

ABSTRACT

Advertising is one of the marketing tools of producers in Indonesia especially through television advertising. Advertising have a function to explain information about the product to public. Due to high demands of idea to make an advertising more creative, Wardah Cosmetic have to be more inovatte than before. The aim of this research is analize the meaning of woman with hijab in “Halal dari Awal” advertising. This method use qualitative method. The technique of the research use an interview, literature riview, and many reference related with it. Analysis technique used in this study is Charles Sanders Pierce semiotic concept, that explain about a sign, an object, and an advertising interpretation. This research use 4 of 9 formulas, there are Communicator Motivation, Physical dan Social Contexts, Intertextuality, and Common Sense. The Advertising of Wardah tell about the woman with hijab put make up but it still looks natural. Results of the study wardah advertising “Halal dari Awal” version is woman with hijab represented as a beautiful, soft and graceful in Islamic attires. The “Halal dari Awal” version describe the natural beauty, modern and also dynamic at once. Wardah specially designed to increase the innerbeauty of the woman.

Keywords: *Television Ads, Woman with Hijab, Semiotics by Charles Sanders Pierce, Wardah version of the “Halal dari Awal” Ads.*