

## ABSTRACT

*The advertisements of beauty products on television are still visible in the industry per-television Indonesia today. One of them is still using television media namely Pond's White Beauty. This advertising has affected the customer perception of the characteristics of beautiful women in the advertisements screened. The Writer want to develop research with a new perspective and different from the research that has been made previously. Researcher want to compare and know how the perception of the creative team and the consumer toward the characteristics of beautiful women in television commercials Pond's White Beauty.*

*This research uses qualitative approach through a comparative study with data collection technique that is used is in-depth interviews. The results of this study revealed that each individual has the same perception and different in thought about the characteristics of beautiful women, which were influenced by the experience and knowledge of each individual.*

*Keywords: Perception, Characteristics of women, TVC, Experience*