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GIRLS' GUIDE TO BEAUTY: A SEMIOTIC APPROACH IN ANALYZING THE CONCEPT OF BEAUTY ON TEENAGE GIRLS' MAGAZINE COVERS IN INDONESIA "*kaWanku*"

A THESIS

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Abstract

Charenina, Kelly M. *Girls' Guide to Beauty: a Semiotic Approach in Analyzing the Concept of Beauty on Teenage girls' Magazine covers in Indonesia "kaWanku*". A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department Faculty of Humanities Airlangga University Surabaya.

This study concerns with the features used in the cover page of a teenage magazine in Indonesia, KaWanku. Furthermore, the writer also concerns with how features used in the cover deliver the message to the readers and has the contribution in the concept of beauty. This study is also aims to reveal the influence of the magazine cover on female teenagers in appreciating the concept of beauty. In the process of data collection, the writer used questionnaires to find out how female teenagers see themselves through the concept of beauty that the magazine offers. In analyzing the data, the writer used three Barthes' three types of messages: linguistic message, non coded-iconic message, and coded-iconic message. After analyzing the data, it is found that the both the readers and the magazine are still placing the western figure as their beauty standards and magazine gives a big influence in shaping their readers' mind about the preference of beauty.

Keywords: Semiotics, Concept of Beauty, Magazine Covers, Teenagers, *kaWanku*.