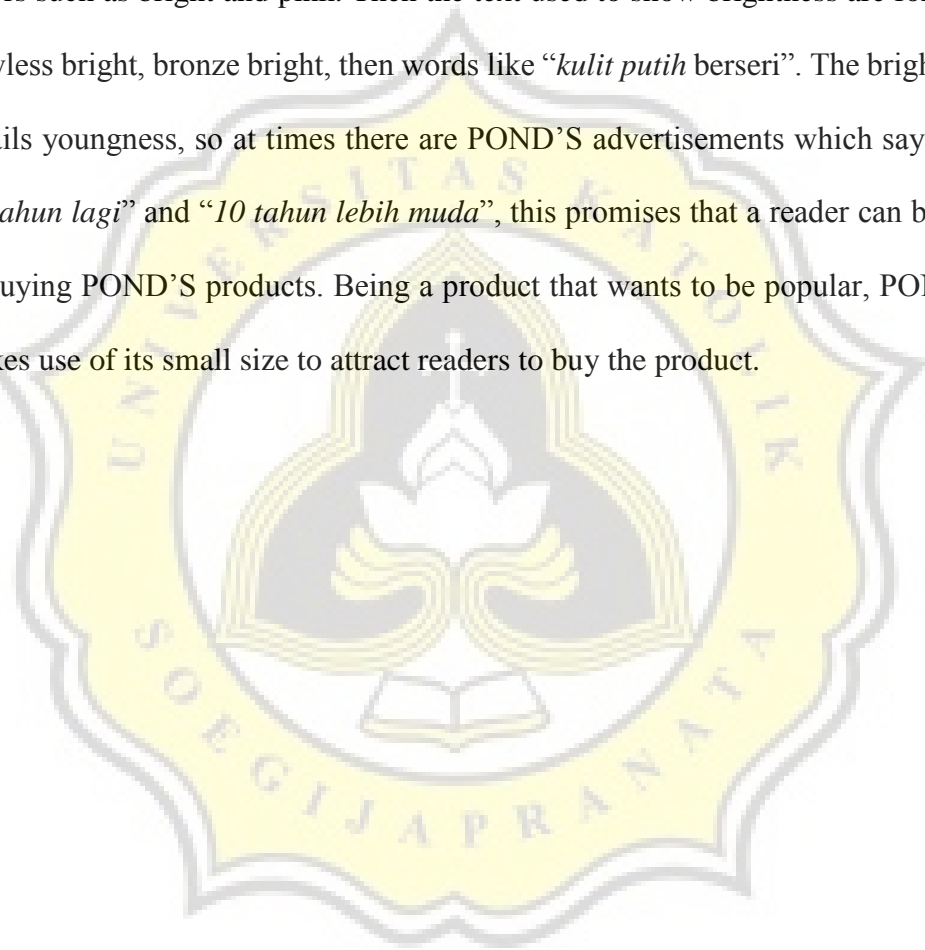


POND'S in magazine advertisements has a number of strategies to promote the sale of its beauty products. In this thesis, five advertisements from POND'S, which is published in *Femina* magazine in 2010 – 2014 is analyzed to show how they are using celebrities, visual signs and special texts to accentuate 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 youngness, 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

- Advertising and Global Culture*. (2015). Retrieved 12 19, 2015, from Advertising and Global Culture: <https://www.culturalsurvival.org/publications/cultural-survival-quarterly/c-te-diviore/advertising-and-global-culture>
- Albers, S. (2010). Beauty: Culture-Specific or Universally Define? *psychology today*.
- anneahira.com*. (n.d.). Retrieved December 17, 2015, from Majalah Femina, Tren Masa Kini: <http://www.anneahira.com/majalah-femina.htm>
- Ariani, M. (2015, November 23). Representasi Kecantikan Wanita Dalam Film "200 Pounds Beauty" Karya Kim Young Hwa. *Representasi Kecantikan Wanita Dalam Film "200 Pounds Beauty" Karya Kim Young Hwa*. ISSN 0000-0000, ejournal.ilkom.fisip-unmul.org.
- Ashikari, M. (2003). Urban Middle Class Japanese Women and Their Bright faces. *Gender, Ideology, and Representation*, 3-37.
- Burland, E. M. (1998). A Study of the Relationship Between Women's Status and Standards of Female Beauty. *A Study of the Relationship Between Women's Status and Standards of Female Beauty*, 7.
- Cancian, F. M., & Ross, B. L. (1981). Mass Media and The Women's Movement: 1900-1977. *The Journal of Applied Behavioural Science*, 17, 9-26.
- Carter, R., Goddard, A., Reah, D., Sanger, K., & Bowring, M. (1997). *Working with Texts: a Core Book for Language Analysis*. Great Britain: Butler & Tanner Ltd.
- daily, C. (2006, May 25). *Some Are Prepared To Go Beyond The Pale*. Retrieved June 13, 2015, from People's Daily Online.

