

Representation of Indonesian Women's Beauty in The Challenge Version Fal Advertising

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ABSTRACT

The cosmetics and skincare industry is currently developing very rapidly, with many advertisements for beauty products, including skincare advertisements that offer the benefits of whitening products such as FaL advertisements. Meanwhile, on average, brown-skinned Indonesian women tend to be dark. This study aims to describe the representation of beauty that is shown in the Fal Version of the Challenge advertisement, using the semiotic theory of Charles Sanders Peirce and the concept of representation. The research was conducted with a qualitative approach in an interpretive paradigm. Semiotic analysis is applied to several advertising scenes followed by triangulation in interviews with a dermatologist and an academic who observes feminism issues. The results of this study indicate that the Fal Version of the Challenge advertisement represents physical beauty, by representing the concept of beauty that is hyperreality in terms of the results to be achieved in the form of beauty that makes skin color uniform, and hyperreality in terms of processes that tend to be instant.

Keywords: Charles peirce's semiotics, concept of beauty, representation, Indonesian women.

1. INTRODUCTION

The development of the women's cosmetic industry is currently experiencing rapid progress. In 2021 the growth of cosmetics in Indonesia is estimated to grow by 7% [1]. For women, cosmetics is a need for supporting interests that must be used every day. The number of beauty product advertisements encourages women to buy products that promise results to look more attractive and cover up their shortcomings.

Indonesia has various skin colors, such as white skin and tan skin, many women in Indonesia want bright white skin like other Asian countries, so Indonesian women try various beauty treatments to whiten their skin, and there are many advertisements about whitening. Dark skin also makes Indonesian women try these famous brands. A survey conducted by one of the beauty clinics in Indonesia found 82.5% of the respondents

Having a "beautiful" thought is one who has bright and glowing skin. This is what makes beauty treatments so popular to make facial skin bright and glowing. This treatment is very popular with Indonesian women. In 2018, 40.9% of women made a statement that they were beautiful. Meanwhile, in 2018 40.9% of women stated that they are beautiful who have a healthy and fit body. In 2019, 46.7% of respondents believed that "beautiful" means beautifying their appearance thoroughly and thoroughly, which is commonly referred to as dressing appropriately [2].

Beauty So attached to appearance. If we look at beauty from a broader perspective, then beauty can be interpreted as

something we like, something that attracts, fascinates or inspires, so that it can make us happy. Beauty is a pleasant feeling that arises in everyone's square [3].

Often women hear that beauty is identical to having a slim figure, white skin, long legs and long hair. The phenomenon of beauty standards is caused by the assumption that beautiful women are physically perfect and attractive women [3]. Women are taught to see their appearance as an important factor in increasing pride and self-confidence. Nowadays, women usually get more compliments for their womanhood, such as beauty, tenderness, modesty, sweetness and pampering. So, for women, appearance is very important [4].

As discussed earlier, it is clear that women have their own average beauty and appearance. Such as differences in skin color, white skin or tan skin and also how they will be confident when wearing cosmetics or making their skin look bright. In this research, the author will discuss how women see advertisements that claim to be instantaneous. The author is interested in analyzing this in a thesis entitled "Representation of Indonesian Women's Beauty in the Challenge Version of FaL Ads".

In previous research, there were several topics related to the title of this research, namely:

The Resistance of Skin Color Stigma to Women's Beauty Standards Through Advertising. [5]. Department of study, Faculty of Communication, Tarumanagara University. The beauty of women depicted in the Pond's advertisement is depicted by the diversity of women's skin colors in several scenes in this advertisement, proving that white skin is not

a standard of beauty because all skin colors can look beautiful and special like white skin. Similarities: This study discusses the beauty of Indonesian women's skin in a beauty product advertisement, and both use the semiotic model of Charles Sanders Peirce. Difference: the previous writer discussed about Pond's White Beauty Skin Perfecting Cream and the author used FaL. The connotative meanings obtained from the scenes contained in FaL advertisements such as: Islamic women dressed in modern Muslim women, Islamic women are regulated by their parents regarding their life partners according to certain standards, Islamic women take care of their own beauty and care about appearance, and Islamic women want equal to men, especially in terms of education and career [6].

In the previous thesis and the author both discussed about FaL advertising. Differences: the difference is in the theory that the previous author used Roland Barthes' theory and the author used the theory of Charles Sanders Peirce and for the content of the FaL advert, the previous thesis held that women were wearing the hijab and the author discussed FaL – International Challenges.

