POND’S in magazine advertisements has a number of strategies to promote the sale of its beauty products. In this thesis, five advertisements from POND’S, which is published in Femina magazine in 2010 – 2014 is analyzed to show how they are using celebrities, visual signs and special texts to accentuate their products that can help women become brighter, brighter, cleaner, and younger looking.

The celebrities that POND’S use are Bow Ardener, Nadya Hutagaung, Sandra Dewi, Pevita Pearce, and Olla Ramelan. The colors used to show brightness are bright colors such as bright and pink. Then the text used to show brightness are for example, flawless bright, bronze bright, then words like “kulit putih berseri”. The brightness also entails younness, so at times there are POND’S advertisements which says, “berasa 20 tahun lagi” and “10 tahun lebih muda”, this promises that a reader can be satisfied in buying POND’S products. Being a product that wants to be popular, POND’S also makes use of its small size to attract readers to buy the product.
BIBLIOGRAPHY


