

ABSTRACT

Wardah was the one of many cosmetics is already blooming around woman society. Even though cosmetics market is not as big as food or any other production, This cosmetic company convinced will take over the public market because of "Halal" label. Around man cosmetic advertisement, Wardah is coming up around the public. One of its commercial is the collection of Lipsticks Series Product which has been advertised by the three beautiful woman using style and different action. Then the problems that can be identified from this research is How the beautiful meaning that is delivered in Wardah lipstick series ads using Triangle Meaning model in accordance with the analysis of semiotics Charless Sanders Pierce ?, and this research has a purpose To describe the beautiful meaning delivered in Wardah lipstick series advertisement on television using the Triangle Meaning model in accordance with Charless Sanders Pierce semiotics analysis.

To describe and understand the meaning of beauty that displayed by Wardah Lysptick Series comercial, writer ulitize analytical approach of semiotics according to Charless Sander Pierce in order to analyze the meaning of its commercial. This method is used for qualitative analysts of constuctive paradigms. An author use data collection technique with dosumentation data and literature.

The result of using this analysis it can be concluded that the meaning of beauty visible by sign of Wardah Lipsticks Series Comercial is beatiful woman whose prtety and clean skin, ideal body, pointed nose, and magnificent eyes and lips. All of those objects has been setup by Wardah to show up that the meaning of beauty is not only looked by their physically perfect, but also inner beauty or any other positive effects to accomplish the woman's charm. Beauty by the meaning of Interpretant side is woman showed in the television and media who always keep and looking after their own health body, hard work, confident, broadminded, good social networking, improving skils. All of those objects packes in Lipsticks Series of Wardah comercial. it support and show to all the active woman must be fascinate in every condition. And visualization of beautiful women in the advertising shows about the beauty of a very modern.

Key Word : *Meaning Of Beauty, Wardah Cosmetic Advertisement, Semiotic Charless Sanders Pierce.*