

ABSTRACT

Chendy Cynthiana Sari. Thesis. **Women's Image Represented on Dolce and Gabbana Advertisement**

Advertising is one of the forms of information which conveys messages of a product or service. This information is aimed to the public. Furthermore, advertising can influence people's desire and minds about the product or service which then persuades them to be the consumer. This research studies use two advertisements which are Dolce and Gabbana Advertisement on Elle Magazine on May 2020 edition. These two advertisements are Dolce & Gabbana Millenialskin On-The-Glow Tinted Moisturizer and Dolce & Gabbana Passioneeyes Intense Volume Mascara. These two products have many symbolic meaning. By this research analysis, visual signs and verbal phrases are influential to builds the representation of symbolic meaning. In understanding the meaning, the researcher use semiotic theory by Ferdinand de Saussure and Rolland Barthes, also structure of advertising by Leech's theory. The theories are used to find out the meaning of symbol contained in the advertisements and how it represents women's image.

Keywords: Advertising, Symbolic meaning, Semiotics.

