

ABSTRACT

S, Rut Damai Yanti, Registratin Number 2183520009, A Semiotic Analysis of Roland Barthes on MS Glow Beauty Advertisement on YouTube, A Thesis, English and Literature Department, Faculty of Languages and Arts, State University of Medan, 2023.

This study was about analyzing semiotic of Roland Barthes on MS Glow Beauty Advertisement on YouTube. The objectives of this study were to find out the denotative and connotative meaning also the myths' representation used by MS Glow throughout the classification of *signifier* and *signified*. The method that used in this study was descriptive qualitative method. The data was about 16 screenshots had been captured consist among visual and verbal signs which taken from the 3 sources data that contained in MS Glow Beauty advertisement on YouTube. The findings showed a number of visual signs and verbal signs had balanced where visual signs for picture had 14 sign and visual signs for text in picture had 13 sign, while the verbal signs with tag line consists 11 sign and verbal signs with dialogue consists 16 sign. Both of visual signs and verbal signs conveyed denotative meaning that realized by visual signs as picture or text in picture, verbal signs as tag line or dialogue. Meanwhile connotative meaning realized as giving meaning for every single sign. And the myths' representation for advertisements were belief of beauty was belonging to women who have white skin only not for dark skin and it was also occurred for men. The implication of this study to give understanding of semiotic approach focused on advertisement.

Keywords: Visual Signs, Verbal Signs, Semiotics in Advertisement, MS Glow