

ABSTRACT

Currently, many companies in the beauty sector are advertising by showing women with perfect physical shapes such as white skin, slim bodies, long black hair, tall bodies, in accordance with beauty standards built by mass media and society and with the development of the advertising industry, Indonesian cultural values are starting to be neglected. The purpose of this research is to find out how the representamen, object, interpretant and meaning of beauty in Citra "Ragam Cantik Indonesia Citra" advertisement. In this study, the researcher used qualitative research method with Charles Sanders Peirce's theory of meaning analysis, namely representamen (qualisign, sinsign, legisign), object (icon, index, symbol) and interpretant (rhema, dicisign, argument). The results of this study show that this advertisement displays beauty that is different from what is usually shown in other beauty product advertisements, focusing on the diversity of skin colors and Indonesian culture and Indonesian women have the ability to display the beauty of various skin colors of Indonesian people. The researcher hopes that through this research, advertisers can produce more beauty advertisements featuring female models with various skin colors to reflect the diversity of Indonesian women's beauty and can convey positive messages to support all Indonesian women. Then, the researcher hopes that this research can also be developed for further research using other theories such as Roland Barthes semiotic theory, social reality construction theory and can conduct interviews with informants.

Keywords: Advertising, Meaning of beauty, Semiotics, Charles Sanders Peirce