

ABSTRACT

Beauty has different standards all around the world. It is something subjective and continues to grow, although it doesn't stop someone to feel insecure with their physical appearance. Every human experiences insecurity at least once in their lives. No matter who they are, a crisis of confidence can be experienced any time and any how. With all the cases that are exist because of beauty standard that's been created by the society, encourage lots of people, including beauty brands to make campaigns or even just showing some supports for all the girls who feel insecure to stand up for themselves. Various media are being used, especially the internet. One of those who promote a campaign about it is The Body Shop Indonesia. The purpose of this research is to analyze the meaning of beauty in in The Body Shop Indonesia Youtube commercial entitled Cantik Itu. The method that's used for the research is qualitative with constructivist paradigm and using Semiotics by Charles Sanders Peirce to analyze the data. The result of the research can be concluded that the meaning of beauty in The Body Shop Indonesia Commercial entitled "Cantik Itu" is their original true skin that they have since they were born without significant change just to fit the beauty standard that's created by society. However woman is encourage to take care of their body as good as they can.

Key word: The Meaning of Beauty, Beauty Commercial, The Body Shop Indonesia, Semiotics by Charles Sanders Peirce