

## CHAPTER 4

### DATA ANALYSIS

In this chapter, the writer answers the question written in the problem formulation. To answer the question, the writer watched the local cosmetic advertisements that are aired on television. The writer also analyzed the beauty image represented in the advertisements.

#### 4.1. Wardah Beauty

Wardah is a local Indonesian cosmetic brand under Paragon Technology and Innovation (PTI). Wardah was founded in 1995. At that time, maybe even now, Wardah is known as the only cosmetic brand that claims its products are kosher, *halal*. In this study, the writer has conducted research on five Wardah products advertised on television:

##### A. Wardah Lightening Series

This product advertisement shows two women, one person is wearing a hijab and one other person is not wearing a hijab. The two women are depicted as spending their daily lives in front of the gadget screen. The ads states that the blue light from their gadgets can cause the face to become dull.



*Figure 4. 1 Wardah Lightening Series Advertisement*

Therefore, Wardah offers a solution to treat dull skin through this lightening series. This series consists of a Micellar gentle wash with SPF 30 PA +++ which protects against blue light and UV rays. Lightening Day and Night Cream that can brighten facial skin in a healthy, protected and optimal way.

Regarding the existing beauty image, the advertisement shows that women in the advertisement fits Wulan (2017)'s explanation of the women's beauty image, that beautiful women are those who look perfect. Perfect here are those who have tall, white, and slim bodies. The criteria mentioned by Wulan that cannot be found in the advertisement is blonde hair. In the advertisement, one woman has black hair and the other is wearing a hijab, the typical representation of Indonesian women.

Uniquely, this beauty product ad does not only offer products to make women's skin fairer or whiter, but also offers the idea that women's skin has to be healthy and beautiful. So, in this advertisement, women's beauty image is not limited to a woman who is tall, fair/white, and slim as mentioned by Wulan (2017), but women should have healthy and beautiful skin as well. The idea that women's healthy skin is important in

advertisement is supported by Angouw et al. (2019). Angouw proposes that the beauty of a woman starts with healthy facial skin. The health and beauty of facial skin is very important for humans, especially women because the skin is the outer surface layer that can be seen by others. Skin health that is not properly maintained can cause skin problems; this can certainly affect a woman's self-confidence if she has skin problems. Therefore, skin health is so important for women's beauty.

#### B. Wardah UV Shield: Aqua Fresh Essence

Aqua Fresh Essence is the newest sunscreen product from Wardah. Unlike the previous advertisement, in this advertisement there is only one model who wears a hijab.



*Figure 4. 2 Wardah UV Shield: Aqua Fresh Essence*

This product is advertised as having broad-spectrum protection, 50 times more optimally to protect the skin from UV A / UV B rays and excess blue light emission. It has an innovative formula of 0% alcohol but still light without feeling sticky, and Aquafused Technology that makes the sunscreen feel fresh like water and continuously hydrates the skin.

Following the beauty image, the advertisement shows that the woman in the advertisement fits Ulviana (2016)'s explanation of beauty image, that facial skin that always looks fresh, moist and also not dull are the characteristics of beautiful and healthy facial skin. Furthermore, as mentioned by Wulan (2017), beautiful women have slim bodies, white skin, and are tall, and Wardah demonstrates this image of female beauty through this advertising. Because the woman in the advertisement is an Indonesian wearing a hijab, one of Wulan's beauty image requirements that cannot be noticed from the woman in the ad is blonde hair.

### C. Wardah Hydra Rose

Wardah recently released new products, the Hydra Rose Series. This wardah product is advertised on Indonesian TV stations. As a product that upholds the value of halal, in its advertisement, Wardah uses a model wearing hijab again, but there is also the model that does not wear hijab.



Figure 4. 3 Wardah Hydra Rose Advertisement

The product itself advertises the innovation of new ingredients, Avalanche Rose Oil and 72 hours of *Hydrating Actives*, which can increase the moisture in the skin,

lock in hydration, and have a soothing effect to treat dehydrated skin. In the advertisement, there are two products being promoted, namely Petal infused Toner and Micro Gel Serum. Petal Infused Toner with 93% pure rose water and real rose petals which are rich in antioxidants are claimed to be able to restore moisture and make skin more supple. In this toner there is also *Allantoin* which can soothe the skin that is reddish due to irritation. The Micro Gel Serum containing Hydramoist granules is said to break apart when applied to the face. This serum is enriched with *Avalanche Rose Oil* with high antioxidants, and also contains *Trehalose* (a natural sugar found in many plants and fungi) to protect the skin from external stressors and strengthen the skin barrier.

