

ABSTRACT

Rista Yulianti. 1175030232. The Representation of Beauty in the USA vs Indonesia Pantene Miracles Advertisement: An Analysis of Semiotic Study. Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung.

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This study aims to reveal the denotative and connotative meaning as well as the myths contained in the USA vs Indonesia Pantene Miracles advertisement. This research is a semiotic study and uses a comparative method. By using semiotic analysis proposed by Roland Barthes, the researcher examines one of the advertisements for a well-known hair care product from America and Indonesia, namely Pantene Miracle. The data in this study were taken from advertisements for Pantene Miracles Rescue (USA) and Pantene Miracles Supplement Daily (Indonesia) which were taken from Pantene's official YouTube Channel. The theory used in this research is the study of semiotics by Roland Barthes. According to Barthes, semiotics consists of denotative, connotative and mythical meanings. The study revealed that every image taken from every commercial scene has denotative and connotative meanings and myths in it. Denotative meanings are identified as the literal meanings of images and words in the advertisements, while connotative meanings encompass symbolic and emotional interpretations that maybe trigger by these elements. Semiotic analysis is also conducted to reveal the myths underlying representations of beauty in the advertisements. These myths include ideas internalized within society about beauty, such as ideal standards, gender roles, and the relationship between physical appearance and success or happiness. Not only that, in Barthes' theory, the aspects in the advertisement can also be a sign, including taking pictures, using music, color or animation.

Keywords: beauty, hair, advertisement, pantene and semiotic.