

## **ABSTRACT**

There are many advertisements in a form of video aired on television every day. Video advertisement is a way to promote a product produced by a company. It is also a combination of verbal communication and visualization. There are many kinds of products aired on television, in which toiletries product is one of them. The video advertisement used in this research is LUX, a soap product. The theory applied in this research was Multimodality which was proposed by Kress and van Leeuwen. In LUX Indonesia advertisement with Maudy Ayunda as the model, it uses variety of multimodal elements to construct beauty concept. This study aims to search for the message about the concept of beauty constructed by the advertisement. Through the analysis, it is found several words that represent the beauty concept constructed within the advertisement. Those words are percaya diri (confident), lembut (soft), and penuh kekuatan (full of power).

**Keywords:** *Advertisement, Beauty concept, Multimodality*