

Beauty Construction on Pond's White Beauty Gita Gutawa Version: Semiotic Analysis of Advertisement

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Abstract

This study focuses on the semiotic analysis of advertisement video. This study will explore the value hidden that is displayed in the advertisement. The object of this study is *Pond's White Beauty Gita Gutawa* version. This current study was conducted by using the method of semiotic analysis by Charles Sanders Peirce Triangle Meaning Semiotics model. The conclusion that can be derived from these studies is advertising Pond's creates a cultural conflict in terms of the meaning of beauty for women in Indonesia. Semiotic analysis shows that advertising Pond's White Beauty featuring stereotypes about the picture of beauty for women in Indonesia. Beautiful woman is a white female Korean people while for the people of Indonesia who have different genetic, it is becoming a benchmark that cannot be equated. Pond's ad showing false consciousness, in which Indonesian women can have white skin like Korea only using Pond's products.

Keywords: advertisement; beauty; semiotic

1. Introduction

An advertisement as one embodiment of the mass culture does not only aim to offer and affect the prospective of consumers to purchase goods or services, but also creates a certain value that is hidden in the advertisement itself. Therefore, we find ads in various print and electronic mass media everyday can be said to be symbolic. It means that advertising can be a symbol of the extent to which the melody will display form and reflect on an essential value.

Featherstone states the value and theme of consumer lifestyle classification created without reference in reality seems to be real, true and natural in the advertising. The advertising has dictated the themes of fictitious imagery or image frame such as white woman, straight and long haired, legged and slim. While those who do not have these criteria are considered not included in the beautiful category by Featherstone (in Setyawan, 2011). Understanding of beautiful woman comes from stereotype implanted in our brain, one of them by advertisement media.

Advertising itself is a complex form of communication that operates to pursue goals and uses strategies to influence consumers' thoughts, feelings, and actions. Advertising is included in marketing communications, which is a general term that refers to all forms of communication techniques that marketers use to reach their customers and deliver their messages (Moriarty, Mitchell & Wells, 2011).

Further understanding of advertising as a communication can start from an understanding of basic communication models including, sources, messages, channels, and recipients. This communication model can be translated into advertising taking into account that the source is the advertiser and his agency, the message is advertising, the channel is a means of delivering advertising, and the recipient is the consumer. As communications are sometimes impaired in messaging, in advertising disruptions can be trends in society and disruptions in the market (Moriarty, Mitchell, & Wells, 2011).

Further, Moriarty, Mitchell, and Wells (2011) explain that effective advertising is an advertisement capable of generating the desired response by advertisers. The effectiveness of an ad also depends on the channel or media it uses to deliver its message. One of the most commonly used media as an advertising channel is television. Television is chosen because it has a wide range of coverage, and has a great effect on the perception of the audience. Television itself has limitations due to expensive advertising costs. But despite costly constraints, advertisers and agencies continue to make television the main channel.

To make an advertisement effective, it often shows gender stereotypes to make the message easier to deliver to its target audience, such as showing women as housewives. Stereotypes about women in advertisements are closely related to the beauty industry and its products. Every year women spend a lot of money on beauty products (Gauntlett, 2008).

Germaine Greer (1999, in Gauntlett, 2008) states that women are infected with the need to fulfill certain descriptions of beauty. Ideal beauty often puts pressure on women, which then leads to an obsession to achieve the ideal picture of being beautiful. This also applies not only to women but also to men. Greer mentioned that this is a cultural impact that is pressing everyone today. Based on this study, it can be concluded that stereotypes in advertisements, which occur as a result of cultural influences, can create negative effects on stereotypes affected.

Stereotypes about women in advertising also occur in Indonesia. Advertising beauty products always depict that a beautiful woman is a woman who is white, smooth, and slim. This picture of beauty is getting stronger with the Korean trend (music, movies, drama, etc.). The existence of this Korean trend makes Indonesian women make the Korean artists as role models, including the depth of the image of beauty. In the end, as Gauntlett has written, Indonesian women spend a lot of money to buy a variety of beauty products that can make these women closer to the ideal white image of beauty, like Korean artists.

Here we can see the cultural conflict caused by the Korean Wave pop culture that became a trend among the people of Indonesia, especially the women. Indonesian women race to make themselves more like their idols, who have blushing white skin. Though genetically this is not possible, because the majority of Indonesian women come from a Malay race that has a characteristic of brown skin. Therefore, skin whitening products in Indonesia are very much in demand. The producers of skin whitening products are aggressively conducting marketing campaigns, one of them in the form of advertising ideal white beauty, like Korean artists.

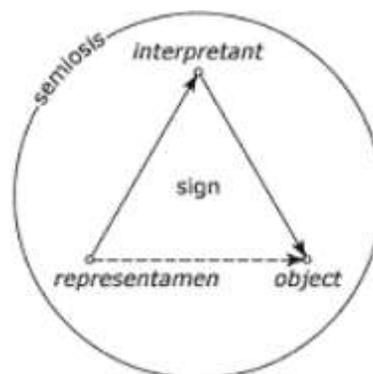
One of the best skin whitening beauty products in Indonesia is Pond's brand. In September 2011, Pond's issued an advertisement for one of its Pond's White Beauty products that took the theme of being a beautiful pure white blush like Korea. To see the cultural conflict as has been written above will be done semiotic analysis of Pond's White Beauty advertisement.

