

ABSTRACT

Desti Salsa Bila. 1185030042. *Representation of Women's Beauty in Several Cosmetics Ads on Youtube.* Undergraduate Thesis. English Literature Department. Faculty of Adab and Humanities. State Islamic University of Sunan Gunung Djati Bandung. Advisor 1: Dr. Dadan Rusmana, M.Ag., CHS. Advisor 2: R. Myrna Nur Sakinah, M.Hum.

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The purpose of this study is to find linguistic and nonverbal signs representament in the advertisement Wardah, Make Over, Mac Cosmetics, and Rare Beauty advertisements, then to find out the relationship between the representations and objects of the four advertisements. The problems in this study are then formulated into (1) What are the linguistic and nonverbal signs in representament of the advertisement Wardah, Make Over, Mac Cosmetics, and Rare Beauty advertisements (2) What is the relationship between representation and object in the advertisement Wardah, Make Over, Mac Cosmetics, and Beauty advertisements Rare. Based on the theory of sign relationships by Charles Sanders Peirce and perceptions of beauty by Naomi Wolf, this research uses qualitative research methods to present data analysis. The first result shows that the signs and images in the four advertisements have representations, objects, and interpretants as well as nonverbal signs. The second result shows that the relationship between representation and objects that describe women's beauty is divided into two main aspects, namely physical beauty and active women. suggestions can be given to readers who are interested in the field of semiotics. First, as we know that language is a sign. Signs can be formed in sentences, written text, pictures, or pictures. We can find anywhere and anytime easily. To understand hidden messages or meanings, we can use a semiotics approach.

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