From the advertisement, it can be seen that Wardah uses a model that matches Wulan (2017)'s description of the image of women's beauty, that they all have slim bodies, white skin, and tall. Even though the female model in the advertisement does not have blonde hair as mentioned by Wulan because one of them has black hair and the other wears hijab, the black-haired woman appears to have thick and healthy hair. This is suitable with the description of the Indonesian beauty image mentioned by Syata (2012), that Indonesian women are actually categorized as beautiful if they have healthy black hair and have good behavior.

In addition, this advertisement also shows that having a slim body, tall and white skin is not enough. Because in accordance with the existing beauty image, the advertisements also refer to Kristy (2015)'s description of the image of beauty, that a

woman is said to be beautiful if she has clean, supple and moist skin; the characteristics of healthy skin.

#### D. Wardah Lightening Whip Facial Foam

Like the previous wardah advertisements, their product is again advertised on local TV using two models. Although the concept of the model in the advertisement is always the same, one person wears the hijab while the other does not, Wardah always uses a different model for each advertisement.



*Figure 4. 4 Wardah Lightening Whip Facial Foam Advertisement*

This facial foam from wardah's newest series has a texture that is said to be five times softer than regular foam. This facial foam from the local brand is claimed not only to be very gentle but also able to do deep cleansing that can cleanse the face down to the skin pores. To maximize skin brightening, Wardah is advertised to formulate a new series containing advanced niacinamide (a part of the vitamin B3 group that can treat acne scars and prevent wrinkles on the face). This local product is formulated with a blue light protection formula that protects the skin from the harmful rays of the gadget. This product is non-comedogenic, non-acnegenic and alcohol free.

The two women in the advertisement above are the embodiment of the image of beauty according to Wardah which refers to Wulan (2017)'s criteria for the image of women beauty, that women must look perfect without the slightest flaw – have a slim body, tall and white skin. Other women's beauty image mentioned by Wulan (2017) that are featured in the advertisement is that women want not only white skin, but also soft, smooth, healthy and radiant skin. Because like what Ulviana (2016) has also said, beautiful and healthy skin is bright skin and not oily, because excess oil on the face can cause the face to become dull.

#### E. Wardah Perfect Bright Series

Not only producing decorative makeup products, Wardah also launches a series of skincare; one of which is Perfect Bright Series. This product series was first launched in 2018. As can be seen in the advertisement, Wardah shows two models with different dress styles. One of the models is seen wearing a hijab while the other one is not wearing a hijab.



Figure 4. 5 Wardah Perfect Bright Series Advertisement

As seen in the advertisement, there are two products being advertised, micellar water and creamy foam. Claimed to instantly make faces 3 times cleaner and brighter, micellar water from one of the Wardah Perfect Bright Series products contains cucumber extract which can refresh and brighten the skin. In addition, there is also Niacinamide to moisturize and treat acne problems. The benefit of Wardah Perfect Bright Series is said to clean makeup with only one or two wipes.

Through the advertisement above, although the hair of the two women in the advertisement is not blonde, Wardah again refers to the image of women's beauty according to Wulan (2017)'s criteria, because both have slim bodies, white skin and are tall. In addition to offering products for brighter skin, through this advertisement Wardah offers products that can cleanse facial skin, because according to Kristy (2015), clean skin will maintain its health and beauty.

In general, the image of beauty represented by Wardah is women with tall, white, and slim bodies. Instead of blonde hair, because the advertisements are for Indonesian women, the hair color represented is healthy black hair. In addition to the fair/white skin, all women in the advertisements are promoted to have beautiful and healthy skin. All in all, the women are described as perfect, without flaws.

