

**The Meaning of Beauty: A Semiotic Analysis of a Beauty Product Advertisement
and its Interpretation by Young Female Professionals**

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ABSTRACT

This study explored on how a beauty product advertisement communicates the concept of beauty and how it can affect the consumption of the said product among young female professionals. By using semiotic analysis, the researchers identified the signs and codes that communicate what is beautiful and its possible effects on the pre-existing concept of beauty. The Focused Group Discussions among 17 participants from Iloilo City revealed that the concept of beauty of the participants is not only defined physically but also holistically. However, the participants deemed physical beauty important. Though the participants identified the signs and codes of related to beauty in the advertisement, these did not affect their concept of beauty and their consumption of the said product. The quality, affordability and credibility of the beauty products were the factors they considered in patronizing the products and not necessarily because of the advertisement.