

## ABSTRACT

DWI RETNO LINGGASARI. 2015. **'Reading Beauty Construction in Revlon Lipstick Printed Advertisements: A Social Semiotic Analysis'**. A Descriptive Analytical Study. Skripsi. English Department. The Faculty of Languages and Arts, State University of Jakarta

The purpose of this study is to reveal the beauty construction in Revlon lipstick advertisement. It uses descriptive interpretative analytical study by using Gunther Kress and Theo Van Leeuwen social semiotic theory to analyze the visual text and Systemic Functional Linguistic of nominal group and transitivity by Halliday to analyze the written text. The social semiotics theory by Gunther Kress and Theo Van Leeuwen consists of the explanation about three metafunctions; representational metafunction, interpersonal metafunction, and compositional metafunction. The writer analyzes and interprets the signifying practices for each metafunctions then correlating the signifying practices of all the three metafunctions with the dominant nominal group and process of transitivity. The sources of the data in this study are four Revlon lipstick printed advertisements which are taken from random US woman's magazines, such as Colorstay Mineral Lipglaze in Redbook magazine February 2010 edition, Colorburst Balm Stain in Allure magazine in October 2012 edition, Colorstay Ultimate Suede Lipstick in Instyle magazine February 2013 edition, and Colorburst Lacquer Balm in Elle magazine in November 2014 edition. The data are the text, pictures, colors, and symbols in the advertisements. The result of this study shows that the portrait of the beauty construction is visualized by using popular celebrity model. The advertisements try to persuade the reader with the concept of beautiful woman from the beauty of sensual lips. It brings the idea of adoration of the model's beauty which is constructed to be commercially objectified to sell the product.

**Keywords:** beauty construction, social semiotic, advertisements, systemic functional linguistic