



#AllWeCan: Empowering Aspirations through Contextual Relevance in Advertising Messages

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Abstract. The advertising industry is changing rapidly nowadays with the increasing growth rate of technology. In accordance with the times, to make advertisements that attract attention advertisers must display creative, unique, and out-of-the-box advertising materials. One of them is by carrying out a theme with a hashtag in the Ms Glow For Men advertisement, namely #SemuaJugaBisa. This study aims to determine the representation of #SemuaJugaBisa in the Ms Glow For Men ad version of Babe Cabita x Marcel Widiyanto. This type of research is descriptive qualitative using Charles Sanders Peirce's semiotic analysis technique. This research focuses on identifying symbols or signs/meaning of #SemuaJugaBisa in ms glow for men advertisement. The research subjects in this study are a collection of scenes in the ms glow for men advertisement starring comics Babe Cabita and Marshel Widiyanto. The results of this study indicate that the representation of #semuajugabisa provides awareness of Skincare products can be used by all circles. #SemuaJugaBisa represents that Skincare products can be used by all circles not only from men who are already goodlooking. However, all men with their characteristics can get the right to take care of themselves and look better so as to increase self-confidence.

Keywords: representation, #semuajugabisa, advertisement, charles sanders pierce semiotics

1 Introduction

Advertising is a message from a brand, product or company that is communicated to the audience with the media. Choosing an advertising medium must be right, one of which is through the internet [1]The existence of the internet can support the efficiency and effectiveness of companies based on the means of communicating, publishing and obtaining various information needed by its users. The spread of advertisements cannot be separated from market groups that make audiences their target and the development of the times that shape is also growing. Based on the results of a study conducted by HootSuite "We Are Social" Indonesia currently has 204.7 million internet users, it is stated that Instagram is the second largest social media platform with a percentage of 84.8% of the total number of internet users in 2022[2]

Instagram is currently the main choice in advertising products because the application can be easily used in sharing photos and videos. Instagram is currently often used in terms of promotion by many companies around the world [3]. In today's millennial era, people's attention is diminishing. It becomes the first hand for advertisers to create ads that are unique and attract people's attention in a short time. The development of information technology continues, based on the development of increasingly advanced times. One of the factors that changed the way

people get information is the internet. The process of delivering messages through the media has developed rapidly. If the media has been only an information center, and the information was given or published with one-way communication, now the media has become more interactive[4].

In this day and age, in order to create great and engaging advertisements, advertisers must come up with creative, unique, and out-of-the-box creatives. In general, the selection of factors for an advertisement is determined by the product being advertised and the maker is believed to have its own purpose. The advertised product must look different and attractive so that people who see the ad will be interested and have the desire to buy the product. MS Glow is a company that uses the Instagram platform as a promotional medium for its products. MS Glow itself is arguably synonymous with female beauty care, because MS Glow targeted the female market when it was launched in 2014. Advertising creates meaning to inform the existence of social life, and society creates the meaning of advertising as a social being or existence. In print or electronic media, an advertisement has an impact, and many members of society follow it from the visual appearance of the media release (e.g. following the text, narration) to imitating the actions of the characters in the advertisement[5].

In [9], Representation is how a person creates a meaningful concept in his mind through language, which can be used as a reference for the world of objects, people, events, and even imaginary worlds[6]. Representation acts on the relationship between symbols and meaning, and the concept of representation itself can change, always having a new meaning. As the meaning changes, the notation also changes. Therefore, representation is not a static activity or process, but a dynamic process, constantly moving and changing along with the development of intellect and the needs of sign users, namely humans themselves. Quoting the University of Muhammadiyah Malang website, representation is a process that involves a situation that represents symbols, images and all things that have meaning.

At this time the male gender became a potential advertising commodity[7]Especially for products that show the value of manliness and the meaning of male identity. This is related to the ideology of masculinity possessed by men which is endless to discuss. Ms. Glow tries to turn to men as the target marketing of this beauty product, even though in general, skin and body care products are only used by women because male skin care is still said to be a taboo. But with the development of the era, on average most men are more aware and care about their appearance about the importance of taking care of themselves from young to older to be more confident. Self-confidence is an important factor because it will make oneself optimistic and able to adjust to their social environment.[8].

