

ABSTRACT

Advances in technology and the internet have made people increasingly advanced in searching for and obtaining information, including information about lifestyles that are considered trendy. One lifestyle that is considered trendy is Muslim women wearing the hijab. Many Muslim women choose to emigrate by covering their private parts. However, this turned out to give rise to discrimination. Although several industries have now put a lot of emphasis on this issue, one of which is the advertising industry, women still face gender discrimination in the workplace. This is also what is shown in the Elzatta advertisement, where this product produces an advertisement by raising the issue of women wearing the hijab who experience discrimination and demands from the outside world and of course this makes them feel less confident. This research aims to analyze the representation of confident women wearing the hijab shown in Elzatta advertisements on YouTube. This research uses descriptive qualitative with a constructivist paradigm and uses Roland Barthes' semiotic analysis. The results of this research show that the Elzatta advertisement on YouTube contains five aspects of self-confidence, namely confidence in one's abilities, optimism, objective, responsibility and also realistic.

Keywords : *Advertising, Confidence, Hijab, Representation, Women*