

LIST OF FIGURES

Figure 1. 1 Preliminary Data.....	4
Figure 2. 1 Pierce’s Semiotics.....	10
Figure 2. 2 Saussure’s Semiotics	11
Figure 2. 3 Barthes’ Semiotics.....	13
Figure 2. 4 Happiness Expression.....	16
Figure 2. 5 Sadness Expression.....	17
Figure 2. 6 Anger Expression.....	18
Figure 2. 7 Surprise Expression	24
Figure 3. 1 MS Glow x Keanu – Cakep Itu Nasib, Good Looking Itu Pilihan! Advertisement.....	26
Figure 3. 2 Solusi Kulit Glowing Bercahaya (Anti Kusam!) Dari Kak Ivan Gunawan advertisement	26
Figure 3. 3 Night Skincare Routine Ivan Gunawan x MS Glow advertisement	26
Figure 4. 1 A man was focus on his cellphone	30
Figure 4. 2 Keanu partner curhat netizen Indonesia	31
Figure 4. 3 BOOM!	32
Figure 4. 4 Keanu as netizen	33
Figure 4. 5 Facial expressions.....	34
Figure 4. 6 Kulit sama muka standar	35
Figure 4. 7 The figures of angel and devil	52
Figure 4. 8 An angel figure	53

Figure 4. 9 Facial expressions	54
Figure 4. 10 Facial expressions	55
Figure 4. 11 The changes of skin color	56
Figure 4. 12 Netizen yang sudah siap jadi seleb medsos	57
Figure 4. 13 Facial Expressions	58
Figure 4. 14 Facial Expressions	59
Figure 4. 15 Whitening Day Cream MS Glow	60
Figure 4. 16 Facial Expressions	61

