

ABSTRACT

Humairoh, Siti. Registration Number, 2203520012, Verbal and Visual Signs of Skin Color in Indonesian Women's Beauty on Lafiye's Instagram Account, English Literature Program, Faculty of Languages and Arts, Universitas Negeri Medan, 2024.

This study aims to identify verbal and visual signs on Lafiye's Instagram account towards skin color using Roland Barthes 1968 theory related to denotation and connotation and Roland Barthes 1957 theory related to myth. This research method is a qualitative method where the data is analyzed into 3 meanings namely denotation, connotation and myth. The data of this study are 14 posts collected from Lafiye's Instagram account by purposive sampling to obtain data in accordance with the research objectives where the data are about verbal and visual signs related to skin color diversity. The results of this study indicate that in Lafiye's Instagram posts there are denotation, connotation and myths.

Keywords: Verbal Signs, Visual Signs, Skin Color, Semiotics

