

ABSTRACT

Stereotypes of women in ancient times which were full of pros and cons, making women have limitations in carrying out all their activities. However, at a time when knowledge is growing in increasingly advanced era, many women speak about movements to realize their good dreams for the future. One of the beauty product companies in Indonesia, namely Wardah launched an advertising campaign entitled #BeautyMovesYou. The #BeautyMovesYou campaign ad contains movements made by the majority of women with the same goal. Women from various backgrounds, professions, and styles of appearance show that anyone can make a movement for change. This is a qualitative research using Roland Bartes's semiotic analysis paradigm. The purpose of this research is to find out about the meaning of denotation, connotation, and myths in terms of beauty that is owned by women through ad campaigns release at Wardah Beauty YouTube channel. The results of this research reveal the stigma or stereotypes attached to women, if beauty can radiate through the soul, heart, and thoughts it can also be the other side of real beauty. Therefore, the women in each scene show their competence in various positive activities to achieve good goals for future generations and the future.

Keywords: Women, beauty, advertising, campaign, Roland Bartes semiotics