

SUMMARY

Signs in advertising have a main role to define reality to the audience and reality constructions can be achieved by using the product. Beauty product advertisement using such arranged codes to make the audience believe about the benefit of the product. Visualisation of the product can take the audience's consciousness to believing what is in the advertisement is real, unfortunately it has false consciousness.

Nivea advertisement in "Extra Whitening Deodorant" version is analyzed by using visual methodology by Gillian Rose (2001) and refer to moving images concept by Monaco (2000). Then using semiotic framework by John Fiske (1987) which contains social codes such as reality level, representation level, and ideological level.

In this advertisement, portrayed a woman, Mongoloid race, aged about 25-30 years old, have a slim body, white skin and black long hair. She is wearing tight clothes, showing her body and sexual appeal by showing her shoulder, chest, belly and thigh. She's using natural make up.

Overall, the representation level such as camera works, lighting, editing and music are forming modern and dynamic atmosphere, this can be tied with women that always dynamic and modern. Beauty is always tied with fetishism. Beauty can be achieved by using capitalist product. Woman in this advertisement is portrayed by a beautiful and have ideal body which is suitable with the representation of Nivea products.

The growth of armpit hair is a biological phenomenon that can be happen to anybody and can be proved by scientific methods. Armpit hair is usually grown when somebody is entering puberty and always grow with their age and hormones. The consequences of shaving or plucking armpit hair is causing small wounds, and armpit area will become thinner, rough and become darker. Media creating a dark armpit is a problem that must get rid. Because of capitalist hegemony, thenatural armpit is a clean, smooth, and white armpit. So, woman with these criteria is a beautiful woman in society.