

ABSTRACT

Gender issues recently been widely discussed in the community. The division of social roles in heterogeneous societies always feels burdensome to one sex. In women often pinned feminine roles, such as; elegantly, gently, motherly, beautifully, and others. Beauty is a scourge for every woman to develop their potential because hegemony that circulates in society is not always be able to be fulfilled by these women. Based on this phenomenon, researchers feel interested in contemporary beauty in the Nivea brand advertisement #ExtraCare for Extra Women edition. Researchers feel the audience needs to apply an understanding of contemporary beauty which views that beautiful of women are not always about physical things. This study uses a qualitative approach with semiotic analysis by John Fiske who has the theory of "The Code of Television". From the results of this study it can be concluded that there is a strong contemporary ideology of beauty in the Nivea brand advertisement #ExtraCare for Extra Women edition which contains 3 female models with unique social roles that they live.

Key Word: *Beautu, Representation, Contemporary, Semiotics of John Fiske*