ABSTRAK

Kitra Desnika, 2020, *Self-Esteem to Support Diversity of Skin Color in Maybelline Fit Me Foundation Advertisements*, **Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.**

Penelitian ini bertujuan untuk menganalisis penggambaran *self-esteem* melalui model dalam iklan Maybelline Fit Me Foundation. Metode analisis deskriptif digunakan dalam penelitian ini untuk mengungkap unsur-unsur teks visual dan tertulis yang muncul dalam empat iklan digital Maybelline Fit Me Foundation. Penelitian ini menggunakan teori *social semiotics* oleh Theo Van Leeuwen dan Gunther Kress untuk menganalisis teks visual, teori SFL oleh M.A.K Halliday untuk menganalisis teks tertulis, dan teori *self-esteem* oleh William James. Temuan ini mengungkapkan bahwa *self-esteem* ditunjukkan dalam teks visual melalui ekspresi wajah dan gerak tubuh dari para model, mis. wajah garang, wajah bahagia, gerakan keterbukaan, gerakan dagu, dan gerakan kursi malas yang terdiri dari *self-esteem* yang tinggi. Pada saat yang sama, teks-teks visual menunjukkan dukungan untuk keragaman warna kulit melalui warna putih yang menunjukkan kesetaraan, keadilan, dan netralitas dalam setiap warna kulit untuk dianggap sebagai cantik dan mereka memiliki posisi yang sama, dan juga melalui teks tertulis yaitu *"WE BELIEVE IN FIT FOR ALL", "DON'T HIDE ME, DON'T MASK ME, DON'T CHANGE ME", "FIND YOUR FIT", "MY PERFECT FIT? IT'S A NATURAL", "MAKE FIT HAPPEN", "A FOUNDATION AS INDIVIDUAL AS YOU".* Dari integrasi antara teks visual dan tertulis, terungkap bahwa iklan Maybelline Fit Me Foundation terdiri dari *self-esteem* yang tinggi dan produknya sengaja dibuat untuk semua warna kulit dan mereka mencoba membujuk pemirsa untuk percaya pada diri mereka sendiri, nilai dan. warna kulit asli mereka.

Kata kunci: social semiotics, media, self-esteem, Maybelline Fit Me Foundation.

ABSTRACT

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This research aims to analyze the depiction of self-esteem through the models in Maybelline Fit Me Foundation advertisements. Descriptive analytical method is used in this study to reveal the elements of visual and written texts that appear in four digital advertisements of Maybelline Fit Me Foundation. This study uses the theory of social semiotics by Theo Van Leeuwen and Gunther Kress to analyze the visual texts, SFL theory by M.A.K Halliday to analyze the written texts, and the theory of self-esteem by William James. The finding reveals that self-esteem is shown in visual texts through the facial expression and gestures from the models, e.g. the fierce face, the happy face, the openness gesture, the chin-up gesture, and the recliner gesture that consists of high self-esteem. At the same time, the visual texts show the support for skin color diversity through white color background that indicates the equality, fairness, and neutrality in every skin color to be considered as beautiful, they have equal position. Also, the support is shown through the written texts i.e. *"WE BELIEVE IN FIT FOR ALL", "DON'T HIDE ME, DON'T MASK ME, DON'T CHANGE ME", "FIND YOUR FIT", "MY PERFECT FIT? IT'S A NATURAL", "MAKE FIT HAPPEN", "A FOUNDATION AS INDIVIDUAL AS YOU"*. From the integration between the visual and written texts, it reveals that Maybelline Fit Me Foundation advertisements consist of high self-esteem and its product is purposely made for all skin colors and they try to persuade the viewers to believe in themselves, their value and true skin colors.

Keywords: social semiotics, media, self-esteem, Maybelline Fit Me Foundation.