

ABSTRACT

Many of anti aging advertisement depict women's fear of growing old. Being old is always linked with weakness, helplessness or other drawbacks. These makes people always try to look young.

This research wanted to look at how the media (in this case Miracle Magz) produced and reproduces the knowledge/ information about aging and o looked at how the anti aging problems faced by women. The purpose was to find out how the media acred (in this case Miracle Magz) in producing and reproducing knowledge/ information about aging and to analyzed the anti aging values which articulated in the media discourse as the answer towards the aging problem faced by women.

The result showed that Miracle Magz build how knowledge/ information that changed the readers paradigm about aging. The *ideal ego* was built by putting the self image which dreamt by the readers but was not obtainable.

The language of transformation was used to shape what Sturken & Cartwright (2001) called as *Therapeutic Ideology*. When their feelings were hurt, their ego crushed, then they were given the simple solution to get out of any problems, without letting The Miracle Magz readers out of consumptive lifestyle. Each part of their body was made as if they were pieces of puzzles that could be separated from each other and each must be perfected. Women were made as creatures who seek satisfaction through their lives.

Keywords: discourse, anti aging, narrative, women