In general, the definition of a handsome man is a man who has white, clean, and glowing skin. It cannot be denied that the average manufacturer of skin care product advertisements uses handsome white-skinned men to attract the attention of consumers so as to create the perception that if you buy the product you can have an appearance like the model. Especially nowadays, people's views on handsome and white-skinned people are the mecca of all men, so that it becomes a stigma attached to all people towards their views on white-skinned people as handsome men. The image of a masculine man offered by advertisers of men's skincare products features a model who is skillful in appearance, has an ideal body and beautiful face, and often performs grooming activities.[9].

With this perception, people with dark or brown skin like the average Indonesian are not confident with their own appearance. for teenagers, having clean and white skin is something that needs to be taken into account in life needs. According to Dr. Eddy Karta, Men have a tendency not to be lazy to take care of their skin, but lazy to go to a beauty clinic when they have skin problems.[10]. Ms Glow For Men is one of the most popular skincare products in

Indonesia. With its advertising slogan #SemuaJugaBisa they chose Marshel Widiyanto and Babe Cabita as their brand ambassadors because they include people who have a unique look, as they are, and do not change their skin color so that they can represent Indonesians who have dark skin but want to look glowing. Ms. glow for men wants to break down the beauty standard that the average beauty product brand ambassador has a goodlooking appearance.[11]. Ms glow for men emphasizes that knowing care products is everyone's right, no exception.

Hashtag is the development of spreading a word or information using a symbol marked with a hashtag (#) which is an innovation in hashtagging. [12] This feature on social media is very important because it can make it easier for other social media users to find photos/images on Instagram with the hashtag included. #SemuaJugaBisa in the Ms Glow For Men advertisement is not only to expand the reach and get a lot of likes, but there are certain intentions from using the hashtag. Ms. Glow chooses to use Instagram as a medium to promote its products because Instagram is very effective in bringing its products to the wider community. Apparently, the ad has about 437,633 views and more than 781 comments on the official Ms glow for men Instagram account. Various kinds of comments of support and blasphemy to Marshel Widiyanto and Babe Cabita as the male face ad model. Some netizens responded positively to the ad, because the choice of models for the ad was very different from the usual facial ads, and some of them also felt that advertising models who were generally in white advertisements were already handsome, but MS Glow For Men dared to be different and used Marshel and Babe Cabita as advertising models with the slogan #SemuaJugaBisa.

Based on initial observations, the author selected 8 ad scenes that represent #semuajugabisa displayed through verbal and non-verbal signs.

So that the uniqueness shown in the @msglowformen advertisement uploaded on the official Instagram account is interesting to analyze, as well as to find out the representation of #semuajugabisa in the ms glow for men advertisement version of Babe Cabita and Marcel Widiyanto. After that, the author analyzes the signs in the objects seen in each scene. The final goal of the analysis is to represent with semiotic studies contained in the combination of symbols and objects contained in each scene in the ms glow for men advertising video episode. After analyzing the symbols, objects and meanings of Charles Sanders Peirce's semiotic theory, the results of the analysis can be determined, then will be discussed and concluded theoretically so as to complete the research, so that it becomes a novelty in this study.

2 Research Methods

The methodology that will be used for this research is descriptive qualitative research method. This research focuses on identifying symbols or signs/meaning of #SemuaJugaBisa in ms glow for men advertisement. The research subjects in this study are a collection of scenes in ms glow for men advertisements starring comics Babe Cabita and Marshel Widiyanto. The research object in this study is the ms glow for men ad version of Babe Cabita and Marshel Widiyanto uploaded on the @msglowformen Instagram account. researchers used the documentation method in collecting data related to this study. The data is in the form of scenes, dialog text, music and others taken in the advertisement. There are meanings in 8 scenes related to #SemuaJugaBisa and shown through verbal and non-verbal language.

Researchers conducted a semiotic data analysis with the type of analysis in three levels of analysis as expressed by Charles Sanders Peirce, namely the triangle meaning. Consists of sign/representation (sign), object (object), and interpretant (interpretant).[13]. In this case by

identifying which consists of images (visual, audio, image capture, setting). Then analyzed and interpreted one by one based on the data that has been obtained regarding the advertising of ms glow for men version of babe cabiita and marshel widiyanto. Then draw conclusions based on the analysis conducted by the researcher.

