

ABSTRACT

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ANALYSIS OF LATE TEENAGERS' RECEPTIONS ON THE MESSAGE CONTENT OF THE ADVERTISEMENT "SCARLETT WORLD WITH TWICE, WHERE BEAUTY COMES TRUE!"

Keywords: Teenagers, Message Content, Advertisements, Beauty
xii + 79 + Attachments

This research aims to determine the meaning of the message content in the advertisement "Scarlett World with Twice, Where Beauty Comes True!". The method used in this research is using a qualitative approach with the Stuart Encoding/Decoding model reception analysis method with a constructivism paradigm. The theory used in this research is cultivation theory, this theory is used to see how the message content in the advertisement "Scarlett World with Twice, Where Beauty Comes True!" is interpreted. The data collection techniques used were direct in-depth interviews, documentation and literature study. The results of this research indicate that teenagers who are regularly exposed to these advertisements can understand the meaning of the message content in the advertisements and can experience the cultivation of the beauty promoted by the advertisements. In other words, their perceptions of beauty may be shaped and influenced by the images and standards of beauty shown in advertisements, especially due to the repetition of these messages.

Bibliography: 2012 - 2023