

ABSTRACT

Have a white and clean skin is one of the factor a woman suitable to be called beautiful. Clean and Clear made a campaign video with a title Clean and Clear #IAMBRIGHT Movement version: Celebrate many kind of your Indonesian clear skin with Clean and Clear that showed three woman model which has white skin tone to dark one. The commercial video that have been published is a bunch of campaign to bring back the woman's credence especially teenager that always have a urge to being beautiful. Indonesia's woman beauty this time is determine by white skin tone. The problem is seen with how the commercial illustrate the meaning of beauty could construct society's idea with those three woman's model experiences. Using the approach studies Triangle Meanings from Charles Sanders Peirce, we could see how the meaning of beauty construct on Clean and Clear commercial version #IAMBRIGHT Movement: Celebrate many kind of your Indonesian clear skin with Clean and Clear. This research purpose is to know the meaning of beauty on Clean and Clear commercial version #IAMBRIGHT Movement: Celebrate many kind of your Indonesian clear skin with Clean and Clear. This research using qualitative with constructivist paradigm metode to deepen this research and to find out more about the meaning of beauty on the commercial. The data accumulation that writer use is a documentation studies and library studies.

Keyword: Semiotics, qualitative, Beauty, Charles Sanders Peirce, Clean and Clear