

ABSTRACT

People's behavior in consuming mass media greatly influence companies to advertise their products. This research is to critically analyze commodification on mass media, especially on tv commercial. As we know hair is the main value in hair care product. That is why hijab as religion value is not appropriate to turn it into commodity for benefit purposes.

The methodology of this research is qualitative with critical paradigm. This research uses The Commodification theory by Vincent Mosco and Semiotic Analysis by Roland Barthes as well. The purpose of this study is to examine the denotation, connotation, and myth of costume, scene, and text narrative of Sunsilk Clean and Fresh hair care product.

*The result of the research entitled, "**Commodification Of Women Wearing Hijab On Hair Care Product Advertising (A Semiotic Roland Barthes Analysis Of Tv Commercial 'Sunsilk Clean And Fresh')**" shows that there is a hidden messages on the ads. The costume shows that the image of such product can overcome women's hair health problems because wearing hijab will make sweaty and itchy scalp. Scenes show daily activities of women wearing hijab. The meaning of the text narrative shows that people who wear hijab would have hair health issues and Sunsilk Clean and Fresh is the solution. Based on semiotic analysis of Roland Barthes, there is a capitalism ideology behind the ads which is used by the capitalists or the owners of capital with their political economy to reap profits from sales.*

Keyword : Commodification, Advertising, Hijab, Semiotic by Roland Barthes