



**THE MESSAGE COMMUNICATED OF BEAUTY IN  
SCARLETT SKIN CARE'S ADVERTISEMENT**

**AN UNDERGRADUATE THESIS**

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*Do not fear failure but rather fear not trying - Roy T. Bennett*

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## ABSTRACT

Giovanni, Fallentia Davena. (2024). The Representation Of Beauty In Scarlett Skin Care's Advertisement. S1. Thesis. English Department. Faculty Letters and Language Education. Widya Kartika University. Surabaya. Advisor I: Yulius Kurniawan, S.Pd., M.Pd. Advisor II: Dr. Eka Fadilah, S.S., M.Pd.

Scarlett advertisements establish a strong connection with women by aligning with their aspirations, concerns, and values related to beauty and self-care. The brand often features models that embody an idealized version of beauty, appealing to women who aspire to these societal standards. The advertisements also depict an aspirational lifestyle, linking beauty to success, happiness, and social activity. Inclusivity and diversity in Scarlett's marketing ensure that women of various skin tones, body types, and ages feel represented and valued. The research problem is what are the denotative and connotative meanings in Scarlett Skincare product advertisement and what is the myth revealed by manufacturer in "Scarlett" Skincare advertisement. Descriptive qualitative methods were considered the most appropriate research design for this study. The authors used library research methods and subjective representations. This study used a subjective methodology that focuses on understanding, representing, and validating history. Subjective means that the research is primarily based on a constructivist position regarding a wide range of socially developed personal encounters. The findings these ads construct a compelling universe where perfect skin is the pinnacle of beauty using a combination of visual imagery, engaging language, and aspirational storytelling.

**Keywords:** Skincare, Beauty, Advertisement

## TABLE OF CONTENTS

<b>COVER PAGE</b> .....	<b>i</b>
<b>ORISINALITY STATEMENT AND PUBLICITY APPROVAL PAGE</b> .....	<b>ii</b>
<b>THESIS VALIDATION PAGE</b> .....	<b>iii</b>
<b>THESIS DEFENSE APPROVAL PAGE</b> .....	<b>iv</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>ix</b>
<b>CHAPTER I : INTRODUCTION</b> .....	<b>10</b>
1.1 Background of The Study .....	10
1.2 Statements of The Problems .....	15
1.3 Objectives of The Study .....	15
1.4 Significance of The Study .....	15
1.5 Scope and Limitation .....	16
1.6 Definition of Key Terms .....	16
1.6.1 Advertisement .....	16
1.6.2 Semiotics .....	16
1.6.3 Audience .....	17
1.7 Approach and Theoretical Framework .....	17
<b>CHAPTER II : LITERATURE REVIEW</b> .....	<b>19</b>
2.1 Review of Related Theory .....	19
2.2 Review of Related Studies .....	26
<b>CHAPTER III:RESEARCH METHOD</b> .....	<b>29</b>
3.1 Research Approach .....	29
3.2 Source of Data .....	30
3.3 Data Collection Procedure .....	30
3.4 Data Analysis Procedure .....	30
<b>CHAPTER IV : FINDINGS AND DISCUSSION</b> .....	<b>32</b>
4.1 Findings .....	32
4.2 Discussion .....	42
<b>CHAPTER V : CONCLUSION</b> .....	<b>45</b>

5.1 Conclusion.....	45
5.2 Suggestion.....	45
<b>REFERENCES .....</b>	<b>47</b>
<b>Thesis Consultation Paper .....</b>	<b>53</b>

