

ABSTRACT

The study entitled "Meaning of Women in the Laurier Healthy Skin Adverts (John Fiske Semiotic Analysis)" analyzes the meaning of women conveyed through this ad which is examined using the level of reality, the level of representation and the level of ideology present in the Laurier Healthy Skin advertisement. This research uses descriptive qualitative method supported by John Fiske's semiotic analysis which has several levels (reality, representation and ideology). The research data comes from scenes pieces consisting of twelve scenes included in the meaning of women contained in advertisements. The results of the research carried out are an analysis of the level of reality is to explain about women with their appearance, the level of representation explains the technique of shooting, lighting and music that supports the delivery of messages in advertisements, while the level of ideology explains the conflict and storyline contained in video advertisements.

Keywords: *Meaning, Women, Advertising, John Fiske Semiotics.*