

ABSTRACT

The concept of beauty ads gives its meaning from the storyline that was aired. Such as Citra product Television ads, every scene on the “Citra Pearly White UV Essence” ads contain elements that have meaning, starting from its sounds, movements, words, and visuals. Beauty ads usually show a woman that has a beautiful body, long legs, white and smooth beautiful skin. This research aims to find out symbols or signs and beauty meaning in the Citra beauty product “Pearly White UV Essence Cream” version on television. This research used a qualitative research method with constructivism paradigm also the data was analyzed using Charles Sanders Peirce’ Semiotic model that produced data such as beauty that is owned by a woman with white skin, was shown on every signs in the cut scenes, such as body, hair, face until attributes that was used to describe how Citra ads describe beauty that is owned by women with white skin. The beauty meaning in Citra ads “ Pearly White UV Essence” version is a modern beauty, religious beauty and healty beauty.