

ABSTRACT

The presence of women in advertisements is often positioned as figures inseparable from the construction of unfair stereotypes, where their presence in ads is merely used as an attraction through the beauty they possess. However, generally, the beauty portrayed in advertisements is a pseudo-standardization of beauty created solely for profit. With the passage of time and the growth of women's emancipation in voicing their rights, ideas, and aspirations, advertisements have transformed into positive agents for women through femvertising themes. One example in Indonesia is the Rexona ad, which presents women contradicting the typical beauty standards. This study aims to uncover the deconstruction of the meaning of beauty portrayed in the advertisement for Rexona Motion Activated "72 Hours of Nonstop Freshness" in 2022 with a total duration of 30 seconds. The research uses a qualitative research method, and the data collected are analyzed through John Fiske's semiotic approach to television codes, consisting of Reality, Representation, and Ideology, as well as Jacques Derrida's deconstruction theory used as a reference in the research. The results of the study show a deconstruction of the meaning of beauty in the ad, moving away from the pseudo-"beautiful" construction by the media and the advertisement's effort to present beauty from within (inner beauty), which has been neglected by the media.

Keywords: *Advertisement, Semiotics, Women, Beauty, Deconstruction*