ABSTRACT

Febrina Dwiyanti. 2017. *The Beauty Construction In L'oreal Hair Color Advertisements In Estetica Magazine. Skripsi:* Jakarta, English Department, Faculty Languages and arts, State University of Jakarta.

This thesis focused on the beauty construction. The descriptive analytical method is used to analyse the picture and symbol that show the woman's beauty construction in L'Oréal hair color advertisements in Estetica USA magazine published in January 2017 and Estetica NL magazine published in January 2017 to analyse the picture and symbol from the advertisement. The writer attempts to analyse by implementing the theory of semiotic perspective by Peirce that indicates three processes of analysis that are interpretan, representamen, and object. The general data analysis techniques use grooves commonly used in the writing of qualitative method, which is examined to identify object presented, analyse, and then interpret its meaning. the result of the study found that the beauty side of women is not only can be seen from their faces and body, but it's also seen from their hair especially from their hair color that considered as one of the most specific natural beauty from women which is constructed on the media advertisement.

Keyword: Beauty construction, Semiotic, Charles Sanders Peirce