

ABSTRACT

Basically, the concept of beauty itself has different standards or is very subjective between one country and another. One of the cosmetic products that often displays its advertisements, especially on YouTube, is Sariayu by Martha Tilaar. One of Sariayu's competitors is a product from Singapore called Innisfree Greentea Seed Serum which also applies green beauty that is oriented towards South Korea. This study aims to determine the verbal and verb components and the meaning of boosters in building the construction of beauty, as well as to determine whether there are differences in the construction of beauty "Green Beauty" in the Sariayu Martha Tilaar Indonesia and Innisfree Korea advertisements. The method used by the author in this study is a qualitative method using a multimodal analysis tool. Based on the results of the study, it explains that there are visual and verbal elements in the Sariayu Martha Tilaar Indonesia and Greentea Seed Serum Innisfree Korea advertisements. In the Sariayu Martha Tilaar Indonesia advertisement, verbal and visual elements were found. Verbal and visual elements in the advertisements of Sariayu Martha Tilaar Indonesia and Greentea Seed Serum Innisfree Korea can be realized with the interweaving of messages between verbal elements and visual elements, both spoken by the narrator, or in the sentences presented in each advertisement. In the advertisements of Sariayu Martha Tilaar Indonesia and Greentea Seed Serum Innisfree Korea, there are differences in the construction of beauty, namely in the behavior and appearance sections.

Keywords: *Multimodality, Construction of Beauty*