The Phenomenon of People's Hyperreality in Food. [7]. Department of study, Faculty of Social Sciences, Makassar State University and the Association of Indonesian Social Sciences Education Graduates. That foodstagramming is nothing more than a manipulation activity

and deception of someone's life through food, Equation: in this previous study the authors both used the theory of hyperreality to society. Difference: the previous writer made about the hyperreality of society on food, the author discussed about FaL Ads.

2. THEORETICAL REVIEW

2.1. Mass Communication

Mass communication is communication carried out with the mass media (audience or target audience). Mass media can be grouped into print media which uses newspapers, magazines, and bulletins, while electronic media uses radio, television, and films [8].

Understanding mass communication cannot be defined briefly and simply, the notion of mass communication is what is used to fill messages (processing, sending, and receiving), technology, groups, various contexts, audiences (audience), and effects (influence).

Mass communication is any form of communication that provides an open statement through the media indirectly and is one-way in a scattered public [8].

According to Bittner, mass communication can also be understood as a message that is communicated through mass media from a large number of people and films including electronic mass media [9].

According to Dominick, some form of mass communication function is usually an explanatory function, which explains that the mass media not only presents facts and data, but also explains important events [9].

2.2 Advertising

Advertising related to mass communication is an effort to form and build public awareness. This view later became the goal of modern advertising and media. Advertisements with positive intentions will get a positive response and recognition from the public. On the other hand, advertisements whose contents do not arouse public interest can cause differences of opinion. This is what makes mass communication more effective [9].

Advertising is a form of presenting and promoting an idea, product or service that is paid for by the sponsor [10].

Advertising can be a special attraction in the eyes of consumers, especially if the advertised product is already popular among the public. The more unique and varied advertisements in the eyes of the audience, the more symbols that want to be conveyed between advertisers and potential buyers [11].

Advertising is a promotional medium that is widely used in attracting the public [12].

Advertising is a game of signs, which play on the signs, which will support one another [13].

Advertising is a factor that supports buying interest in the product. Advertising is a form of non-personal presentation and promotion of an idea, product, or service to a paid sponsor [14].

2.2.1. Advertising Purpose

According to Kotler, advertising cannot be separated from its goal of supporting the success of a marketing of its products so that sales results can increase "An advertising goal is a specific communication task and achievement level to be accomplished with a specific audience in a specific period time" [15].

Advertisements have a purpose to remind the products they sell and get the benefits, which are called reminding advertisements [15].

The purpose of advertising is to remind consumers of the existence of this product on the market and provide various benefits that are promised from the product [15].

The purpose of advertising according to Rhenald Kasali [15] has four components, namely:

- a. Behavioral aspects are the actions that are expected of potential buyers.
- b. Expected attitude, which concerns the attitude or features of the product.
- c. Awareness, in developing new products in the market to seize potential buyers.
- d. Positioning, target consumers.

2.2.2. Mass Media Advertising

Advertising in the mass media, especially print media provides various descriptions. Especially in advertising, producers process each product advertisement in such a way as to be able to attract the attention of every consumer to

buy their product. Advertorial advertisements are advertisements in the form of news [15].

2.3. Representation

Representation comes from English, representation, which means representation, picture or depiction. Representation can be interpreted as a certain picture or a thing contained in life that is described by a media [16].

Danesi defines representation as a process that records ideas or knowledge in some way. In addition, representation is the use of a sign, namely to connect, describe and imitate something that is felt, understood, understood and imagined into some physical form [17].

Discourse is a type of activity of a person who uses language as an activity and as a type of representation when seeing the world or reality. Used to talk about the topic being discussed and are generally consistently involved with power relations, especially in the various acts of representation contained in the public arena [18].

Representations usually have uses with signs. Representation is the process of physically recording ideas, knowledge, and messages. More precisely, representation is the use of signs that are displayed again to be absorbed, imagined and physically felt [18].

2.4. Reality and Hyperreality

2.4.1. Hyperreality

Hyperreality in the context of such a study as a concept that tries to explain the reality of linguistics is relatively adequate. This understanding can be positioned in reality what was previously called not [17].

Hyperreality explains about not using the principles of physics or metaphysics, but another principle, which is called pataphysics (pataphysics), namely as an imaginary solution, namely the science of simulation or hypersimulation [18].

2.4.2. Reality

The general term "reality" in everyday life can be said as "reality" or it can also be called "real". Sociologists in Indonesia also often use the terms "reality" and "reality" as expressions that are used interchangeably with the same meaning [19].

2.5. Semiotics as a Theory of Signs

A sign is a form of a signifier contained in an idea or a signifier. In other words, the signifier is "meaning sound" or "graffiti meaning" [19].

