

## ABSTRACT

Advertising and women's existence can not be separated, because women have the power to help sell the product being advertised. Women often be an alternative choice as an object that can create attraction and build the image. Advertising products that use an advertising model shows the tendency of women seen at the soap advertisements, which are usually the things associated with soap often linked to the world of women. Display ads women deliberately displayed as a companion product to choose costumes are a little sensual, sexy and erotic style. The purpose of this study is the first to analyze the presence of women in a Lux soap ads became a major commodity. Second, analyze the connotation and denotation of meaning contained within the female body language contained in the Lux soap advertisement in a print advertising campaign in Femina magazine ad 2007-2011.

This study uses a semiotic analysis as a tool of analysis. Visual reading of female models in Lux soap ad done by denotation and connotation of Roland Barthes. The object of this study is the visual Lux soap ad that uses women models in advertising campaigns print ad magazine Femina year 2007-2011 which includes the version of Alice Gardin, Dian Sastrowardoyo, Luna Maya and Atiqah Hasiholan.

Lux soap ad campaign appearance in various versions present a variant meaning that the use of lux soap product capable of meeting the needs of women in order to always feel the happiness, freshness and confidence in the luxury sphere.

In lux soap advertisement constructing a boundary or the same definition of the beauty of a woman's skin, which has white skin, clean, smooth and healthy glow. This image is further enhanced by the presence of an advertising model that is placed, as if they are women who have skin beauty ideal.

Key words: Semiotics, Advertising, Women and Soap Lux