

ABSTRACT

Market presence and advertising that give promises with various beauty products, ultimately making women become helpless and always want to consume objects or services for the sake of beauty. Citra television advertising lotion Handbody "From Imagery To Indonesian Women" comes to lift the beautiful women in Indonesia and Indonesian culture to the world. This is different from the previous image ads that make women as a commodity. Therefore researcher wanted to know the meaning of denotation, connotation meaning and myths that is contained in television advertising Handbody Citra Lotion "From imagery to Indonesian Women". This study used a qualitative method with semiotic analysis of Roland Barthes. Based on the results, it can be concluded that the ad image denotative meaning is to give the impression that Citra Handbody lotion has position as Handbody lotion products that uphold the culture and the cultural heritage of Indonesia, especially the beauty of women in Indonesia. There is a connotation meaning that the Indonesian nation rich in culture, beauty, indigenous, tribal extremely diverse ranging from Sabang to Merauke. So that the image of a television advertisement can be displayed the beauty of Indonesian women from different regions based on the culture of each region. For the meaning of myth is the myth of beauty of Indonesian women are based from their customs and culture.

Keywords: Ads, semiotics, Roland Barthes.