3 Results and Discussion

3.1. Analysis Result

The results of the semiotic analysis of the Ms Glow For Men advertisement by Babe Cabita and Marsel Widiyanto analyzed the meaning of the hashtag #SemuaJugaBisa which consists of 8 scenes with 14 images. The advertisement contains images, settings, and dialog that are described in detail with Charles Sanders Pierce's semiotics which consists of signs (signs), objects (objects), and interpretants (interpretants).



Fig. 1. Scene 1 (Full Shot and Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: Scene 1. The sign system in the scene 00:00:00 - 00:00:04 shows a construction worker with the background of a village house building with several banana trees, bricks, building buckets and other construction equipment. The coolie lifts a hoe to stir the cement with dirty blue clothes and a handkerchief on his neck to wipe the sweat. And then the camera takes a zoom in technique, the coolie changes after smoke appears accompanied by Dj Dangdut music and whistling sounds, becomes glowing and has the appearance of a modern handyman wearing a yellow safety helmet and wearing a white shirt with a blue katelpak.

Object: Showing a construction worker whose face initially looks dull and then changes to be cleaner and also has a confident modern appearance.

Interpretant: In this initial scene, the construction of a house in a village is shown in full shot. The initial scene has a dominant gray background and the flat color has a neutral meaning that matches the atmosphere of the village. By using a blue t-shirt and wearing shorts that give the impression that the person is an old-fashioned construction worker in the village. after that there is a cut editing with smoke accompanied by music and whistling sounds at the end. the camera takes a zoom in technique with a medium shot that shows a happy expression by lifting a yellow project hat. The yellow project hat means that it is used by general workers in the construction field.[14] and seems more modern and safe. The coolie looks confident and happy as shown by his smile.

This symbolizes that even heavy and rough workers can take care of their appearance to be brighter and cleaner with modern artisan clothing, which in general, construction coolies in kampongs are identical with limited time and money to take care of themselves. However,

nowadays coolies can also have bright and clean skin by wearing a more neat and modern look while working.



Fig. 2. Scene 2 (Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: Scene 2. The sign system in scene 00:00:05 - 00:00:09 shows a change in the appearance of a person in a green jacket reflecting in the rearview mirror of his pink motorcycle looking sullen and accompanied by the music of Dj dangdut. after that, smoke and the sound of trumpets appear as a sign of a change in appearance with a zoom in camera technique that shows a man changing into a white shirt with a floral motif who looks cheerful while shaking his hair.

Object: The cast of Ms Glow For Men #SemuaJugaBisa, an online motorcycle taxi driver who previously looked dull and lacked confidence and afterwards became glowing and more confident.

Interpretant: In scene 2 shows a man in a green jacket, which means that he generally works as a motorcycle taxi driver who initially looks ordinary, dull and looks insecure. It can be seen from his sullen facial expression while holding his chin towards the rearview mirror of the motorbike, the background selection of gray walls which has a flat and sad meaning, and can also be neutral. after that he was changed by the fairy played by Babe Cabita to glowing clean and more confident. The man is replaced by white clothes with floral motifs that mean clean, beauty, feminism and happiness.[15]. This symbolizes that self-care can be done by field workers who in fact work against heat rays and dirt dust that can make dull.



Fig. 3. Scene 3 (Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 3, the sign system at 00:00:09 - 00:00:15 shows a tire repairman working in a workshop located in front of the house. The previous tire repairman looked dull, dirty wearing a stained gray-white t-shirt and a sluggish, dirty and sweaty face. Accompanied by dj dangdut music and a kring sound like a sword friction. then smoke appears as a sign of transition, changing to wearing a blue katelpak work uniform that looks cleaner and more modern. The man is also seen smiling at the camera and shaking his hair and moving his collar up.

Object: The tire repairman who previously looked dull and dirty wearing a dirty white t-shirt and afterwards became clean and looked fresh and wearing a modern mechanic's uniform.

Interpretant: Showing a tire patcher who initially wears dirty and old-fashioned clothes. With a white t-shirt that reflects freedom and minimalism. [16]. This means that tire patchers usually do not need to wear special clothes when working, just a t-shirt and shorts to make it simpler. It is very clear how the gray background and its appearance with a medium shot. after which smoke appears as a sign of switching the video to glowing. The clothes of the tire repairman are also replaced with a blue catapult, which means elegance and self-confidence. [16]. This scene uses the sound of sword friction when shaking the hair which means dashing and masculine.

