

**POND'S COSMETIC ADVERTISEMENT:
A REPRESENTATION OF WOMEN'S BEAUTY**

A THESIS



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A THESIS ON

POND'S COSMETIC ADVERTISEMENT:

A REPRESENTATION OF WOMEN'S BEAUTY

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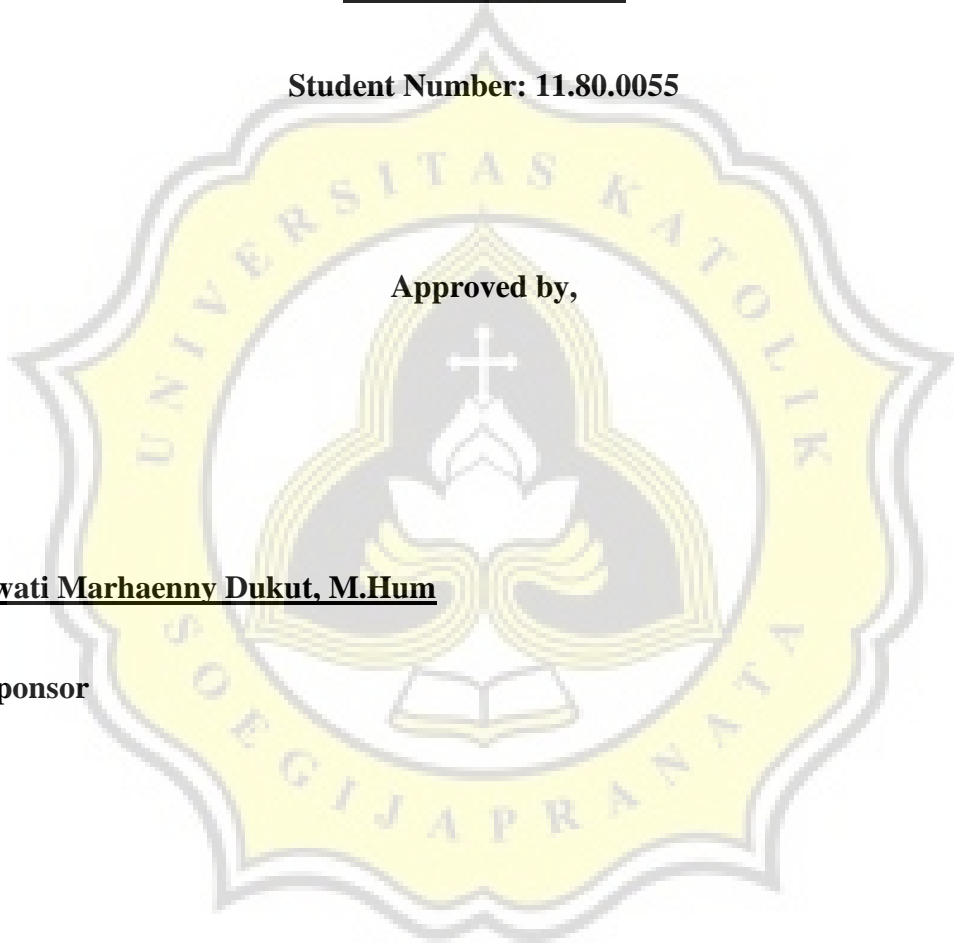
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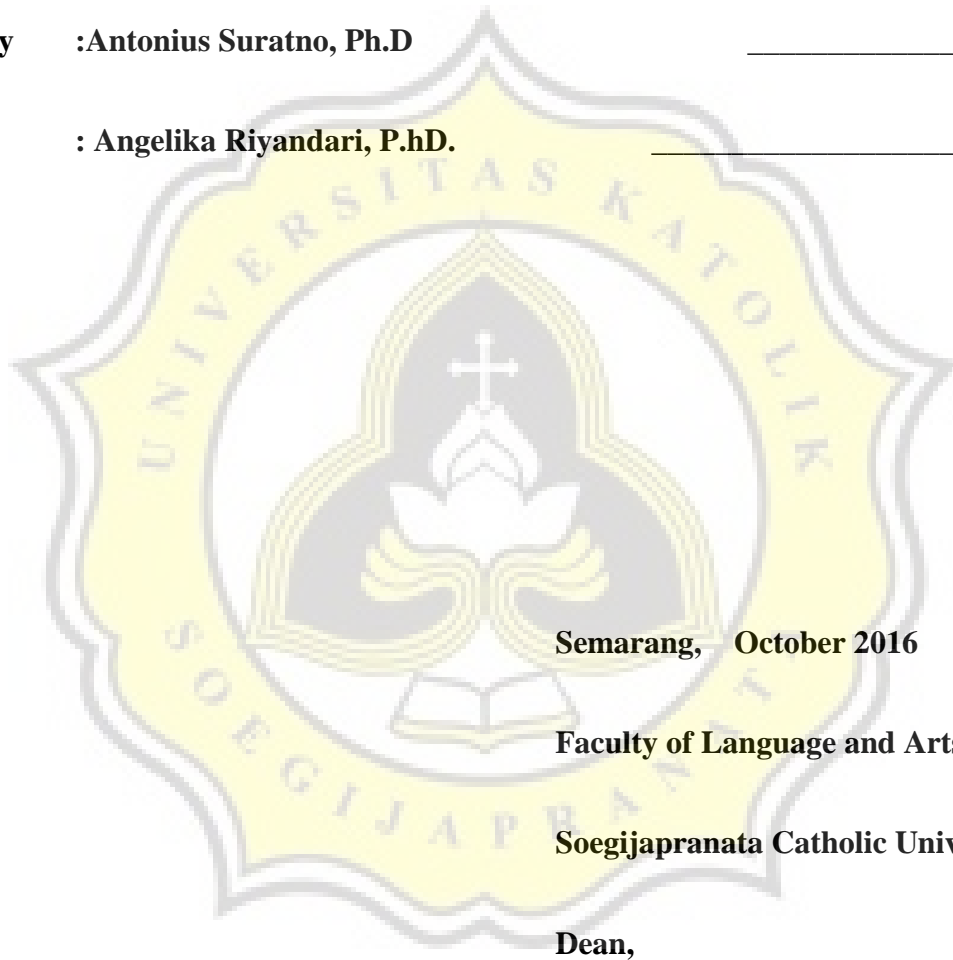
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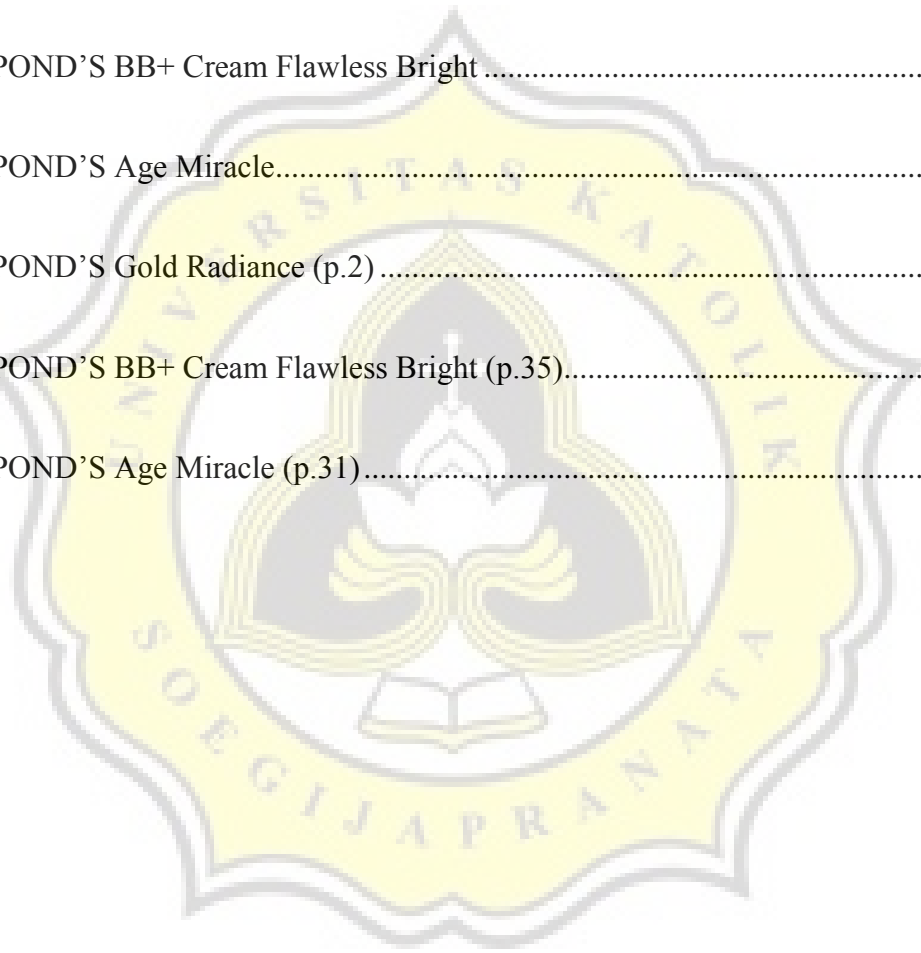
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ABSTRACT

