

ABSTRACT

The study, entitled "Beautiful Meanings in Pond's x Maudy Ayunda Limited Edition (Roland Barthes Semiotic Analysis)", analyzes how the depiction of beautiful meanings conveyed through this ad, which is examined using denotations, connotations and myths in Pond's x Maudy Ayunda Limited Edition Advertisements. The data analysis technique used in this study is descriptive qualitative with Roland Barthes's semiotic research method in the form of a system of significance (denotation, connotation and myth). The data of this study came from six scenes that were analyzed based on scenes included in the meaning of beauty that are associated with several theories. This research is supported by Social Construction Construction theory. The results of research carried out are an analysis of denotation (the most obvious meaning displayed in pieces of scenes, monologue texts, colors, movements, expressions, fashion and camera angle), connotations (subjective meanings, or hidden meanings) and myths (interpretants of society and culture and then understand aspects of reality) contained in this Pond's x Maudy Ayunda Limited Edition Ad. The results of this study, the depiction of the beautiful meaning in this advertisement is to build a fairly good stereotype or reality in society, especially women where women must be themselves, be who they want to be but always prioritize good facial appearance, and build the view that beautiful women must be white so that respected in the surrounding community.

Keywords: *Beautiful Meaning, Advertising, Roland Barthes Semiotics*