

ABSTRACT

Zidny, Defry Maolana. 2013. *Beauty of Metaphors in Advertising at Consumers Insight (Consumers Perception Psychological Analysis at Beauty of Metaphors in Advertising Versions Vaseline, Nivea and Citra)* State Islamic University of Maulana Malik Ibrahim Malang. Thesis. Advisor: M. Bahrn Amiq, M.Si.

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Not only the map has scale . Beauty also has a scale range from numbers 1 to 8. It appeared in a commercial beauty products that appear on the screen. In the impressions seen a display like models demonstrate a ruler with numbers 1 to 8. The number 8 represents the dark skin conditions while at the other end of the 1 is a representation of white skin glowing.

This Study was done at student's university at State Islamic University of Maulana Malik Ibrahim Malang with the purposes (1) what's kinds of metaphor that used by produsen at the communication beauty branding product. (2) How the consumers interpretatios at Beauty of Metaphors in Advertising.

That is one of beauty is displayed manufacturers metaphor in advertising. Utilizing qualitative research approach is try to see the reception from consumers insight beauty of metaphors displayed in advertising Nivea, Vaseline and Citra through the Focus Group Discussion (FGD). According to Hall (Eriyanto, 2001) text ads interpreted differently by referring to the experience of each individual. No wonder if reading a text, including mass media advertising involves a process of acceptance, negotiation or refusal.

The results of study show that (1) beauty of metaphors at advertising showed by white skin and happiness.(2) From the result analysis of the metaphors consumers look perceptions beauty offered by the manufacturer through the negotiations meaning. The image of the white skin does not necessarily approved. Even rejected by the respondents as a criterion or idealization of the concept of beauty. Instead they do enter criteria adopted by the fresh, moist and smooth or good personality criteria as a measure of one's beauty.