

ABSTRACT

The fact that every woman expects to have beautiful face and fear of aging is very common from past to present time. This fact leads many cosmetic producers to create many types of cosmetic products that meet women's need for having beautiful face, helped by media promotion, both electronic and non-electronic media. They also always perform certain beauty characteristics through their beautiful artists or models such as in *Wardah Lightening Beauty Balm* television commercial. *Wardah* is a cosmetic product which is well-known in Indonesia. *Wardah* claimed as one of Islamic products because it has been achieved *Halal* certified by MUI. Interestingly, a series of *Wardah Lightening Beauty Balm Cream* commercial released in 2015 was taken place in United States of America. Related to this fact, this study aims to reveal the representation of beauty myth presented by the major brand ambassador of *Wardah* commercial based on Naomi Wolf's beauty myth concept and supported by Barthes' semiotic theory. The finding reveals that the representation of beauty myth in *Wardah* commercial adheres a strict societal appearance code. From those codes, women gain other benefits as they become more powerful, the center of attention in both physical and sexual appeal, and the most important one is the increasing of their self esteem in public space. Yet, their beauty lies in the commercial as the hidden ideology represented beauty myth through the model of *Wardah* television commercial.

Keywords: Beauty, Wardah Lightening Beauty Balm Cream, TV commercial