

ABSTRACT

Ardinta, Novia. Registration Number, 2182220007, Semiotics Representation of Skin Color in Indonesian Beauty Advertisements on Shopee, English Literature Program, Faculty of Languages and Arts, Universitas Negeri Medan, 2022.

This study aims to identify the visual and verbal sources of beauty advertisements on Shopee toward skin color by using the theory of visual semiotics from Kress and Leuween and Systemic functional linguistics from Halliday. The data of this study are 10 beauty advertisements collected from Shopee by purposive sampling to have the data following research objectives where the data is beauty advertisements about skin with the campaign about beauty skin color. The method of this study is the qualitative method where the visual sources were analyzed into 3 meanings namely representational meaning, interactional meaning, and compositional meaning while the verbal sources were analyzed into ideational function. The analysis of this study found that the representational meaning, interactional meaning, and compositional meaning showed the visual represents beauty skin color of women in the picture of the advertisements and the ideational function showed the ideal skin color offer by beauty advertisements from the verbal sources

Keywords: Skin color, Beauty Advertisements, Shopee, Visual Semiotics, System Functional Linguistics