

ABSTRACT

Azahra Rachma Prayudawardani, 2023. Semiotic Analysis on Fenty Beauty's Foundation Advertising Poster as a Representative of Beauty Diversity. Thesis. Supervisor 1: Dr. Chusni Hadiati, S.S., M.Hum. Supervisor 2: Usep Muttaqin, S.Hum., M.A. Examiner: Ika Maratus Solikhah, S.S., M.A. Ministry of Education, Culture, Research, And Technology, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

Keywords: Advertising poster, beauty diversity, semiotics, signs.

This research entitled "Semiotic Analysis on Fenty Beauty's Foundation Advertising Poster as a Representative of Beauty Diversity". This involves analyzing the Fenty Beauty foundation advertising poster employing the semiotic field. The descriptive qualitative approach was chosen in this research, and the aims of this research to identify the icon, index, and symbol in Fenty Beauty's foundation advertising poster, and to determine the relationship between signs and the beauty diversity issue in Fenty Beauty's foundation advertising poster. To figure out the answer, the researcher applies a semiotic theory by Charles Sanders Peirce to examine eight Fenty Beauty foundation advertising posters. Purposive sampling was used as the data gathering strategy to assess the eight Fenty Beauty foundation advertising posters. Based on the results of this research, the messages contained in all posters can influence individuals to purchase Fenty Beauty's foundation. Fenty Beauty attempts to bring out the theme of beauty diversity in their advertising posters by including models with various skin tones, ethnicities, and religions. Fenty Beauty creates a revolution and reduces discrimination in the cosmetics industry by developing fifty colors of foundation.

ABSTRAK

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Kata kunci: Poster iklan, semiotika, tanda, keragaman kecantikan.

Penelitian ini berjudul "*Semiotic Analysis on Fenty Beauty's Foundation Advertising Poster as a Representative of Beauty Diversity*". Semiotika adalah metode yang dilakukan untuk menganalisis poster iklan *foundation* milik *Fenty Beauty*. Pada penelitian ini, penulis menggunakan metode deskriptif kualitatif untuk mengidentifikasi ikon, indeks, dan simbol dalam poster iklan *foundation* milik *Fenty Beauty*, serta untuk mengetahui hubungan antara tanda dengan isu keragaman kecantikan. Penulis menggunakan teori semiotik yang dikembangkan oleh *Charles Sanders Peirce* untuk meneliti delapan poster iklan *Fenty Beauty foundation*. Sementara itu, *purposive sampling* adalah metode yang digunakan penulis sebagai strategi pengumpulan data untuk menganalisis delapan poster iklan *foundation* dari *Fenty Beauty*. Berdasarkan hasil penelitian, kutipan yang terdapat dalam poster, dapat mempengaruhi publik untuk membeli produk *foundation* dari *Fenty Beauty*. Pada dasarnya, *Fenty Beauty* mencoba mengangkat tema keragaman kecantikan dalam iklannya, dengan menggunakan model dengan warna kulit, suku, dan agama yang berbeda-beda. *Fenty Beauty* juga telah menciptakan perubahan dan mengurangi diskriminasi dalam industri kosmetik, dengan menciptakan produk *foundation* yang memiliki lima puluh warna.