ABSTRACT

REPRESENTATION OF JAPANESE WOMEN’S BEAUTY ON TELEVISION ADVERTISING: SEMIOTICS ANALYSIS OF SHISEIDO ADVERTISEMENT

The title of this research is Representation of Japanese Women’s Beauty on Television Advertising: Semiotics Analysis of Shiseido Advertise” that purpose to describe the sign system in the television advertise that represents women’s beauty. Beside to explain the persuasive meaning in the sign system that used to represents women’s beauty. The theory that used in research is semiotics (to describe the sign), lexical (to describe the context of verbal sign), and communication persuasive (to explain the persuasive meaning).

This research is a qualitative descriptive research that analyze the sign system and persuasive meaning on television advertising of Shiseido. The research result’s show that representation of beauty appears on verbal and non-verbal signs. On verbal signs, its appear in the using of congruent lexical, atitudinal lexical, and descriptive lexical. Whereas on non-verbal signs appear on the model’s appearance and gesture. Persuasive meaning that contained in the verbal sign is denotative persuasive, and connotative persuasive in the non-verbal sign. Advertising brings new perception about women’s beauty to consumer.

Keyword: semiotics, advertising, representation of beauty, lexical, persuasive meaning