

ABSTRACT

Media hold an important role in constructing the beauty of Indonesian women. By the showings of many beauty product advertisements which always show fair-skinned female models, therefore having fair skin color becomes one of the standards of beautiful women in Indonesia. This study is aimed to investigate how the beauty of Indonesian women is presented through beauty product advertisement. By using the codes of television proposed by John Fiske which are divided into three different levels such as; reality level, representation level, and ideology level. The data are collected by using some techniques such as documentation study, literature review, and online searching. The analyzed object of the study is Sariayu Martha Tilaar advertisement on Youtube entitled How to measure a Wholly Fair Skin? Meanwhile, the analyzed subject is the beauty of Indonesian women which presented in the advertisement in some sequences.

The results show that in reality level, Indonesian women's beauty is presented through the wholly fair- skinned women in accordance with their skin characters as showed in the advertisement, and it can be measured by using skin color measuring instruments. Meanwhile, in representation level the women's beauty is represented in a female figure with a perfect body (showed by the model on advertisement), and has natural fair skin (like the make-up colors applied by the model). Finally, in ideology level Sariayu Martha Tilaar (as the capitalist) had been successfully selling its wholly fair skin standard to 'costumer to be' in order to gain huge profits by giving explanation about what exactly the wholly fair skin looks like and how to measure it to the costumers.

Keywords : Presentation, Beauty, Women, Semiotics, John Fiske