

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

In this chapter, I analyze the data obtained by looking at POND'S advertisements in *Femina* magazines from the years of 2010 to 2014, I carry out the analysis by making use of the theories written down in the review of literature section. The main purpose of this chapter is to try to solve the problem formulation and objectives appearing in the first chapter.

4.1 The Use of Celebrity to Represent Beautiful in Women in Magazine Advertisement

POND'S beauty product was popularized in the 1960s. It is brought to Indonesia through the Unilever Company in 1989. In promoting their product, they use the television and print media. As informed previously in chapter II, popular culture makes use of celebrities to attract reader's attention. In this thesis, five advertisements are discussed. Using famous models and artists like shown in figure 2,3,4, 5, and 6 the celebrities are chosen to help fulfill the characteristic of popular culture.

In the Figure 2, POND'S used an artist and model from Thailand, she is Bow Ardner. Ardner is a famous artist in Thailand; she is an ambassador artist for POND'S *Flawless Bright* in 2007.



Figure 2.
Bow Ardner
(Femina Magazine, Juli 2010, p.41)

Ardner starred as the celebrity in “flawless bright in 7 days” (Femina Magazine, Juli 2010, p.41) to show that an Asian can also have a radiant and bright skin. Her bright skin is a representation of women’s beauty, even though her short nose length and small slanted eyes are very Asian in character. Her brightness in her face color makes her comparable to the beauty of a Westerner. POND’S bright beauty natural uses beautiful bright women to sell and promote their product. This claim is supported by Rumambi, who says that advertisement always sell beauty products by using celebrities to attract consumers to buy and use that product (2009, p. 9).

The advertisement in Figure 3 also uses a celebrity to sell the POND’S product. This time POND’S advertisement uses Pevita Pearce, who is an Indonesian artist and model.



Figure 3:
Pevita Pearce
(Femina Magazine, August 2011, p.27)

With her beautiful face and sweet smile, Pevita can attract the readers to see this advertisement. The bright and green background in the advertisement, can make Pevita

as the model look fabulous with her black hair that represent as Indonesian women's beauty (see figure 3). Pevita's lips shows a representation of an Indonesian smile. This smile makes Indonesia famous with their goodness, and politeness.

It is true that to be attractive, women must have bright or bright and clear skin, even when they are no longer young, because this is the key for making women attractive. So, when introduces their new product for old women, uses the word "gold radiance" to attract advertisement reader's interests, who are in the age group of 40-45 years old (see figure 4). In this advertisement, the celebrity, Nadya Hutagalung who is in the mid 40s is used to make readers believe that age will not affect their young look if women buy and use POND'S cosmetics.

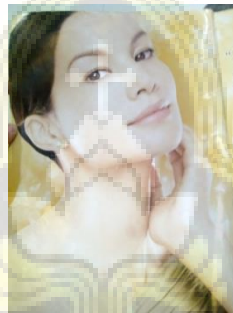


Figure 4.
Gold Radiance, (*Femina Magazine*, April 2012, p.1)

Visually, Gold Radiance cosmetics is put in a tube bottle shape that has a gold color. This gold color is most likely a representation of old age yet golden or bright in appearance, so, the user can look younger than the actual age. Nadya Hutagalung is an Australian and Indonesian model. Her Asian or Indonesian lips are full and thick, where in comparison the Western bright women usually have thin lips. Her smile is also an Indonesian smile, which represents Indonesian their goodness and politeness. She is fortunate that her Australian blood has given her the bright skin and sharp nose that

advertisers want in an advertisement. In addition to her age, this is why she is chosen as the celebrity in POND'S advertisement

4.2. The Use of Visual Bright and Light Colors to Accentuate Bright Skin

The use of brightness of skin to attract readers attention in making them beautiful has since been used as a strategy for magazine advertisements in 2013 and 2014. The visual appearance of both advertisements the have bright background in Femina November 2013 and July 2014 makes a reader give attention to POND'S advertisement. In my opinion, the bright color is representing something that is bright, pure and clean. Like the advertisements above that make us of a celebrity from Indonesia (see Figure 3) the advertisements seen in Figure 5 and 6 also makes use of Indonesian celebrity. This time, POND'S chooses Sandra Dewi and Olla Ramlan, who both have bright skin.

