

ABSTRACT

Nation branding is a process involving designing, planning, and communicating the identity of a nation in order to build or manage the reputation of the nation. Since nation branding requires a big fund, a big international event, like Miss World 2013, can be considered as a good medium for branding and promoting a nation. Therefore, this study is aimed to examine how Indonesia is branded through the representation of its beauty in Miss World 2013 advertisement entitled "*Bring Indonesia's Beauty to the World*". Qualitative approach is then used in this study as the method of study. To analyze the data, Roland Barthes's semiotics theory and Keith Dinnie's nation branding theory are used. The result of data analysis shows how Indonesia is branded through the representation of some internal assets, namely urban assets, religion assets, natural assets, and local population assets, as well as some external assets, namely branded exports assets, and brand ambassador assets has created the stereotype and redefinition of Indonesia. Firstly, Indonesia is redefined as a nation consisting only Java and Bali since most of all the representation used to brand Indonesia's beauty are dominated by Java and Bali culture. Secondly, Indonesia is branded as a nation by more traditionalizing the image of Indonesia in order to be distinguished from other countries. Thirdly, Indonesian local people, especially women are redefined more traditionally through the representation of Indonesian women's gender roles stereotyped only on domestic issues. Finally, it can be concluded that how Indonesia is branded through the representation of its beauty depends on the aims of the advertisement, especially the stakeholders, thus, the branding of the nation is dynamic and fluid.

Keywords: Advertisement, Miss World Contest, Nation Branding, Representation, Semiotics.