

ABSTRACT

the appearances of a beautiful woman figure on a mass media like advertising has been known to get people's attention, many kind of products or services using this way to be able to get the public attention on their marketing activity. Dove's commercial came up on the large number of other ads that radiate the physical beauty as the model figure in another beauty products ad, the purpose of the writer wants to observe the meaning of the beautiful woman appearances showed on Dove's commercial, there two categories based on outer beauty and inner beauty.

The methods that has been used on this research are qualitative method with semiotics approach by Roland Barthes. The results in the research in the ad shows a representation with high self esteem and self confidence and with the concept of classic beauty, modern and post modern. The suggestion in this research researcher hope there will be increase and the development of research on the meanings contained in the advertisement in order to provide comprehension and benefits to many people