

ABSTRACT

Advertisements are a way for producers of goods to inform their product to the masses. There are so many advertisements we have seen every day and that fact force the producers nowadays to use emotional creative strategy to help customer distinguish each product they met. Lucidol-L produced by Mandom also employs the same methods, notably on their hair dress version advertisement. This research aims to identify the idea of Lucido-L's hair dress version advertisement and to know the women's representation using a qualitative narrative analysis and using visual communication design and semiotics theories. Data is collected through a questionnaire and participative observations in the form of group discussions. The results of this research are as follow: (1) Lucido-L's hair dress version advertisements are soft sell type advertisement, using a brand image oriented strategy with a 'stylish' image, presented through a emotionally creative strategy using a sexual approach, (2) Women are represented in this advert as a modern figure, oriented to beauty, trendy lifestyles, and emphasizes on physical appeal.

Keyword: *Lucido-L, Advertisement strategy, advert visualization.*