ABSTRACT


Pretty is a word that can not be separated from women. Beautiful is relative, as well as individual. Along with the development of technology and information, now the picture of the value of women's beauty has been formed by the media which later became a reference for women's lives. This is due to certain standards created mostly by the media, both print, electronic and online media. One of the online media involved in constructing female beauty is YouTube, through the vlog of Beauty Vlogger. This study aims to find out the beauty representation in the video "The Power of MAKEUP!" By YouTube beauty vlogger, NikkieTutorials.

The type of research used was descriptive qualitative with semiotic analysis. Technique of analyzing data used in this research was Roland Barthes semiotic technique that is to know the meaning of denotation, connotation and myth contained in beauty vlogger video "The Power of MAKEUP!". From the analysis that has been done then it can be seen the beauty of the mark is still centered on the physical appearance of the face of a smooth face without defects, thick and neat eyebrows, large and colored eyelids, eyelashes and thick lashes, red blush cheeks, and bright colored lips, filled, and not pale.

Keywords: Representation, Beauty, Beauty Vlogger, Semiotics, Roland Barthes