

ABSTRACT

This research is to describe the beauty representation in Nivea advertisement “Extra Whitening Deodorant” version. This research is 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.

Nivea advertisement “Extra Whitening Deodorant” version is interesting to be analysed because it adds variety of beauty standards in society beside whiteness, slim body, long hair. 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.

Keywords: beauty, visual images, semiotic, representation