

Abstract

Beauty is the dream of any woman in order to maintain the fresh and comfortable look in within the beauty, women should undergo several treatments; for example, women want their hair to stay clean, gentle, and comfortable. In relation to the treatments, there are many advertisements about Moslem women who should perform many activities in a day. The image of Moslem women who have been performing many activities in a day has been benefitted by Shampoo products and the manipulation of this image is apparent in multiple types of shampoo complete with their functions. These Moslem women certainly will have problems with their hair while they are performing their activities and the role of the Shampoo advertisement, for example Rejoice, is to provide solutions for their problems. Although the Moslem women's hair are not exposed to the sunlight because it is covered by their hijab, their hair need extra treatment in order to stay comfortable, gentle, and clean. The reason is that their hair that have been covered by the hijab still demand extra treatment so that these Moslem women will be able to attain the glowing look in their face which has been the reflection of their inner beauty. Thus, the objective of this study was to identify the meaning of beauty as depicted by the advertisement of Rejoice Hijab Shampoo that features Citra Kirana. The research question in this study was identifying the meaning of Moslem women's beauty through the facial expression depicted in the advertisement and to identify the peculiar characteristics of the beauty depicted by the advertisement as well. The results of this study were analyzed using the Roland Barthers method. Through the method, the researcher would find the connotation signifier and the denotation signifier so that the researcher would find the myth. Eventually, from the myth in the scenes the researcher would find the symbol of beauty.

Keyword: Beauty, Moslem women, Semiotics analysis, Hijab