

## **ABSTRACT**

*Beauty influencers are social media users who have certain characteristics and relationships with a beauty product and are able to share their experiences through content on social media. The problem in this study is to discuss how Clarissa Putri represents beauty through the content she shares on the Instagram account @clarissaputri\_. This study uses qualitative research by analyzing the data and the results descriptively and using semiotic analysis popularized by Roland Barthes. In this study, Roland Barthes' Semiotics used are 5 Barthes codes which include hermeneutic code, semiotic code, symbolic code, proairetic code and gnomic code. The data collection technique carried out by the author is observation. Observation is the basis of all science, which usually scientists can only work in the real world with data to be obtained through observation techniques. Clarissa Putri is an inspirational figure for women in Indonesia because she often shares makeup, fashion and tips on her Instagram account with her body shape. The form of beauty that is displayed through body shape as shown by Clarissa Putri is able to display an unusual beautiful shape because it is able to change people's views about the standard of beauty itself.*

*Keywords: Beauty, Beauty Influencer, Representation, Semiotic*