

## **ABSTRACT**

Beauty is a term that is closely related to women. Advertising media such as television and magazines continuously inject an idea of female beauty, for example in advertising beauty products. The portrayal of female beauty is often used in advertising language. One advertising beauty products that also use language in advertising to describe the beauty of women is a form of Veet products which are the product of artificial fur remover PT Reckitt Benckinser. This research titled “Teenage Girls’ Perception on Cantik itu Kulit Mulus Bebas Bulu Veet Tagline”. This study aims to determine how the process of formation and perception of teenage girls on “cantik itu kulit mulus bebas bulu” Veet tagline. This research uses qualitative descriptive research method using interview data collection techniques. The results of this study are two informants reported that they received information about “cantik itu kulit mulus bebas bulu” Veet tagline through television media advertising. Both informants “cantik itu kulit mulus bebas bulu” Veet tagline is a form of information about the new method to remove body hair in women, aims to change perceptions of women 's beauty and tried to change the view that the beautiful woman is a woman who has no hair on his body.

Keywords : Beauty , Advertising , Teenage , Girls, Tagline