

ABSTRAK

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Judul Skripsi : Perlawanan Terhadap Mitos Standar Kecantikan
(Analisis Semiotika Roland Barthes dalam Beauty Campaign Brand Rare Beauty di Kanal Youtube)
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Perempuan cantik yang dikenal saat ini identic dengan kesempurnaan fisik yang menuntut perempuan untuk berkulit putih, berbadan kurus, berhidung mancung, berambut lurus. Hal tersebut menjadi suatu tuntutan bagi seorang perempuan, karena padangan tersebut berubah menjadi suatu Mitos Standar kecantikan perempuan yang dianut oleh banyak masyarakat. Penelitian ini bertujuan untuk menjelaskan perlawanan terhadap mitos standar kecantikan melalui analisis semiotika Roland Barthes pada *beauty campaign "Rare Beauty"* di YouTube.

Tinjauan Pustaka dalam penelitian ini terdiri lima penelitian terdahulu dengan kajian teoritis meliputi komunikasi sebagai proses pertukaran makna, public relations campaign, semiotika, feminisme, realitas sosial dalam mengkronskruksi kecantikan dalam media massa, dan youtube sebagai *E-PR*

Paradigma peneltian ini menggunakan paradigma kritisme dengan Metode penelitian Analisis semiotika Roland Barthes yang digunakan untuk mengidentifikasi tanda-tanda dan simbol-simbol yang menggambarkan perlawanan terhadap mitos kecantikan yang ada. Analisis ini melihat makna dari setiap elemen tanda semiotik yang terlibat dalam video kampanye tersebut. Penelitian ini menunjukkan bahwa Rare Beauty bukan hanya tentang produk kecantikan, melainkan tentang membentuk sebuah platform simbolis. Melalui simbol-simbol yang dipilihnya, Rare Beauty mengajak individu untuk terlibat dalam perjalanan kecantikan yang lebih holistik. Keindahan bukan hanya sekadar penampilan fisik, melainkan juga terkait dengan kedamaian dan penerimaan diri. Dengan demikian, *Rare Beauty* melampaui batasan tradisional kecantikan dan menghadirkan makna mendalam untuk mendorong perubahan positif dalam persepsi kecantikan. Penelitian ini berkontribusi pada pemahaman lebih lanjut tentang bagaimana merek kecantikan

Kata Kunci : *Mitos, Perlawanan, Kecantikan, Industri Kecantikan, Semiotika*

ABSTRACT

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Tittle : Resistance to the Myth of Beauty Standards
(Semiotic Analysis of Roland Barthes in the Rare Beauty Brand Beauty Campaign on the YouTube Channel)
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The current perception of beautiful women is often associated with physical perfection, emphasizing fair skin, slim bodies, pointed noses, and straight hair. This creates an expectation for women, turning such standards into a beauty myth embraced by many. This research aims to explore resistance against these beauty standards through Roland Barthes' semiotic analysis of the "Rare Beauty" beauty campaign on YouTube. This research aims to elucidate the resistance against conventional beauty standards through Roland Barthes' semiotic analysis of the "Rare Beauty" beauty campaign on YouTube. The focus of this study lies in how semiotic elements such as symbols, icons, and indices are employed in the campaign to convey a message of resistance against prevailing conventional beauty standards.

The literature review in this research comprises five previous studies with theoretical perspectives encompassing communication as a process of meaning exchange, public relations campaigns, semiotics, feminism, social reality in constructing beauty in mass media, and YouTube as E-PR.

The research paradigm employed is criticism, utilizing Roland Barthes' semiotic analysis method to identify signs and symbols that depict resistance against existing beauty myths. This analysis involves interpreting the meaning of each semiotic element involved in the campaign video. The findings of this research indicate that Rare Beauty is not solely about beauty products but rather about shaping a symbolic platform. Through its chosen symbols, Rare Beauty encourages individuals to engage in a more holistic beauty journey. Beauty is not confined to physical appearance alone but is also linked to inner peace and self-acceptance. Consequently, Rare Beauty transcends traditional beauty boundaries, providing profound meaning to promote positive change in perceptions of beauty. This research contributes to a deeper understanding of how beauty brands can go beyond conventional norms and bring about meaningful change. This study offers valuable insights into how a beauty campaign can serve as a medium for challenging beauty myths through the language of semiotics. It is anticipated that these findings will enhance comprehension of the endeavors aimed at comprehending and responding to societal pressures related to beauty standards.

Keywords: *Myths, Resistance, Beauty, Beauty Industry, Semiotic.*