

ABSTRACT

Tasya Farasya is one of the Indonesian Beauty Vlogger that has many followers on YouTube. In between her beauty vlogger contents that consist of tutorial makeup by herself, she made a challenging content that is 7 days straight without wearing any makeup. Where she made meaning of beauty through implied messages. Therefore, the problem that can be identified in this research is how the woman's beauty analysis in Tasya Farasya's YouTube video "7 Hari No Makeup Challenge!" ("7 Days Straight of No-Makeup Challenge!") using the Triangular Meaning model in accordance with Charles Sanders Pierce Semiotic. This research's aim is to understand Women's beauty analysis that had been shown in that video. The researcher used Charles Sanders Pierce' Semiotic analysis approach in order to conduct studies about meaning in Tasya Farasya's YouTube Video "7 Hari no Makeup Challenge!". The method that was used in this research is the Qualitative method with the Constructivism paradigm. The researcher did collect data with documentation and literature studies. From the analysis result that had been done, it can be concluded that Beauty meaning that can be seen from Sign on Tasya Farasya's YouTube Video "7 Hari No Makeup Challenge!" is Beautiful women polished with makeup.

Keywords: *Analysis, Beauty Meaning, YouTube Video, Charles Sanders Pierce' Semiotic*