ABSTRACT


The aim of this study is to examine the existence of beauty concept which can be found in the front cover of Chic magazine whether it is the real concept of beauty or still socially constructed. The writer applies Semiotics theory of Roland Barthes’ denotation, connotation and myth which concerning on verbal and visual codes in order to know the beauty construction of the image of celebrity in the front cover. Based on the analysis, the writer concludes that the images of the celebrity in the front cover are not only the frozen image but also try to ‘sell’ myth about beauty concept in American version. Since Chic magazine has closely relationship with female as the readers so the writer also uses questionnaire as a simple medium to observe how female students’ understanding about the beauty concept. According to the result of questionnaire, 52% of the female students wish to have American concept of beauty as their idealization concept of beauty. Finally, the portrayal of beauty concept in the front cover of Chic magazine has become potential tool for guiding girls in order to be beautiful with one concept; American beauty.

Key Terms: Beauty Concept, Beauty Construction, Semiotics, Chic