

## ABSTRACT

Advertisement is presented in many forms and one of them is using song and video clip. One of cosmetic and beauty product that choose song and music video as their advertisement tool is Ponds. The music video titled Bercahaya has added the other definition about beauty. When women tries to reach the standard of beauty by do some plastic surgeries, or using risky make up, this music video offer the other definition of beauty This music video of Bercahaya shows that beauty is also about personality. Researcher want to proof that personality can also be categorized as the definition of beauty by try to find the representation of beauty in music video of Bercahaya from Ponds.

This research uses qualitative approach through constructivism paradigm with the data collection technique that has been directly analyzed from the music video of Bercahaya. The result of this study found the other definitions of beauty, beside the physical appearance, there are people who have dream and successfully reach it. In this music video, there's no more culture where women need to be skinny, or have a bright skin to be called pretty. Ideology that finally found on this music video is capitalism. Every dream that the girls try to achieve on this music video leads them to make more money.

Keywords : Representation, Beauty, Music Video, Advertisement