This explains that today's tire patchers can also be clean and look fresh and more confident with a more modern appearance. This is also an interpretation of #AllWeCan.



Fig. 4. Scene 7 (Close Up)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 7, the marker system in scene 00:01:05 - 00:01:17 shows Babe Cabita as the role of the fairy king giving a black box containing Ms Glow For Men product details. The product is predominantly black and white. Close Up shooting technique with white gray smoke and orange rays like sunlight. The following dialogue in the scene: "Use Ms Glow For Men, All Can Also Glow" And ends with a fairy smile.

Object: Shown babe cabiita also as the king giving a box containing some Ms Glow For Men products and the dialog "Use Ms Glow For Men, All Can Also Glow".

Interpretant: In scene 7 shows details of care products from MS Glow For Men in a black suitcase which gives a mysterious impression on the contents of the product. after the suitcase is opened, 7 products from ms glow are seen which are dominated by black and white colors which are elegant and luxurious which are identical to men. The details of the product are seen with Close Up and smoke appears with an orange light background which means Ms glow for men products have a special magic and have the impression of dominating other men's care products. The fairy king also gave a message to the fairy "Use Ms Glow For Men, All Can Also Glow".

This means that Ms Glow For Men products are believed to be able to provide solutions to the problems being faced by unmasculine men in Indonesia. By using products from Ms Glow For Men, it is believed that all men can turn into bright glowing and goodlooking.



Fig. 5. Scene 8 (Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 8, the marker system in scene 00:01:25 - 00:01:36 shows that there are 7 products from Ms. Glow which are shown to have the power of a circle of orange sparks by the fairy. The fairy is dressed in a predominantly white color with a happy and cheerful facial expression while dancing. The products are believed to be able to make dull men handsome. Here is the dialog from the scene: "This time I can definitely make you handsome!".

Object: Babe Cabita is shown as a fairy showing the power of Ms. Glow For Men product surrounded by a circle of fire that can turn a dull man into a handsome one.

Interpretant: In scene 8, we see the return of the fairy from the palace carrying 7 products from MS glow for men. As seen with a medium shot the fairy takes out all the products in a circle of orange sparks which means that each product has magical powers that can change the appearance of men. It can also be seen that the fairy is wearing an all-white outfit that signifies harmony and purity. Then with a dark background that signifies the release of the power of the product. This has the interpretation that the products from MS Glow have additional power that can realize the wishes of all local Indonesian men to be brightly glowing.



Fig. 6. Scene 9 (Close Up and Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 9, the sign system in scene 00:01:37 - 00:01:50 shows Babe Cabita and Marsel Widiyanto using products from MS Glow For Men, namely face wash and other skin care products accompanied by orchestral music background. With a Close up shooting technique that shows the expressions of the two men rubbing their faces with facial soap and a Medium shot that shows a fat posture wearing a white towel on the body and a yellow towel on the head of one of the men. dark black background and visible bathing equipment such as a dipper, blue barrel, and sink that shows the two men are in the bathroom.

Object: Two chubby, dark-skinned men are shown using Ms. Glow For Men products after a shower.

Interpretant: In scene 9, two fat men are seen bare-chested wearing only towels wearing products from MS Glow For Men. In the Close up and Medium Shot shots, the body shape and expressions of the two men appear, indicating that the two men are very confident in their

appearance. Set in a dark black bathroom, this certainly gives the impression that this setting is like a simple bathroom in Indonesia in general. as well as bathing equipment such as a dipper and a blue barrel that the average Indonesian uses for bathing. It is different from other product advertisements that use a setting with a more aesthetic and modern bathroom. With the cut scene above, the two men are depicted as unmasculine, dark-skinned, and look a little feminist because they are wearing these suits. However, this shows that both men can be more confident, look clean, bright and happy by using products from MS Glow For Men.



Fig. 7. Scene 10 (Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 10, the marker system in the scene 00:01:54 - 00:02:05 is a scene of the results of using the product with a medium shot with the Crab/Craving camera movement technique showing two dark-skinned men wearing white and pink clothes with suits and pink backgrounds. The two men look goodlooking and cheerful, while dancing and posing like confident models. With the backsound of dj fashion model music that has a fast rhythmic tempo. Here's the dialog in the scene: "MS Glow For Men, #EveryoneCan!".

