

ABSTARCT

Beauty product advertisements often use women as the model, as well as Dove which recently released its new advertisement. This time, Dove publishes an advertisement which combines all the products in the form of campaign about the diversity of Indonesian women's beauty. The main problem of this research is how the meaning of beauty according to Dove's "Beragam Kecantikan, Satu Indonesia" advertisement version. This research applies the semiotic theory which proposed by Charles Sanders Peirce with triangle meaning methodology to analyse the meaning of beauty in the advertisement further. This research uses critical qualitative approach. The result of this research shows that there are definitions of beauty. Moreover, beauty is not only about physical looks but also self-esteem, culture, career, and education as background. Dove advertisement also tries to say that Dove products belongs to every woman. Furthermore, Dove wants to tell the reader especially women that they have beauty of their own which they never realized of it.

Keywords : Advertisement, Semiotic, Charles Sanders Peirce, Beautiful