ABSTRACT

Women are often associated with beauty and elegance. The depiction of an ideal woman by using a model that has physical characteristics that are far different from women in Indonesia as shown in cosmetics advertisements illustrates a uniformity in the formation of an ideal beauty myth that can lead to racism, classism, and even discrimination. This certainly has an impact on the emergence of inequality, especially in Indonesia itself, which has diverse ethnicities, cultures, races, and religions. This is what is intended in this study. This study aims to uncover how the position of the subject and object, as well as how the reader / audience positions themselves in advertisement for Purbasari Mandi Bengkoang + Whitening Double Whitening Version 2016) ". This study uses qualitative research methods with constructivist paradigms using Sara Mills's critical discourse analysis model.

Keywords: Adverstisement, Women, Sara Mills' Analysis of Critical Discourse