Semiotic theory is applied to see the symptoms or signs that exist from culture which makes it a reference for several approaches to analysing architectural signs [20].

Semiotics is a science that deals with signs in human life. That is, everything in our lives is a sign, which is something that we must give its own meaning [20].

The word semiotics comes from the Greek Simeon which means "sign". In terminology, semiotics is a science that studies the extent of an object, event from all cultures as a sign [21].

The study of semiotics is the science of signs that considers social phenomena to society and culture as a sign. Semiotics is also defined as "the science of the sign (sign) and everything related to it: the way it functions, its relationship with other words, its delivery, and its acceptance by those who use it" [22].

Signs usually give or imply a meaning that is easily understood by humans, with that humans can easily understand the object or idea of the signs. [23].

2.5.1. Charles Peirce's Semiotics Model

Charles Sanders Peirce was born in Cambridge, Massachusetts, in 1890. Charles Sanders Peirce was born into an intellectual family. Charles led his studies at Harvard University and gave lectures on logic and philosophy at Johns Hopkins University and Harvard. For Charles Sanders Peirce, the principle of the fundamental nature of signs is representative and interpretive. The representative nature is a sign that is something else, while the interpretive nature is a sign that provides opportunities for interpretation depending on the sign of the wearer and the recipient [17].

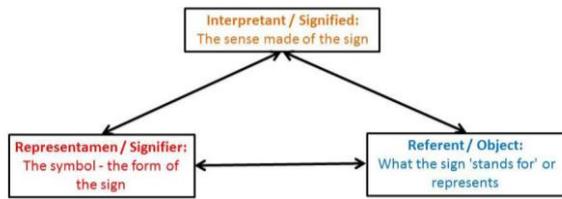
Charles Sanders Peirce's semiotic theory is called the "Grand Theory" because of his comprehensive idea, a structural description of each signification, Peirce wanted to identify the basic particles of the sign and combine the components in a single structural [17].

The data processing technique uses Charles Sanders Peirce's semiotics, also known as triadic model semiotics with analysis of Signs, Objects, and Interpretants of an object to be studied to find the meaning and meaning behind the sign with the three components. with the intention of being understood by many people.

Charles Sanders Peirce is known for the triadic model and his trichotomous concept as follows: Charles Sanders Peirce known as the triadic model and its trichotomous concept as follows:

1. A representation is a form that is accepted by a sign or functions as a sign.
2. Object is something that refers to a sign. Something that is represented by a representative associated with a reference.
3. The interpreter is the meaning that is in one's mind about the object that is referred to by a sign.

Figure 1 Pierce's Triadic Semiotic Model



Source: Lesley Lanir, 2019.

3. RESEARCH METHOD

This study uses a qualitative approach which aims to see the social reality of something holistic, not separated from one another, which is more complex, dynamic, full of meaning, and the relationship between symptoms is reciprocal rather than causal. The interpretive paradigm also discusses social reality which is something dynamic, processed and full of subjective meaning [24].

The data analysis technique used in this research is Charles Pierce's semiotic method which focuses on signs. Signs usually give or signify something other than themselves, signs usually have signs of meaning that are easily understood by humans. How humans can understand an object or idea from these signs [25]. Coding technique is a step for a researcher to see a description of the facts as an integral part of qualitative data analysis and collect and draw a conclusion from a psychological analysis of the data obtained [26].

The informants of this research are expert in the field, Detty Dwi Kurniati, a Dermatologist and Venereologist, and an academician on women's studies Suzy Azeharie.

4. FINDINGS AND DISCUSSION

Beauty is highly respected by women and women are willing to do anything to get perfect beauty, by spending a lot of money on body and facial treatments to look ideally slim and smooth the face so that it is always white and smooth and well maintained [27].

Indonesian women consider beauty as a woman who has white skin, slim, tall, thin. This result is corroborated by the 2018 ZAP Beauty Index survey, as many as 73.1 percent of Indonesian women think that beauty is someone who has clean, bright, and glowing skin. The number of men who like white women makes women see other women who look beautiful in the eyes of men.

When the concept of beauty is always focused on beauty, which is a white, tall and slender woman, the perspective of Indonesian women only thinks that white skin is a real woman or the definition of true beauty.

In fact, it is not always beautiful to have smooth white skin, slim and tall, but beautiful for some people, it is relatively possible for some to see women with sharp noses as beautiful, women who are not tall as beautiful or so on. The

existence of a beauty concept that makes the words of white women beautiful can make Indonesian women flock to buy beauty products that claim to be beautiful in a nutshell or give a review only once using this cream, the results will be seen immediately.

