

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

Ethnic diversity in Indonesia makes a difference in understanding the values and traditions of skin color beauty. A phrase, "Beauty is in the eye of the beholder" that is often said when talking about beauty represents the idea that the perception of beauty is subjective because a person's judgment can vary from one to another. Someone may look beautiful but can also look ugly, according to others. Apart from the subjectivity of what beauty is, the concept of beauty is closely associated with feminine physical attractiveness (Bovet, 2018).

Beauty is used as a medium to promote cosmetics and other beauty products. The close association between women and their aspiration to youth and beauty causes beauty products producers to make advertisements that promise those who use the products to look much younger than their actual age and be more beautiful. Saputra (2018) confirms that the public's view of beauty is mostly shaped by what has been portrayed by the mass media, especially advertisements or films. The standards set by the media ultimately make women always look at their beauty only from the appearance.

The advertisements on television, radio, magazines and newspapers mostly use beautiful models or artists who have a slim body and white skin for their Brand

Ambassador. This is done so that the viewers who watch the advertisements can be attracted by the product and aspire to become beautiful or slim just like the female model. According to Winarni (2010), advertisement is like a propaganda agent that influences people's lifestyles. The public watched beautiful women using beauty products in advertisements and advertising companies using beautiful women so that people would be interested in using the same beauty products.

Many scholars have done studies on advertisements in Indonesia. One of the studies is done by Worotitjan (2014). She did research on beauty in Wardah advertisements. In her research, she found that the female models in Wardah advertisements always wear hijab, a veil worn by some Muslim women in the presence of any male outside of their immediate family, which usually covers the head and chest. It seems that women wearing hijab and their beauties are the characteristics of Wardah advertisements. Wardah wants to show beauty in accordance with Islamic teachings. This advertisement shows the life of a woman who wears a hijab, wears closed clothes and does not show curves, but can still look beautiful. According to Asis (2017), the meaning of wearing hijab to the Muslim community are modesty, closeness to God, and maintaining the perspective of a Muslim woman to continue to behave well according to religious rules. What is meant by maintaining perspective here is how women maintain their morals not to do anything that is outside the Islamic teaching.

The next study of advertisements in Indonesia is done by Fitriyarini (2013). She researched the formation of the ideological identity of women's beauty by advertising on television. She found that most advertisements always emphasize that beautiful

women in Indonesia are those who have white skin. However, white skin is still considered insufficient to show a beautiful woman's figure, so another requirement that must be fulfilled is a slim body with long black straight hair. In various beauty advertisements on television, the ideal Indonesian woman is illustrated with the characteristics mentioned above. The impact of the advertisement display of beauty products is unpredictable, especially when the middle class and upper-class people imitate the advertising model of a beauty product. In general, according to (Fitryarini, 2013), the promotion of beauty products cannot be separated from the mass media.

In this study, the writer intends to look up especially to the local brand cosmetics advertisements. Local brand cosmetics advertisements are advertisements used by the local cosmetic companies to promote their product that are aired on Indonesia television. These advertisements are found on ANTV, INDOSIAR, and TRANS TV channels. From the TV cosmetic advertisements, the writer intends to look up how the beauty images are shown through the advertisements of each product.

## **1.2 Field of The Study**

The field of the study is gender studies and cultural studies, the intersection of culture and media (television).

## **1.3 Scope of the Study**

This research focuses on beauty images of Indonesian women represented by Indonesian local cosmetics advertisements that are aired on television.

#### **1.4 Problem Formulation**

The problem formulation for this paper is: “What are the beauty images represented on the local cosmetic advertisement aired on television?”

#### **1.5 Objectives of the Study**

The purpose of this study is to show what kind of beauty images are represented by the local cosmetic advertisement aired on television.

#### **1.6 Significance of the Study**

This research is expected to be useful as a teaching material for gender studies and to make the readers aware that the image of female beauty displayed in advertisements on television, magazines, newspapers, and radio can influence lifestyles and someone's perspective on beauty standards. This study is also expected to open the reader's mind to realize that every woman is born beautiful, depending on the perspective of others.

#### **1.7 Definition of Terms**

##### **1. Beauty Image**

The image of female beauty is a representation of women caused by vision and thought, which is related to the physical appearance or the outer look of female body (Yunita et al., 2019, p.94).

##### **2. Beauty Myth**

A violent backlash against feminism that uses images of female beauty as a political weapon against women's advancement (Wolf, 2002, p.10).

### 3. Beauty Standard

Beauty Standard as a form of someone's body image can be formed through the process of perception of both women and men with the medium of mass media (Prahmadhani, 2007, p.18).

### 4. Advertisement

A non-personal communication to represent and promote product, service or ideas which are paid by a specific sponsor. It was designed to have an impact for the audiences from the brand, endorsers and messages (Ratriyana, 2018, p. 363).

### 5. Local Brand

Local Brands are generally defined as those available in one country or in a narrow geographical area, although these brands may be owned by a local, international, or global firm (Winit et al., 2014, p.104).

