

ABSTRACT

Aditya, Resty. (2009). *Girls' Guide to Beauty: A Semiotic Approach in Reading Girl Beauty Constructions In the Front Covers of Teenage Girl Magazine "COSMOgirl! INDONESIA."* Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of English Department Faculty of Humanities Airlangga University Surabaya.

The study aimed to reveal Indonesian teen girls' perceptions towards beauty (i.e., reality level) and the girl beauty constructions of the teenage girl magazine, "COSMOgirl! INDONESIA" (i.e., discourse level). The analysis on discourse and reality level allows seeing whether the magazine's beauty constructions and myths (i.e., discourse level) have already worked in reality level or not. Questionnaire is applied to reveal Indonesian teen girls' perceptions towards beauty while Barthean semiotics is applied to reveal the magazine's beauty constructions appear in the front covers. The analysis is divided into four divisions, linguistic messages, non coded iconic messages, coded iconic messages, and myth. Quantitative method is used to support the main method, Qualitative. The questionnaire's findings suggest that Indonesian teen girls' notions of beauty lead to Indo-Western beauty. Through the semiotics analysis towards the central models' portrayals in the front covers, the writer finds that the magazine's constructions of beauty, namely *CG! Look*, are typically young American girls who possess American-looks, slim bodies, beautiful faces, attractive, fashionable, modern, successful, talented in entertainment world, etc. These constructions are closely related to the magazine's genre, its given name, as well as its slogan. Furthermore, the writer also finds that these constructions are influenced by myths and ideologies of our society. Their existences are supported by the questionnaire's findings suggesting that the constructions of beauty and various myths work within the magazine (i.e., discourse level) have already worked in reality. Most of these myths are originated from America as the magazine's country origin suggesting that Americanization has already worked in our society especially towards the perceptions of beauty. By American adaptation magazine like COSMOgirl! INDONESIA, rooms for different perceptions of beauty are slowly disappeared as the readers are restricted to follow the magazine's beauty constructions along with its planted myths and ideologies.

Key terms: *beauty, coded iconic messages, construction, front cover, guide, linguistic message, magazine, non-coded iconic messages, semiotics, sign, teenage.*