Object: The two men who have turned clean, fresh and glowing despite having dark skin.

Interpretant: In scene 10, two men are seen being happy and confident with full shot and medium shot techniques, the two men are dancing and posing like confident models. With a pink background that makes them brighter and a bright happy atmosphere, pink can mean feminine because it has become the main image of the color. the meaning of pink can be said to be a blend of tenderness and romance. [16]. For this reason, all men even though they have dark skin can use the product to be their skincare so that they can become bright, clean and glowing. There is a dj music background that accompanies the dance poses of their fast-paced models, this has the impression of a professional fashion model photo shoot. Despite their dark skin and fat bodies, they look goodlooking and confident. And at the end of the scene there is a dialog from the brand which is "MS Glow For Men, #AllYouCan!".

This indicates that people with dark skin can have self-confidence. Even if they are not masculine men who have a muscular body. They can be glowing and good-looking so that they can appear confident.

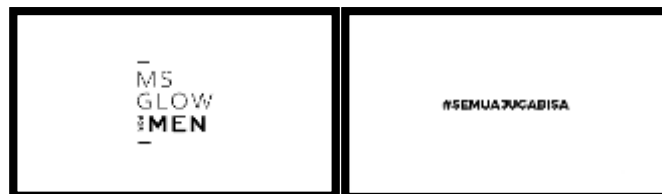


Fig. 8. Scene 11 (Medium Shot)
(Source: Ms Glow For Men Ad Capture)

Sign: In scene 11, the sign system in scene 00:02:05 - 00:02:11 displays the writing of the Ms Glow For Men logo and the slogan #SemuaJugaBisa with a white background and black text writing. The font used in the text #SemuaJugaBisa is Montserrat Bold.

Object: A scene with the words #AllWeCan and the MS Glow For Men logo with motion graphic logo animation is shown.

Interpretant: In this outro bumper scene, we can see the slogan #EveryoneCan and the animated Ms Glow For Men logo. The white background indicates that this product has a comfortable, minimalist and free impression. [16]. then for the black text which means elegant and attracts attention. So that if black and white are combined it can be special which indicates that this product is elegant and can be freely used by all men. As well as the use of Montserrat bold fonts that have a simple and elegant impression that is very suitable for graphic design typography projects. The hashtag #SemuaJugaBisa shows that Ms Glow For Men products can break the dominance of only masculine men who can be glowing and handsome, but fat men with dark skin can show confidence and look good.

3.2. Discussion

In the digital world, hashtags are useful for categorizing a topic so that it is easy to find information that you write in an article with a certain hashtag. Creating a special hashtag for a brand can be an effective way for a company to promote its products. Especially if a hashtag created is directly related to social issues or is the subject of public conversation at this time. On Instagram itself, hashtags can be used to categorize photos posted by account owners, make them easy to find, and form trending topics that many people use as hashtags.[17]. Based on the function of the hashtag, the product owned by Shandy Purnamasari and Gilang Widya Pramana or commonly called Juragan99 uses this hashtag feature in advertising Ms glow for men male care products starring Babe Cabita and Marsel Widiyanto.

In other words, Hashtags can not only make it easier for brands to promote their products. There are those who utilize hashtags as campaigns for certain issues widely and effectively. Not only that, Hashtags have an influence in digesting public opinion. Moreover, in today's digital era, social media is an effective platform to promote campaigns online.[18]. As Ms. glow for men campaigns if everyone can get the right to be handsome and look attractive. which is where this hashtag campaign is to fight the beauty standards of today's society. Talking about beauty standards is certainly endless, where someone can be considered handsome and beautiful if they have white skin, height, and an ideal body. Therefore, Ms. Glow as one of the skin and facial care product brands came up with a new buzz by raising the slogan #semuajugabisa. With #SemuaJugaBisa ms glow for men wants to convey that through the campaign ms glow wants to make awareness to the public that cosmetic products can be used by all groups.