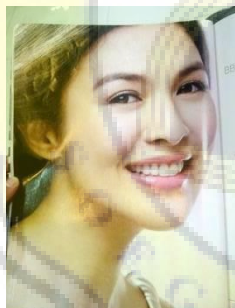


Figure 5
Sandra in BB+ cream flawless bright,
(Femina, November 2013, p. 34)

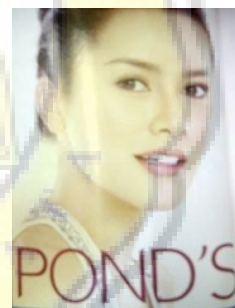


Figure 6
Olla in age miracle
(Femina, July 2014, p.30)

Sandra as the model of POND'S BB+ cream flawless bright, represents an oriental women face with her bright beauty. In this advertisement, Sandra has colored her hair brown to make her look like a Westerner. This strategy is to make Sandra more brighter and more attractive looking because some readers may define bright beauty as that from a Westerner. Sandra has beautiful smile that shows her bright teeth, too, to

show how happy and confident she is with her bright skin. It makes readers who see Sandra feel they may be happy too, when using POND'S make up. Her pink lipstick color supports the Western bright beauty some readers may want to see in an Asian model. POND'S BB+ cream flawless bright cosmetic is proof that cosmetics, as a popular culture product wants to satisfy readers. Like Suratno and Ibrahim's opinion that an advertisement always uses beautiful and famous women as model on purpose, so readers want to follow their trend is also proven in the advertisement.

Figure 6 show how POND'S uses Olla Ramlan as their model. Nowadays, Olla is famous with her beautiful face, who still looks young even in her old age. She is an idol for many women. In this advertisement, Olla, who represents beautiful Asian women with her bright skin has an exotic smile with her thin lips and her bright teeth. Her tied up hair makes her become more elegant. Her face helps sell and promote POND'S product.

The use of bright background is also used in Figure 2 in POND'S advertisement. The UV cream mentioned in the advertisement with Ardner to shows to the reader that she will have no spots on her face when irradiated with x-ray beam. This is because, to have bright skin, there should be no spots and no wrinkles. This brightening product tells readers that flawless bright UV cream can protect women's face from the dangerous UVA and UVB. The VAO B3 nutrients in POND'S can protect women's face from the dangerous light.

4.3 The Verbal Text of Beautiful Bright in Advertisement

In POND'S flawless bright advertisement, not only is the bright background color important to show POND'S flawless bright, but also the text is important to help define the meaning of bright.

In Figure 2, it is written: "*dibalik kulit yang tampak sempurna masih tersembunyi noda hitam*". In my opinion, it tries to tell readers that a perfect skin should have no spots hidden. So, if there is a spot, the advertisement tries to tell to readers that POND'S can give the best treatment for a perfectly bright and bright face, because flawless bright UV cream is the solution for bright beauty.

In Figure 3, the sentence: "*mau kulit cerah secara alami? Rahasiannya ada di camellia leaf...*" makes readers interested to read the texts, because it can make the readers feel that they can only have a bright complexion only if they use POND'S facial cream. The word NEW with caps lock and red color, represents that this beauty product is a new product that everyone should know. Then in the same place, the words POND'S is bigger than the other. It means that POND'S sees that their brand is important with big and caps lock text. Under POND'S text, there are words that show the meaning that this is a brightening beauty product, so brightness is a very important in POND'S cosmetics. Under the words above, the word naturals, show that the ingredients come from natural ingredients to help readers skin become brighter or at least brighter and cleaner than before.

In bright beauty naturals cream, where Pevita becomes the model, the ingredient in POND'S cream contains camellia leaf that has vitamin B, which is believed to help protect the face from melanin and dangerous radicals from the sun. This means that a person who wears POND'S will have a brighter and cleaner face. The use of Indonesian language in my opinion is to make the readers better understand about

the benefits of the product. In this way, POND'S advertisement is made attractive so Indonesian people want to buy it..

POND'S bright beauty naturals has three kinds of brightening beauty products; facial foam, day cream, and night cream. The gentle exfoliating foam is used to wash a woman's face with smooth scrub. Then, in the day cream, there is a moisturizer ingredient to make a woman's face softer and so make a woman's face look younger. And the last is bright beauty naturals night cream. It is a night cream that promises to take care of women's face in the night. Usually when it is night, the skin needs to be rested. With the rested skin, it can help the skin restore the tightness of the skin and establish a new skin. Below is the advertisement on POND'S gold radiance, whose text that says, "*ini yang bikin aku berasa umur 20 tahun lagi*" (see figure 7) show how young a woman can be when using POND'S:



Figure 7
Gold Radiance
(*Femina Magazine*, April 2012, p.2)

POND'S gold radiance has some ingredients to treat a woman's face have a youthful night repair. For example, in the youth reviving eye cream, there is a serum for the eye to take care from wrinkles. In POND'S radiance boosting cleansing mousse, the POND'S cream makes women's face become brighter because there is SPF 15 PA++ to cover women's face from sun light.

