

## ABSTRACT

Risma Sri Rahayu. 1210503131. A semiotics Analysis of Indonesian Beauty Soap in Internet Advertisement. A Graduating Paper, English Department, Faculty of Adab and Humanities, State of Islamic University Sunan Gunung Djati. Advisors: 1. Dedi Sulaeman, M.Hum.; 2. Nurholis, S.S., M.Hum.

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Advertisement is a way of showing people about your product. An advertisement can persuade people to buy the product that you selling. Advertising, as generally mass media of communication have direct communication functions to understand a message of the benefit that product. It focuses on the signification like signifier and signified. Every advertisement has uniqueness to offer the product, including the beauty soap advertisement. Due to this, the researcher then proposed two problems: 1) What is the meaning of signs in beauty body soap advertisement? 2) What is the meaning of tagline shows in the advertisement?

This research used semiotics branch of science. It is not purely a method of textual analysis, but involves both the theory and analysis of signs, code, and signifying practices. The writer was chosen Ferdinand de Saussure theory of semiotics in this research. This research is qualitative research. Source of data was obtained directly through observation from beauty body soap advertising.

The amount of Indonesian Beauty Soap Advertisement in this research has seven advertisements. There are Lux beauty soap, Shinzui beauty soap, Dove beauty soap, Citra beauty soap, Fresh n Natural beauty soap, Giv beauty soap, and Biore beauty soap advertisement.

The result the research showed that the beautysoap advertisement has different symbol and sign of each other. The significations are signifier and signifier. The signifier of the advertisements was the printed letters, color, and tagline. The signified of the advertisement is the meaning of the signifier. The sign meaning found by the researcher were promoting the special advantages of each beauty soap product.