The use of #SemuJugaBisa in the ms glow for men ad version of babe cabita and marshal widiyanto has its own meaning. This meaning can be seen from the signs that represent the tagline of this advertising campaign. Therefore, the author has analyzed the signs that represent #SemuaJugaBisa by using Charles Sanders Peirce's semiotic triangle meaning analysis, consisting of sign/representment (sign), object (object), and interpretant (interpretant). In advertising, of course, there are certain symbols, signs or meanings conveyed by advertisers to the public, the aim is to facilitate the communication process of the advertising message itself. Semiotics is the study of signs, the production of meaning and the function of signs. Semiotic

studies are related to signs that refer to the use of signs and everything that has to do with signs. In other words, the basic point of semiotics is meaning and interpretation [19]. There are 8 scenes out of a total of 11 scenes related to signs in the ms glow for men advertisement version of Babe Cabita x Marshel Widiyanto, which according to the author there is a meaning that represents #SemuaJugaBisa. Insays that the word Representation refers to the way a person, group, point of view or particular idea is presented in the news. Two important aspects of representation, the first is whether a person, group or idea is represented honestly, the word should refer to whether the person or group is reported as it is, or worse. Then the second is how to display images in the news, using sentences, words, emphasis, and photos to show the public what kind of person, group, or idea is in the news." [20].

In advertisements that are aired, they must have a purpose and expect a public response, an effective advertisement is an advertisement that creates a good public perception of the advertisement. Advertising is a means of marketing a product to potential consumers or the public. A good advertisement is an advertisement that can influence consumers to buy the advertised product while successfully forming strong brand awareness in the minds of target consumers. [21]. In advertising ms glow for men with the tagline #SemuaJugaBisa, they choose actors who can be said to include people who have their appearance as they are, and do not change their skin color so that they can represent Indonesians who have dark skin but want to look glowing. In general, the definition of a handsome man is a man who has white, clean, and glowing skin. It is also undeniable that the average manufacturer of skin care product advertisements uses handsome white-skinned men to attract the attention of consumers so as to create the perception that if you buy the product you can have an appearance like the model. So it can also be concluded from some of the definitions above that advertising has several functions, namely to provide information, be persuasive, and function as a reminder[22]. Some of these functions certainly have a strong relationship with the themes taken in an advertisement. One of them is the use of #semuajugabisa. It is undeniable that an advertisement for skin and body care products lately often raises the theme of glowing in its product advertisements. Therefore, in the following, the author explains the meaning of #semuajugabisa based on the advertising function proposed by Monle Lee and Carla Johnsonn in the Ms flow for men ad version of Marshel Widiyanto and Babe Cabita.

For the first function, namely providing information, in the advertisement there is certainly some information about the product itself. All of this information is conveyed visually in several scenes or flows in the advertisement. for the delivery of information is shown in the initial scene which shows 3 men working in the field. It can be seen from each character in the video ad, namely: in scenes 1-3, three men with different professions are shown (construction workers, online motorcycle taxi drivers, and tire patchers) who represent field workers who in fact work against hot rays and dirt dust that can make their faces dull. after that they are instantly transformed into glowing versions of themselves, from the clothes of construction workers and tire patchers who are worn indicating that they look more professional than before, they only use t-shirts and dirty. For the appearance of the online motorcycle taxi drivers, they are replaced by white clothes with floral motifs that mean clean, beauty, feminism and happiness[15]. The information conveyed to the public is that even though men who work hard in the field and do not have time to take care of themselves, can turn glowing and increase self-confidence. The three men represent that every man can and has the right to look attractive and handsome in their own version.

After that, two stand-up comedians who are also brand ambassadors of ms glow for men products, namely Babe Cabita, play the role of a fairy from heaven who represents ms glow for men as a helper for ordinary men as the role played by Marshel Widiyanto. The two men appear

with a posture that is not ideal and have dark dull skin, after which the man can change after using ms glow for men products given by the fairy from the suitcase. The information in the scene emphasizes to consumers that men who have dark skin and non-ideal body shapes also have the same opportunity to take care of their facial and body skin by using various Ms glow for men products to look glowing with their natural skin. Because glowing is not only described by white skin. It represents #semuajugabisa.

