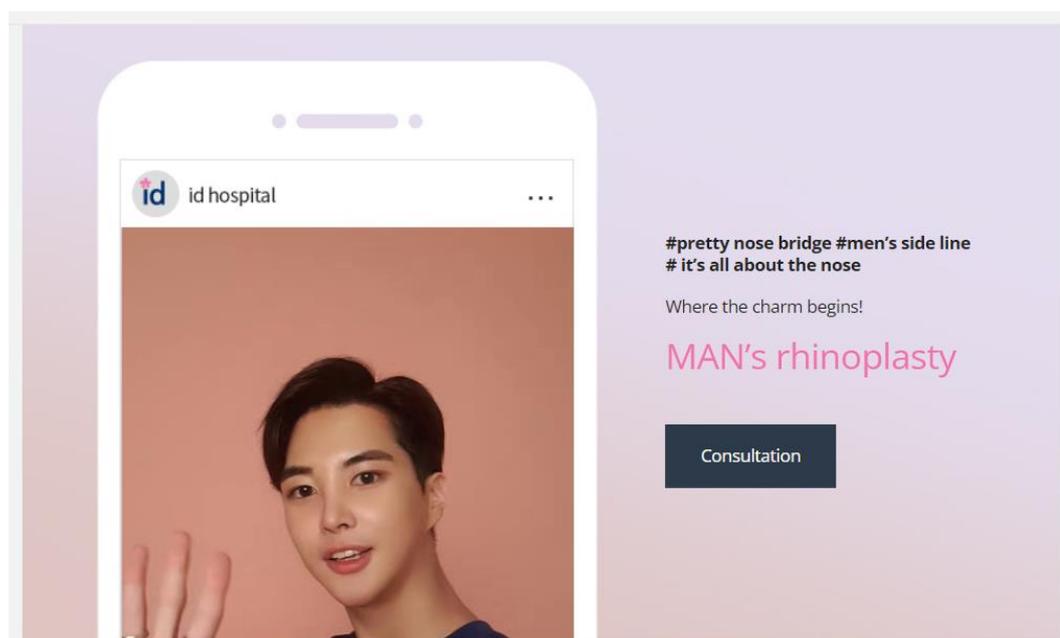
Picture 4.9 (Improvement)



Icons: The four images depicting the before and after view of a man's nose are icons. They directly represent the visual transformation of the nose after each procedure.

Indexes: The captions "Low nose improvement," "Low nose bridge + saggy nose improvement," "Short line + hollow nose tip improvement," and "Hump reduction + saggy nose improvement" are indexes. They directly describe the specific improvements made to the nose in each image.

Symbols: The captions "Low nose improvement," "Low nose bridge + saggy nose improvement," "Short line + hollow nose tip improvement," and "Hump reduction + saggy nose improvement" are symbols. They provide conventional names for the specific improvements made to the nose in each image.



Picture 4.10 (Consultation Button)

Icons: The screenshot of a man's video without sound is an icon. It visually represents a video that is being shown in the context of a phone frame. The phone frame itself is an icon. It visually represents the display of a phone screen.

Indexes: The caption "(Where the charm begins! MAN's rhinoplasty)" is an index. It provides additional information about the video, emphasizing the significance of rhinoplasty in enhancing charm and targeting a male audience. The presence of a consultation button at the bottom beside the video is an index. It directly indicates the option for viewers to seek a consultation regarding the rhinoplasty procedure.

Symbols: The hashtags "#pretty nose bridge," "#men's sideline," and "#it's all about the nose" are symbols. They provide conventional tags associated with the content or theme of the video.

Here is a summarized table of the results of the semiotic analysis of the ten images using Charles Sanders Peirce's semiotic theory:

Picture	Icons	Indexes	Symbols
Picture 4.1	Close-up shot of a man's face	-	Caption "For the heart of a man is his face," "Male rhinoplasty," "A manly straight line from glabella to the tip"
Picture 4.2	"Q" symbols	Percentage values associated with facial features	Text "What is the most important part of a man's face?" and percentages
Picture 4.3	Before and after images of male models	Monochrome and bright colors	Texts "It's all about the nose," "Standards of Handsomeness, MAN's Rhinoplasty," and descriptions
Picture 4.4	Big citation symbols	Pink color, big citation symbols, and soft grey colors	Quoted text about the significance of a straight nose bridge
Picture 4.5	Blue circles	Numbers (01, 02, 03, 04, 05) assigned to circles	Texts "Only for men," "MAN's rhinoplasty points," and descriptions in circles

