ABSTRACT

This journal seeks to interpret the representation of an ideal body concept of woman in a toothbrush television commercial of Colgate’s Slimsoft, which is airing internationally on the cable TV since the year of 2013. The writer tries to illustrate the hidden ideology by revealing the representation behind what is beneath the surface of the advertisement. Colgate is originally an American product which is the number one brand recommended by Dentists based on Dentists Tracking Study by TNS. The advertisement takes the interesting idea by adding the words “thin is in” in the end of the conversation of two toothbrushes. The writer tends to analyze this advertisement by using semiotics theory by Roland Barthes, beauty myth theory by Naomi Wolf, and adds some supporting facts based on the scientific researches about women body concept and dental health. The significance of this study is to be useful for everyone who reads it; especially women who are concerned about their body. The aim of this study is to critically look at the media or visual cultur. Using qualitative method approach, this research analyzes the image, colors, and background of the commercial. The writer concludes by discussing the representation of the social outlook in how they outbreak the terms of having an ideal body in order to fit in the society as a result in the findings.

Keywords: Advertisement, anthropomorphism, beauty myth, body, representation, semiotics