

ABSTRACT

Wardhani, Ribka. *Girls' Guide to Beauty: A Semiotic Approach in Reading Beauty Construction in the Front Covers of Kartika Magazine*. A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of the English Department Faculty of Humanities Airlangga University, 2009.

This study aims to analyze beauty construction in the front covers of Kartika magazine and to find out beauty perception that is commonly understood by Indonesian women. Roland Barthes' semiotic theory is applied to analyze verbal and non verbal sign presented in the front covers of *Kartika*. Barthes' theory analyzes the text into four steps that are linguistic messages, non coded iconic messages, coded iconic messages, and myth. Qualitative is the main method in this study and quantitative is used to support qualitative method because besides analyzing the text, the writer uses questionnaires to see beauty perception of Indonesian women. After analyzing the data, it is found that *Kartika* as a media constructs beauty concepts based on its standard and spreads them to women. The result of the questionnaire shows women perceptions of beauty is similar to media's beauty construction and in discursive level.

Keywords: *Linguistic Messages, Non Coded Iconic Messages, Coded Iconic Messages, Beauty Myth, The Front Covers of Kartika*