For the second advertising function, namely persuasive, persuasive aims to influence, persuade, and change consumer attitudes, beliefs or views in accordance with the advertisement. So this function is very important for an advertisement to make consumers interested in the product being advertised. To turn into glowing and goodlooking is the dream of men in Indonesia. In face and skin care advertisements in general always use the theme of white glowing which is represented by male or female actors who look physically perfect. Unlike what ms glow for men does, they use actors from Babe Cabita and Marshel Widiyanto who represent several men in Indonesia who have dark skin, less masculine bodies, and field workers. And that's why ms glow for men wants to give confidence to their consumers that the men mentioned earlier can turn themselves into glowing and goodlooking. For this reason, ms glow for men uses #semuajugabisa as a social campaign to provide awareness to the Indonesian people on the negative stigma of ordinary men's masculinity problems.

And for the last advertising function as a reminder, this function will run optimally if the ad presents something interesting to highlight to consumers. In general, advertisements for skin and body care products often emphasize a perfect appearance, with white skin, and ideal posture. However, the MS Glow For Men ad makes a new breakthrough by carrying #semuajugabisa which aims to highlight the potential of men who have dark skin and posture that can be said to be not ideal. Of course, a product needs something that can stand out to be easily remembered by consumers. For ms glow for men they use #semuajugabisa as a reminder of the ad. Not only that, from the selection of actors, backsound, sound effects, background places, and others greatly affect an advertisement so that it can be easily remembered by consumers.

The author also found several shooting techniques in the ms glow for men ad version of Babe Cabita and Marshel Widiyanto, including full shot, medium shot, close up seen from the ad. the author also found camera movement techniques namely zoom in, crab / crabbing in the ad. the following is an explanation of the shooting techniques and camera movement techniques that the author has found in the ad:

Full Shot: a technique of shooting from the boundary of the head to the feet, has the meaning of showing the object with the surrounding environment.[23]. In the ms glow for men advertisement, this technique shows the atmosphere of a house construction site in the countryside. There are several banana trees, bricks, building buckets and other construction equipment.

Medium Shot: a technique of shooting from the limit of the head to the waist (lower abdomen), has the impression of showing a person with his/her appearance[23]. It can be seen that this advertisement often uses medium shots. in the scene when the three male field workers show their work and show the facial expressions and gestures of the three men before and after glowing, when Babe Cabita and Marshel Widiyanto use products from ms glow for men by dancing happily and bare-chested which shows their non-ideal body shape, and the Ms Glow For Men logo and slogan #SemugaJugaBisa appear.

Close Up: a technique of shooting from the border of the head to the lower neck, has the impression of giving a clear picture of the object[23]. For close up shots, it is more directed at the details of some products from ms glow for men in the suitcase and the facial expressions of Marshel Widiyanto while shouting.

From the camera movement, the author found the zoom in and zoom out techniques, and crab movement. Zoom is a camera movement technique that does not physically move, all that is pressed is the zooming button which can zoom objects away or closer. While crab movement is lateral or sideways camera movement, walking parallel to the subject that is walking, almost the same as the dolly technique but has a difference in the direction of camera movement. If Dolly moves back and forth, the crab will move left (Left crab) and right (Right crab)[24]. In the ms glow for men advertisement, this technique shows men who have changed to be cleaner, tidier, goodlooking and confident. So that the movement technique gives a more vivid impression on the visible object.

In all the scenes that the author found, almost all of them use the eye level point of view method. Eye level is taking pictures that are parallel to the position of the object or can be said to be a normal point of view[23]. With an eye level point of view, it gives the impression that we are looking directly at the story. Thus, it can be concluded that the shooting technique in this advertisement shows the details of ms glow for men facial care products that can be used for all Indonesian men.

The background setting used in this advertisement, there is a house building construction site, a place for tire patch workers, where online motorcycle taxi drivers hang out. The three men are shown as field workers. as well as a bathroom with dark black shades, this certainly gives the impression of a simple bathroom in Indonesia in general. as well as bathing equipment such as dippers and blue barrels that the average Indonesian uses for bathing. By using the right story setting, it can bring the storyline to life and provide context for the events that are happening and experienced by the characters[25]. And towards the end of the scene, Babe Cabita and Marshel Widiyanto are shown as if they are in a fashion shot procession with a pink background. This shows that ms glow for men products can be used by all men represented in every setting used. In the last scene, it is shown by giving the logo and writing #SemuaJugaBisa. This further emphasizes the name of the ms glow for men product and the invitation to use the product which is predicted to be the solution of all Indonesian men.

