



a power to influence the women and men's behavior and manipulate them by creating a world of fantasy toward their mind.

2. The discursive analysis deals with the strategies used by advertiser to attract the consumers to buy their product. In this stage, the advertiser uses various strategies such as irrealist representation, scientific evidence, emotive words, and code switching/mixing. The use of various strategies is to establish a power relationship and increasetheir production, consumption and distribution in the society.
3. The last is social features analysis. This stage deals with the broader social practice of the advertisement. The representation of models in the advertisement of this study can evoke the ideal identity of women and men. Through the way in which the advertiser sets the layout of the model in the figure of the advertisement, it is perceptible that the advertiser wants to show the main aspect of the body of the model; that is face. Then, there is also ongoing struggle about how the advertisers construct the ideological of beauty in the modern society by giving the representation of models and how they show their professionalism in technology by giving scientific evidence in their advertisements.