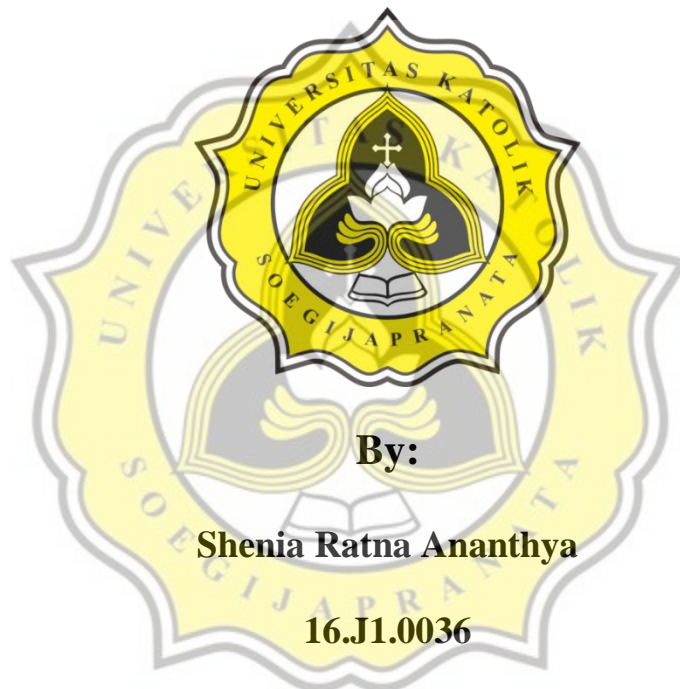


**WOMEN BEAUTY IMAGE IN INDONESIAN LOCAL TV
COSMETICS ADVERTISEMENT**

A Thesis Presented as a Partial Fulfillment for the Requirements for the *Sarjana*

***Sastra* Degree in the English Study Program**



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By:

Shenia Ratna Ananthya

16.J1.0036

**ENGLISH STUDY PROGRAM
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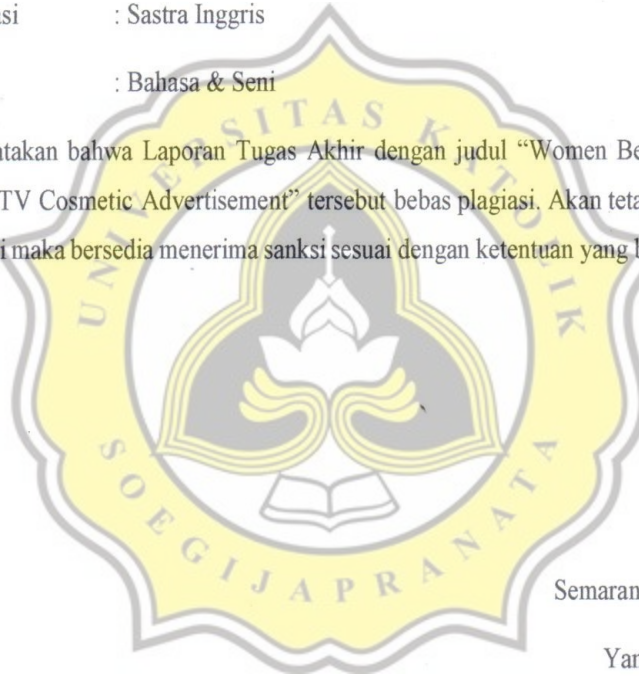
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The writer