The author also found the use of backsound and sound effects in this advertisement. With the dj dangdut rhythm music at the beginning of the scene, which can be interpreted as music whose listeners come from Indonesian society, this gives the impression not to worry or be afraid to start taking care of yourself and using care products from ms glow for men. This represents Indonesian men who are afraid and lazy to take care of themselves so that with the use of dangdut music, it can be fun. According to Dr. Eddy Karta, men have a tendency not to be lazy to take care of their skin, but to be lazy to go to a beauty clinic when they have skin problems[10] and the EDM music at the end of the scene aims to attract the audience's attention. There is also the use of sound effects that the author found such as: whistling sounds, trumpets, sword swipes, and lightning strikes. With these sound effects, the audience can be carried away to feel what is in a story location and sound real as in the real location [25].

So the representation of #semuajugabisa in the ms glow for men ad version of Babe Cabita x Marshel Widiyanto, represents that #AllJugaBisa is not only used by a brand for promotional needs via the internet. However, social campaigns can also be carried out so as to provide awareness of skincare products can be used by all men with their own version. #SemuaJugaBisa shows that kincare products can be used by all groups not only from men who are already goodlooking. But all men with their own characteristics can get the right to take care of themselves and look better so as to increase self-confidence. And also ms glow for men wants to break the stigma When men use facial care products, it is considered taboo. But when women use beauty products, it is considered a necessity to maintain their appearance[10].

In addition, the selection of advertising stars marcel widianto and babe cabita, who are known as comedians, also wants to show that a humorous man who is usually considered ignorant of his appearance can also pay attention to his appearance, this can also be seen from several scenes when the two of them use the product with confidence and accompanied by humorous elements from the two comics. In advertising in order to create a desire or desire to consume and buy, we must understand and know the background of a person to consume a product or service [26].

4 Conclusion

This study has concluded that there is a simultaneous influence of Marketing Mix and Instagram on consumer buying interest. The correlation coefficient (R) is 0.916, which means that the relationship that occurs is positive, meaning that the correlation that occurs between the Marketing Mix (X1) and Instagram (X2) variables with buying interest (Y) is in the category of a very strong relationship. The first hypothesis (H1) is accepted, namely the effect of Marketing Mix partially on consumer buying interest. The second hypothesis (H2) is accepted, Instagram partially affects consumer buying interest. Marketing Mix variables have an effect of 48.5% on consumer buying interest, and Instagram variables have an effect of 45.8% on consumer buying interest.

Based on the analysis and discussion above, we conclude as follows:

1. The sign/representation of #semuajugabisa in the ms glow for men ad version of Babe Cabita and Marsel Widiyanto is not only used by a brand for promotional needs via the internet. However, social campaigns can also be carried out. Through this ad, ms glow wants to persuade the views of consumers who have dark skin to be interested in ms glow for men products.
2. Advertising function in the use of #semuajugabisa:
 - a. For the first function, which is to provide information, in the advertisement there is certainly some information about the product itself. The information in the scene emphasizes to consumers that men who have dark skin and body shapes that are not ideal also have the same opportunity to take care of their facial and body skin by using various Ms glow for men products to look glowing with their natural skin. Because glowing is not only described by white skin. It represents #semuajugabisa.
 - b. For the second advertising function, namely persuasive, persuasive aims to influence, persuade, and change consumer attitudes, beliefs or views in accordance with the advertisement. So this function is very important for an advertisement to make consumers interested in the product being advertised. Ms glow for men wants to give confidence to their consumers that the man mentioned earlier can change himself into glowing and goodlooking. For this reason, ms glow for men uses #semuajugabisa as a social campaign to provide awareness to the Indonesian people on the negative stigma of ordinary men's masculinity problems.
 - c. For the third advertising function, namely as a reminder, this function will run optimally if the ad presents something interesting to highlight to consumers. For ms glow for men they use #semuajugabisa as a reminder in the ad. Not only that, from the selection of actors, backsound, sound effects, background places, and others greatly affect an advertisement so that it can be easily remembered by consumers.

3. #SemuaJugaBisa on this Ms glow for men ad represents that Skincare products can be used by all circles not only from men who are already goodlooking. However, all men with their characteristics can get the right to take care of themselves and look better so as to increase self-confidence.

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