Picture 4.6	Arrows and images within each step	Textual explanations for each step	Pink background, highlighted text "MAN's rhinoplasty surgery method," and captions
Picture 4.7	Pictures labeled "Option 1" and "Option 2"	Captions describing surgical options	Labels "Option 1" and "Option 2," captions for each surgical option
Picture 4.8	Image of six men wearing white coats	Captions describing the team and their experience	White coats worn by the men in the image
Picture 4.9	Before and after images of a man's nose	Captions describing specific improvements	Captions describing specific improvements
Picture 4.10	Screenshot of a video and phone frame	Captions emphasizing the significance of rhinoplasty and consultation option	Hashtags associated with the video's content or theme

This table summarizes the types of signs (icons, indexes, and symbols) present in each image and provides examples of each category.

5. DISCUSSION

The analysis of ID Hospital's website images using Charles Sanders Peirce's theory of semiotics has yielded valuable insights into their communication strategies in the context of Male Rhinoplasty. By categorizing signs into icons, indexes, and

symbols, we have gained a deeper understanding of how these images convey meaning and engage with the audience.

One significant finding is the use of icons, which visually resemble the objects they represent, making it easier for viewers to recognize and interpret the intended messages. For instance, the close-up shot of a man's face serves as an icon, directly representing the concept of male rhinoplasty. Similarly, images of male models before and after the procedure act as icons, vividly depicting the transformation achieved through rhinoplasty.

Indexes in these images also contribute to their communicative power. The percentage values associated with different facial features in a survey image provide direct and quantitative information about the importance of each feature based on responses. This type of indexing helps establish the significance of particular facial characteristics in the context of male rhinoplasty.

In contrast, symbols play a crucial role in these images, where meaning is conveyed arbitrarily or conventionally. Texts such as "MAN's rhinoplasty points" and "It's all about the nose" are symbolic representations, highlighting the emphasis on the nose in male attractiveness and overall facial aesthetics. Symbolic use of colors is evident as well, with pink potentially invoking femininity and blue representing masculinity, adding depth to the conveyed messages.

Furthermore, the discussion of the team of professionals dedicated to rhinoplasty (Picture 4.8) illustrates how icons, indexes, and symbols come together to create a coherent message. The image of six men in white coats symbolizes their expertise and professionalism as medical specialists, while the accompanying captions act as indexes, providing direct references to the team's extensive experience and their ability to achieve desired facial aesthetics.

These findings hold significant implications for the field of Male Rhinoplasty marketing and communication. By understanding the effectiveness of different semiotic strategies, practitioners can better tailor their visual representations and textual content to resonate with their target audience. Furthermore, the use of icons, indexes, and symbols can enhance user experience and navigation on websites, ultimately improving engagement and comprehension.

6. CONCLUSION

In conclusion, this study has provided valuable insights into the utilization of signifiers within ID Hospital's website, specifically focusing on the Male Rhinoplasty page. By analysing 10 images, we have identified 13 icons, 12 indexes, and 18 symbols, each playing a distinct role in conveying information and engaging with the audience.

The presence of these icons, indexes, and symbols underscores the strategic approach taken by the website in visual communication. These signifiers serve as potent visual cues that enhance user experience, facilitate effective communication, and improve website navigation. Icons enable swift recognition and comprehension of key concepts, while indexes contribute to the organization and structured presentation of information.

The prevalence of symbols, being the most abundant category of signifiers, underscores the effectiveness of using visual representations to convey the complex meanings and emotions associated with male rhinoplasty. These symbols, including before-and-after images and depictions of desired outcomes, have the potential to evoke emotional responses from viewers, fostering trust in ID Hospital's surgical expertise. This robust visual communication strategy contributes to the creation of an appealing and informative online resource for potential clients seeking male rhinoplasty procedures.

In summary, this study has illuminated the importance of signifiers within the context of ID Hospital's Male Rhinoplasty website. The findings underscore the significance of employing icons, indexes, and symbols to craft a compelling and informative user experience. By recognizing the value of these visual communication strategies, medical institutions can more effectively engage with their audience and convey information about their services. We anticipate that this research will serve as a foundation for future studies in the realm of semiotics and visual communication within the medical field.

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