

ABSTRACT

Beauty is an inseparable term when it comes to female folks. The concept of beauty is relative and individual. As the information and technology keep advancing over time, the delineation of beauty concept on women has been much more seemingly shaped up by media which later becomes a reference for women's live, nowadays. Advertisement is one of the facilities that shape up the standard of beauty these days.

An advertisement inherently carries moral messages that stem from signs that are designated to implant trustworthiness into our society. Every woman has physical beauty aspect, yet the beauty product brand SK-II as shown in ads video #changedestiny shows that perfect beauty of a woman is not restricted on physical aspect, but is further composed of inner beauty that can be obtained through metamorphosis processes.

This research aims at identifying the meaning of denotation, connotation, and the myth that are brought inside an SK-II ads Anggun C. Sasmi version. This research uses qualitative semiotic analysis method by Roland Barthes.

Based upon the result of this research, a conclusion on denotative meaning on SK-II ads has been drawn as follows. The processes of women's live in attaining victory that are based on the beauty concept through metamorphosis built up of SK-II are strongly affected and can be perfected if women have such willingness to become better individuals. There is a connotative interpretation that is women's beauty comes from their own personality, it is that women shall have independent personality, ambition, optimistic character, and the awareness about environment around her. In addition, the myth on beauty that is built up consist of the notion that beautiful women are those who live by not solely relying on their physical aspect, but they should also possess such visions in shaping up their own futures and making contribution to people in their community.

Keywords: Representation, Beauty, Woman, Semiotic, Roland Barthes