

## **ABSTRACT**

*Magnum ice cream was presented in Indonesia with different segmentation from other ice creams. Magnum gives luxury sensation like a princess. As the ice cream with premium quality with delicious flavor, Magnum is made for woman who wants to be treated nicely in the middle of her busy daily activities. The object of this research is television advertising of Magnum Pink and Black, meanwhile the subject is socialite woman. Magnum Pink and Black version is representing that woman as socialite woman who likes to spend her leisure time. These are mostly seen from visual element from the advertising. The research uses descriptive qualitative as a method, critical paradigm, and Roland Barthes's semiotics as an approach. The research's purpose is to know the denotation meaning, connotation meaning, and myth of socialite women in the advertising. The result of this research shows that the signifier and signified in the advertising produce a representation of socialite woman's modern life nowadays. Socialite woman is described as a person who loves to hang out in fancy Magnum Café, wearing classy dresses, partying in an exclusive club, and driving luxurious car.*

**Keyword:** *Socialite woman, semiotic, television advertising*