The big size and in black color slogan “*ini yang bikin aku berasa umur 20 lagi...*” makes readers feel curious with this product. In a smaller text “*sebuah kekuatan yang telah Nadya buktikan. Hanya POND’S gold radiance yang membuatnya kembali bercahaya seperti serkarang*” help show that only POND’S gold radiance can make Nadya has bright skin like her skin now.

The phrase “*kembalikan cahaya mudamu*” also mentioned in this advertisement, with gold color and in medium size, shows that this beauty product is made for old women in their golden age to help keep their face looks younger. Under the brand name there is the words “gold radiance” this means that the beauty bright is the same as radiant gold color, which helps women’s face become bright and glowing.

In the visual appearance of BB+ cream flawless bright and age miracle that have bright color for the background, it means that in these years, always increase their selling product to attract the reader by using simple but can make the reader interesting with bright color (see figure 8 and 9).

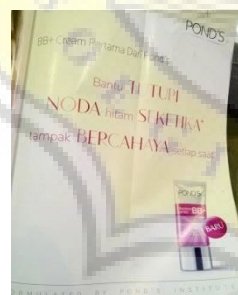


Figure 8
BB+ cream flawless bright,
(*Femina Magazine*, November 2013 p.35)



Figure 9
age miracle
(*Femina Magazine*, Juli 2014, p.31)

The bright color and the words “*BB+ cream pertama dari POND’S*”, means that POND’S introduces a new product to the reader. With big size and in pink in color,

POND'S explain about its benefits by saying it can "*bantu TUTUPI NODA hitam SEKETIKA * tampak BERCAHAYA setiap saat*". It means that this product can cover spots in a fast way, and can make the reader's face become with every day. It is written down in pink color to help show that to be bright with a light skin color is important for a woman's face. The text, "*noda hitam tersamarkan berdasarkan test terhadap konsumen tahun 2012*", means that the new BB+ cream product is produced based on a research. It means that this product can really cover spots in people's face. As a reader, I imagine that my spots can be covered if I use POND'S.

Popular culture is said to be easily obtained and give satisfaction. For this reason, BB+ cream uses small tubes in order that women can carry it around with them wherever they go. The small tube can also make many stores have the opportunity to sell the product because the small tube will not take too many space in the store. Actually, almost all POND'S cosmetics have small sizes. The cosmetic, POND'S age miracle that contains SPF 15 PA++, which are available in two kinds: day cream and night cream, is also small in size. Other texts that help readers want to buy POND'S are: "*ini yang paling mengerti kulitku*", "*wajah tampak hingga 10 tahun lebih muda**", and "*berdasarkan uji konsumen dan uji klinis 2011. Dengan pemakaian teratur*"

So, not only do POND'S try to make readers buy the product from using celebrities as models for their products, but POND'S also uses bright colors to show how bright beauty is important, and lastly the choice of words also help show why POND'S is a popular culture product that needs to be owned by readers of the magazine advertisements.

CHAPTER V

CONCLUSION

POND'S in magazine advertisements has a number of strategies to promote the sale of its beauty products. In this thesis, five advertisements from POND'S, which is published in *Femina* magazine in 2010 – 2014 is analyzed to show how they are using celebrities, visual signs and special texts to accentuate their products that can help women become brighter, brighter, cleaner, and younger looking.

The celebrities that POND'S use are Bow Ardener, Nadya Hutagaung, Sandra Dewi, Pevita Pearce, and Olla Ramelan. The colors used to show brightness are bright colors such as bright and pink. Then the text used to show brightness are for example, flawless bright, bronze bright, then words like “*kulit putih berseri*”. The brightness also entails youngness, so at times there are POND'S advertisements which says, “*berasa 20 tahun lagi*” and “*10 tahun lebih muda*”, this promises that a reader can be satisfied in buying POND'S products. Being a product that wants to be popular, POND'S also makes use of its small size to attract readers to buy the product.

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