Magazine is one of information sources in this modern era. It can be found everywhere such as café, waiting room, barbershop, etc. One example of information provided by media magazine is advertisement. People see the information of the products from this media by giving attention to the text and visual sign. In magazine advertisements, people might get to know the newest and famous products. This thesis studies about the representation of women's beauty in POND'S whitening product advertisements.

The purpose of this study is see how *Femina* magazine presents POND'S whitening beauty product in the advertisements. The outcome of analyzing the advertisements for this research with Roland Barthes's semiotic. The research finds that POND'S whitening product popularity and attractiveness so that readers want to buy POND'S whitening beauty product. The strategies are by use of popular culture's celebrities, special color in the visualization, and special words, phrases or sentences in the text.

Key words: POND'S. Whitening, advertisement, *Femina*

ABSTRAK

Majalah merupakan salah satu sumber informasi di era modern ini. Hal ini dapat ditemukan di mana mana seperti café, ruang tunggu, tempat potong rambut, dan lain-lain. Salah satu sumber informasi yang diberikan oleh media adalah iklan di majalah. Orang melihat informasi dari produk melalui media ini dengan cara memberikan perhatian kepada kata-kata seperti texts dan juga tanda-tanda visual. Di dalam iklan majalah, orang dapat mengetahui produk-produk yang terbaru dan terpopuler. Skripsi ini mempelajari tentang representasi dari kecantikan perempuan dalam iklan produk pemutih POND'S.

Tujuan dari studi ini adalah untuk melihat bagaimana majalah *Femina* menghadirkan POND'S whitening beauty product (produk kecantikan pemutih POND'S) melalui iklan. Hasil dari menganalisis iklan-iklan yang dipakai untuk penelitian ini dengan semiotic Roland Barthes adalah bahwa produk kecantikan pemutih POND'S memanfaatkan beberapa strategi untuk tetap membuat produk POND'S menjadi populer dan menarik, sehingga pembaca ingin membeli produk-produk POND'S tersebut. Strategi-strategi yang di pakai adalah dengan menggunakan selebriti-selebriti populer, warna-warna khusus dalam visualisasi dan kata-kata, phrase-phrase/kalimat-kalimat khusus dalam textual iklannya.

Kata kunci: POND'S, pemutih, iklan, *Femina*