

## ABSTRACT

This study attempts to investigate the interpretation of beauty showed in the front cover of Gadis magazine that is the teenage magazine in Indonesia by portraying various women with different characteristics of beauty compared to the common concept of beauty. Magazine is one of the most media which has customer itself. And front cover is the first impressions to the reader to buy that magazine or not. In the cover magazine always there is model that has beauty image. Gadis has made phenomenal as the first teenage girl magazine and be the one of the other magazine which is still keep and preserve east culture. Since the beauty concept used in the front cover magazine have the correlation with the reader interpretation, the features are going to be analyzed using semiotic theory proposed by Roland Barthes. Semiotic theory is applied to analyze the data since semiotic is the appropriate theory to examine every verbal and non verbal signs contained in the advertisements. Barthes semiotic theory is the proper theory to decode the signs because it is the best theory to reveal the implicit meaning of text or visual culture product. Barthes' theory analyzes the text into three steps: linguistic messages, non coded iconic messages, and coded iconic messages.

Qualitative and quantitative methods are applied in this study because the analysis needs an intense to perform a deep signification process. The writer also makes a questioner to the magazine's reader just for prove and support the analysis. Furthermore, the writer also concerns with the interpretation of beauty, and how far teenage girl can describe beauty generally. After completing the analysis and data, similarities and differences of beauty concept is found between GADIS cover magazine and the readers. GADIS portrays beauty in various ways that covers all teenage girls with slim body, black long hair, white skin, and cheerful smile. On the other hand, GADIS magazine does not reveal a significant difference with the common beauty concept according to the survey. However, it is also found that model who appears on the cover magazine has been constructed the teenage world with cheerful and powerful image.

Keywords: Semiotics, Women Beauty, Linguistic Message, Non-Coded Iconic Message and Coded Iconic Message