Beauty myths are always changing with the times. There are some women who say that beauty is relative, but in fact, consciously or not, many people try to define beauty by themselves, such as the mass media, government, manufacturers of beauty equipment, and so on. "Being a "woman" means having to look beautiful, and not being pretty, not being a girl. Beauty is a word that refers to a physical trait, therefore beauty is an ornament, and not as true elegance." [28].

The concept of Indonesian women's beauty is indeed very high and there are many Indonesian women out there who want white skin and really want to change their brown skin which tends to dark to white. The number of Indonesian women who want white skin makes this beauty product advertisement create or provide a visual presentation that shows the difference in dark skin color to bright white skin in a short time.

According to the two sources, the concept of Indonesian women's beauty is indeed very high and almost all Indonesian women want and continue to look for ways to make their skin whiter quickly and change their original skin color.

The patriarchal system makes gender injustice to women and makes women sacrifice physically to get the beauty they want. Physical sacrifices made by women are from advertisements for cosmetic products that show beautiful women and make women as consumers become shackled in the myth of beauty and imitate models who look beautiful in these advertisements [29].

Seeing the number of Indonesian women who want white skin like other Asian women, the two sources told us we should not as women try things like whitening our skin briefly, even though we don't know what the reality is and the reality is the same as the ad shown in this FaL ad the original skin color cannot be changed to white skin like the one in this FaL ad. If Indonesian women want white skin, it is better to use cosmetics whose color is different from their original skin color, and whitening creams are not recommended. Whitening creams can harm body health and are certain to have side effects after using these whitening products.

This Challenge version of FaL ad tells about a face cream that can whiten directly and can beat facial creams from abroad. By using models from other Asian women, it can be seen changes in skin color from both sides on the model's face, foreign facial cream and Fal's face cream, it can be seen that foreign cream used only once still makes the model's facial skin dark or dull but Fal's face cream This is only used once, you can immediately see the change in the facial skin of this female model, which immediately turns white in a short time.

After doing research using Charles Pierce's Semiotics discourse analysis method, the researchers chose 8 scenes and advertising posters that were considered to represent beauty in the advertisement and met the beauty indicators

such as the scene in which female models with tan skin tend to be dark and will be given face cream. from abroad and FaL face cream (meets indicators of dark skin women being less beautiful), showing the part of women who have used face cream from FaL, their skin turns white and looks beautiful (meets indicators representing beauty who have white faces), and shows the difference in the results of facial creams from abroad and FaL facial creams for the left side of the face using foreign facial creams and the right side using FaL cream where the FaL cream immediately changes the dark face to white (fulfills the indicators that give meaning in the mind someone about the results).

The results of interviews with dermatologists and feminist experts also found information that there are indeed many Indonesian women who crave white skin because Indonesian women think that beauty is of course women who have white skin and in fact tan skin tends to be dark, nothing else can change with the use of cream. disposable as told in this FaL ad. However, there are still many Indonesian women who are not confident with their dark brown skin and they try to buy creams that claim to whiten.

5. CONCLUSION

Based on the results and analysis of research data, it can be concluded that the FaL Version of the Challenge advertisement represents physical beauty, by representing the concept of beauty that is hyperreality in terms of the results to be achieved in the form of beauty that makes skin color uniform, and hyperreality in terms of processes that are tend to be instant.

The process of changing skin color, which tends to be dark brown, cannot be changed in one use, it must go through a long process.

The concept of beauty that was announced in this FaL advertisement, among other things, shows that the real concept of beauty is that women with glowing white skin are not like women with dark skin.

With advertisements like this, Indonesian women (representations) really believe in the images that are presented and make the image (hyperreality) of Indonesian women even higher that beauty must have clean white skin which will damage the mentality of Indonesian women at any time. expectations with (Reality) are very different. With direct whitewashing words, Indonesian women should be able to understand them better and Indonesian women should be more able to not be deceived by whitening cream that is given in a commercial advertisement on television or other media.

The sign given in this FaL advertisement (Representament) about this FaL cream being able to beat face creams from abroad makes Indonesian women interested in this FaL product. The model in this FaL advertisement shows that the beauty of this FaL face cream is a woman who has white skin (Object) after the Representation and Object in this FaL advertisement is shown by the change in the model's skin color from dark skin to white with using this FaL face cream makes its own meaning to all Indonesian women that this

FaL cream is able to beat products from abroad (Interpretant).

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