This study will explore the cultural conflicts that are featured in Pond's White Beauty commercial version of Gita Gutawa with a beautiful white pink theme like Korea. Where this ad makes beauty construction in Indonesian women to be opaque, just to follow the existing trend of women in Indonesia made into have a false awareness of the concept of beauty.

2. Methodology

This current study will be done by the method of qualitative analysis by using semiotic analysis. The object of this study is the advertisement of *Pond's White Beauty* by the version of Gita Gutawa version in theme of *cantik putih merona seperti Korea*. Semiotic analysis by Charles Sanders Peirce is used to analysis the data, which is Triangle Meaning Semiotics model. Fiske (2007) simply explains the model as a sign is something that is attributed to someone for something is some respect or capacity. The sign refers to a person; it means that creating in the mind of the person is an equal sign or sign of more developed, sign which is created is called *interpretant* from the first sign. That sign shows something, its object (Vera, 2014).

Table 1: Peirce's Semiotic Model



3. Discussion

The study of how society produces meanings and values in a communication system is called semiotics, derived from the word *seemion*, the Greek term, meaning sign. Also referred to as *semiotikos*, which means the sign theory (Vera, 2014). Semiotic analysis is a study of how the sign communicates its meaning (Bignell, 2002). Modern semiotics starts from the thinking of two figures, namely: Ferdinand de Saussure and Charles Sanders Peirce who studied symbols in linguistics (Berger, 2005). Briefly semiotics is the study of signs.

Afterward, this study will use semiotics to analyze Pond's White Beauty advertisement starring Gita Gutawa with a beautiful white pink theme like Korea. This advertisement describes the Gita Gutawa model who has blushing white skin by using beauty products Pond's White Beauty. The model looks beautiful in Korea which is the location of the advertisement depicted. In the advertisement there is also a text written on parts of the image that is accompanied by a Korean language song as back sound for this advertisement. The analysis from the video are divided into several tables and images below:

Table 2: Analysis of some scenes of video

Sign

Figure 1



Object

An Indonesian woman (Gita Gutawa) is walking in a shopping center in Korea with her friend. Where the presence of these women attracted the attention of other visitors to turn to her.

Interpretation

The woman is a modern woman from the way she dresses. Seen from the image of modern Indonesian women look beautiful in Korea.

Sign

Figure 2



Object

A Korean woman looked back while speaking in Korean and there was a text "her face".

Interpretation

Picture 2 shows an enchanted Korean woman with the face of someone she sees.

Sign

Figure 3



Object Two Korean men were amazed while speaking in Korean and there is the text "very clear".

Interpretation Two Korean men look mesmerized with a very clear face of a person.

Based on those images above can be seen implied meanings. First there is the meaning that modern Indonesian women today have a beauty that can amaze people in Korea, who basically have white genetics. Secondly on the picture it is seen that Korean people who see Indonesian women are fascinated with the beauty of his face that is very clear beyond the Korean people. Attributes such as Korean flags, shop boards using Korean writing, and Korean language visitors are made to convince audiences as if they were made in Korea, and that other visitors who were native Koreans could be mesmerized by the beauty of Gita Gutawa originating from Indonesia. The advertisement text in Figures 1 and 2 also further emphasizes the advertising focus on the model's face so crystal clear that it can dazzle the people around her.

Table 3: Analysis of some scenes of video

Sign

Figure 4



Object Pictures of Korean ginseng and saffron flower.

Interpretation The color of the pink circle shows the symbol for Pond's and Korean ginseng is believed to be a drug that has many benefits and is very good for the body.

Sign

Figure 5



Object The Gita Gutawa as the model of the advertisement holds Pond's White Beauty product.

Interpretation The skin of the model's face becomes pure white blishes because it uses Pond's White Beauty products.

In the picture shows the image content in Pond's White Beauty product, which uses Korean ginseng and saffron flower. The Korean nation is the largest ginseng producing country believed to be a drug that has many benefits for the body. Saffron flowers also have many benefits for beauty, such as to brighten and also eliminate acne. This is shown in advertisements to show that Pond's White Beauty products are high quality products so that consumers will be able to feel the results as depicted in the advertisement.

In the picture looks the model (Gita Gutawa) smile holding the product Pond's White Beauty, and on the bottom there is text "*putih, cerah, dan berseri*". This picture means that to get white face, bright, and radiant like Gita Gutawa must wear beauty product of Pond's White Beauty. Here Pond's conveys a message to its target customers, women to buy Pond's White Beauty products and get white, bright, and radiant skin, beautiful as Korean.

The conclusion that can be obtained from the semiotic analysis of the Korean version of Pond's White Beauty advertisement Gita Gutawa is that the advertisement has signs that convey the meaning that an Indonesian woman can be said to be beautiful if it has clear, white, blushing skin obtained by Pond's White Beauty, which ultimately makes the target consumers buy products and become consumerist. This ad also proved to display a stereotypical picture of the ideal beauty that Indonesian women should have. Semiotic analysis conducted on Pond's White Beauty advertisement has proven that this advertisement persuades target consumer to buy its product or in other words become consumerist.

4. Conclusion

The conclusion of this study is Pond's White Beauty advertisement Gita Gutawa version with a beautiful theme of white blush as Korea creates a cultural conflict in terms of beauty for Indonesian women. This is evidenced by doing semiotic analysis on Pond's White Beauty ad with Pierce's semiotic method. Semiotic analysis indicates that Pond's White Beauty's ad displays stereotypes about the image of beauty for Indonesian women. Beautiful women are women who are white like Koreans but for people of Indonesia who have a different genetic, this is a benchmark that cannot be equated.

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