

## ABSTRACT

In this study, the writer explores the relationship between female university students and their perception about beauty toward contact lens on *Kartini's* advertisement. The writer chooses this topic to analyze because the phenomenon of eyes color using contact lens is deeply rising, especially in young female generation. Therefore, it seems to show the meaning of how the western construction affect the beauty standard in the world especially in Indonesia. It raises questions how do the female university students divide contact lens to construct their beauty? How are colored contact lense signified by female university students? How is the use of contact lens in *Kartini's* advertisement perceived by female university students?

The writer used theory of Consumption and Identity from Jonathan Friedman to analyze because female university students will define themself through their consumption in contact lens. The writer uses qualitative methods to address the gradations of female university students lived experiences in relation with beauty through contact lens on *Kartini's* advertisement. The tendency of female university students to perceive contact lens as part of beauty is bigger as reflected in the finding results in this study.

*Keywords: Advertisement, Beauty, Consumption, Contact Lens, Identity.*

# **CHAPTER I**

## **INTRODUCTION**