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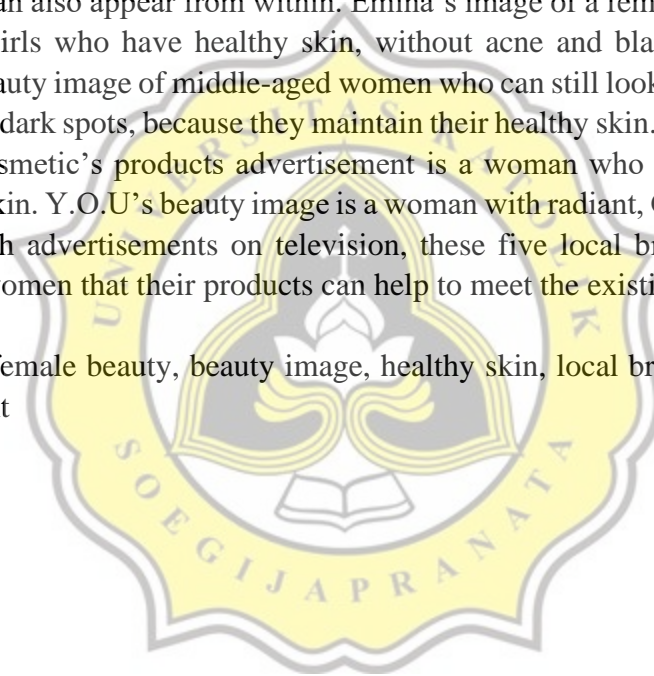
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ABSTRACT

Beauty is used as a medium to promote cosmetics and other beauty products. The close association between women and their aspiration to youth and beauty causes beauty product manufacturers to produce ads that promise those who use the product to be more beautiful. The purpose of this study is to show what kind of beauty images are represented by the local cosmetic ads aired on television. Qualitative analysis was used to answer the research question. From the research result, five Indonesian local brands display the image of female beauty that is slightly different to one another because they display the characteristics of each product. Image of beauty according to Wardah is that beauty can also appear from within. Emina's image of a female beauty is focusing on teenage girls who have healthy skin, without acne and blackheads. MS GLOW shows the beauty image of middle-aged women who can still look beautiful, away from wrinkles and dark spots, because they maintain their healthy skin. Female beauty image of VIVA Cosmetic's products advertisement is a woman who has moist, bright and fresh facial skin. Y.O.U's beauty image is a woman with radiant, Clean, and fresh facial skin. Through advertisements on television, these five local brands try to convince Indonesian women that their products can help to meet the existing beauty images.

Keywords: female beauty, beauty image, healthy skin, local brand, beauty products, advertisement



ABSTRAK

Kecantikan digunakan sebagai media untuk mempromosikan kosmetik dan produk kecantikan lainnya. Keterkaitan yang erat antara wanita dan aspirasinya terhadap jiwa muda dan kecantikan menyebabkan produsen produk kecantikan memproduksi iklan yang menjanjikan mereka yang menggunakan produk tersebut menjadi lebih cantik. Tujuan dari penelitian ini adalah untuk menunjukkan seperti apa citra kecantikan yang direpresentasikan oleh iklan kosmetik lokal yang ditayangkan di televisi. Analisis kualitatif digunakan untuk menjawab pertanyaan penelitian. Dari hasil penelitian, kelima merek lokal Indonesia menampilkan citra kecantikan wanita yang sedikit berbeda satu sama lain karena menampilkan ciri khas masing-masing produk. Citra kecantikan menurut Wardah adalah kecantikan juga bisa muncul dari dalam. Citra Emina tentang kecantikan wanita berfokus pada gadis remaja yang memiliki kulit sehat, tanpa jerawat dan komedo. MS GLOW menampilkan citra kecantikan wanita paruh baya yang tetap bisa tampil cantik, jauh dari kerutan dan flek hitam, karena menjaga kesehatan kulitnya. Citra kecantikan wanita dari iklan produk VIVA Kosmetik adalah wanita yang memiliki kulit wajah lembap, cerah dan segar. Citra kecantikan Y.O.U adalah wanita dengan kulit wajah yang cerah, bersih, dan segar. Melalui iklan di televisi, kelima merek lokal ini berusaha meyakinkan wanita Indonesia bahwa produk mereka dapat membantu memenuhi citra kecantikan yang ada.

Kata kunci: kecantikan wanita, citra kecantikan, kulit sehat, merek lokal, produk kecantikan, iklan,