Damayanti, D. O. (2013). *Beauty Construction in The Flawless . Beauty Construction in The Flawless .* Jember, Indonesia: Universitas Jember.

De Mooij, M. (1994). *Advertising Worldwide: Concepts, Theories and Practice of International, Multinational and Global Advertising 2nd ed.* Great Britain: Prentice Hall International, Ltd.

Dukut, E. M. (2015). *American in Popular Culture: A Transnational American Studies on Women Magazine Advertisement. An unpublished dissertation.* Yogyakarta, Central Java, Indonesia: Gajah Mada University.

endeavorIndonesia. (2012). *EndeavorIndonesia*. Retrieved January 7, 2016, from Petty Fatimah: endeavorIndonesia.org

Etcoff, N. (2000). *Survival of The Prettiest*. New York: Random House.

Feitz, L. (2010). *DEMOCRATIZING BEAUTY: AVON'S GLOBAL BEAUTY Ambassadors and The Transnational Marketing of Femininity1954-2010. DEMOCRATIZING BEAUTY: AVON'S GLOBAL BEAUTY Ambassadors and The Transnational Marketing of Femininity1954-2010.* Kansas, United States: ProQuest.

Ferguson, T. (2011). *The Politics of Representation of African American Women in Beauty and Fashion Magazine.* United States: UMI.

goldsea.com. (n.d.). *Asian Beauty Vs American Standart.* Retrieved August 13, 2015, from <http://goldsea.com/feature/beauty/beqauty.html>

Griffen, E. (2009). *A Fisrt Look at Communication Theory (7th ed.)*. New York: McGraw-Hill Co., Inc.

- Hackley, C. (2005). *Advertising & Promotion Communicating Brands*. London: SAGE Publications.
- Hall, S. (1997). *Representations: Cultural Representations and Signifying Practices*. Open University: Sage.
- Ibrahim, I. S., & Suratno, H. (1998). *Wanita dan Media, Kontruksi Ideologi Gender Dalam Ruang Pubulik Orde Baru*. Bandung: PT Remaja Rosdakarya.
- J, R., Lieber, & Weisberg, R. E. (2002). Globalization, Culture and Identites in Crisis. *International Journal of Politics, Culture, and Society Vol 16 No 2*, 273-296.
- Kurniawan, R. A. (2011, Juni). Representasi Kecantikan Wanita Dalam Iklan Nature-E. *Representasi Kecantikan Wanita Dalam Iklan Nature-E*. Jakarta: Fakultas Ilmu Sosian dan Budaya.
- Kwanda, C., Dektisa, A., & Ariani, B. D. (2015). Representasi Kecantikan Wanita Indonesia Pada Cover Majalah Femina Edisi Tahunan 2014 & Majalah Kartini Edisi Januari 2014. *Representasi Kecantikan Wanita Indonesia Pada Cover Majalah Femina Edisi Tahunan 2014 & Majalah Kartini Edisi Januari 2014*. Surabaya: Universitas Kristen Petra.
- Leistikow, N. (2003, April 28). *Indian Women Criticize 'Fair and Lovely' Ideal*. Retrieved July 13, 2015, from Women's eNews: <http://www.womensnews.org/article.cfm/dyn/aid/1308/context/achive>
- Li, E. P. (2008). The Social Perception of Skin Color in Japan. *Skin Lighting and Beauty in four Asian Culture*, 407-43.

Nachbar, J., & Lause, K. (1992). *Popular Culture: An Introduction Text*. Bowling Green: Bowling Green State University Popular Press.

Newspaper, C. D. (2006, May 25). *People's daily Online*. Retrieved June 3, 2016, from some Are Prepared to Go Beyond the Pale: www.chinadailynewspaper.org

Petracca, M., & Sorapure, M. (1998). *Reading and Writing about American Popular Culture. In Common Culture*. USA: Prentice-Hall.

pond's.co.id. (2016). . Retrieved June 13, 2016, from Sejarah : www.pond's.co.id/article/detail/1050266/sejarah-pond's

Pope, D. (1975). Making Sense of Advertisement. *Making Sense of Evidence series on History Matters: The U.S. Survey on the Web*, 8.

Prabasmoro, A. P. (2004). Journal Perempuan. *Remaja Melek Media*, 54.

Reynolds, W. (2014). Popular Culture. *Why Popular Culture Matters*, 1-2.

Rusell, Kathy, Midge Wilson, & Hall, R. E. (1992). The Color Complex: . *The Politics of Skin Color Among African American*, 41-47.

Thompson, C. J., & Troester, M. (2002). Consumer Value System in the Age of Postmodern Fragmentation. *The case of the natural health microculture*, 70..

Waugh, J. P. (2011, September). Does Advertising Shape or Reflect Popular Culture? *Does Advertising Shape or Reflect Popular Culture?* London: Edinburgh Napier University.

Wolf, N. (2002). *The Beauty Myth. How Images of Beauty Are Used Against Women*. United states: Perennial.