

ABSTRACT

Beauty is identical with women. Beautiful has many versions depending on several factors, point of view, until the area. Laneige skincare advertisement shows signs and symbols that indicate a beautiful element. This ad uses YouTube social media which is new media. YouTube has audio-visual features and YouTube is the most popular online video community in the world. The author wants to see the beautiful myths that existed in the Laneige skin-care ad version of "Waterbank Series" in semiotics using Roland Barthes's semiology. This research uses a constructivist-descriptive paradigm with Roland Barthes Semiotics analysis technique which has three elements: the first level meaning (denotation), the second level meaning (connotation), and the myth. The results of this study are advertising shows that the standard of beauty in accordance with a beauty standard of Korea where has a bright white skin, long hair, a pointed nose and sharp chin, slim body and slim waist. This research confirms that the portrayal of models in advertisements shows the beauty myth in Korean standard of beauty.

Keywords: Semiotics, Beauty Myth, YouTube Ad.