

**ABSTRACT****LIGHT SKIN IS BEAUTIFUL  
(Studies Hegemony Beauty Advertisement  
in The Middle And Lower Class Women)****By****Wilfrida Oktavia**

This study was conducted to determine the hegemony of beauty advertising on middle and lower class women's behavior in an effort to beautify themselves. Research using qualitative methods by using purposive and in-depth interviews to each informant. Results of this study stated that the behavior of middle-class women tend to imitate upper class lifestyle, this effect on their efforts to beautify themselves. Economic differences and awareness about the health affects their behavior in beautifying themselves. There are various impacts that they face in an effort to beautify themselves both in health and other social problems for those who hegemony and the lack of health awareness.

It is certainly can't be separated from the hegemony of beauty advertising, which bring out instant culture. The image of the physical appearance of women in beauty advertising refers to the physical appearance of the inaugural imaging is considered ideal in a society that has a criteria, such as a slim body, white, long-haired and straight. It continues to be maintained by the society itself becomes a common sense or public opinion. This is where the hegemony works. As a victory through the mechanism of approval (consent), not coercion or oppression. This is proof that beauty myth popular victory in a global perspective is related to the mass media, especially the beauty advertising.

**Keywords: Women, Beauty Advertising, Hegemony, and Power**