From these advertisements of Wardah cosmetics that are aired on television, the writer sees that in almost all of their advertisements this local brand always uses two models in which one of the two models always wears a hijab. It seems that these five advertisements represent Wardah products that show beauty according to Islamic



teachings. The advertisements always show a female figure wearing a hijab, and full-covered body clothes that do not show body curves. Through the five advertisements, Wardah wants to show the image of female beauty that Muslim women can still be beautiful even if they wear the hijab, because beauty does not always come from outside or physically, beauty can also radiate from within.

Wardah wants to show that they uphold Islamic values in each of their products. In addition, they put forward products that are *halal* and safe for use by anyone. It is interesting to note that Wardah tries to present something that is different from other standards of beauty in advertisements. However, although Wardah already has their own beauty standards that women can still look beautiful while upholding the values of Islamic teachings, Wardah still shows a cliché image of beauty that fits Wulan (2017)'s explanation, that beautiful women have slim bodies, white skin and are tall; Kristy (2015)'s, Ulviana (2016)'s, Angouw et al. (2019)'s, explanations that women should have beautiful and healthy skin; and Syata (2012)'s explanation that beautiful (Indonesian) women should have healthy black hair.

#### **4.2. Emina Cosmetics**

Emina is the newest brand from PT. Paragon Technology & Innovation. This brand presents a youthful and fun impression. The playful impression can be seen from the colorful packaging with girly illustrations. Not only are the packaging attractive, the products from this brand are also superior in their formulas. Since the target is young people, the formula is light, but still pigmented.

#### A. Emina Bright Stuff for Acne Prone Skin

As can be seen from the advertisement snippet below, in this product advertisement, Emina uses a model of a teenage girl who looks happy because she looks beautiful and can use make-up without having to worry about acne prone skin. Emina wants to show that those with acne prone skin can now look prettier if they use this product.

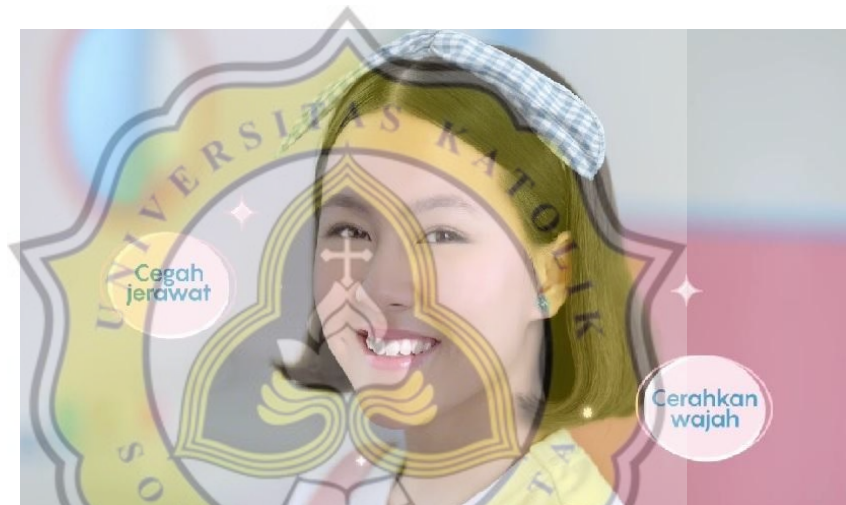


Figure 4. 6 Emina Bright Stuff for Acne Prone Skin Advertisement

Emina Bright Stuff for Acne Prone Moisturizing Cream is claimed to contain summer plum extract and a double brightening power that makes one's face look brighter and naturally glowing. It is also said to be specially formulated with cinnamon bark extract which is known as a sebum regulator and soothing agent which is good for acne-prone skin. The effect is leaving the skin looking healthier and feeling moisturized. It is non-comedogenic and non-acnegenic which means this product can help avoid clogging of pores that can lead to the appearance of blackheads and acne. Skin problems on the face most often experienced by women are dull skin and acne.

This of course will greatly affect a woman's self-confidence because according to Angouw et al. (2019), someone's beauty all starts with healthy skin. If the facial skin is healthy, it will definitely look fresh, bright and naturally glowing.

In accordance with the image of women beauty, the woman in Emina's advertisement above matches the criteria described by Wulan (2017) about the image of women's beauty; that beautiful woman cannot be seen to have the slightest flaws, meaning that beautiful woman always has a slim body, white skin, is tall and has blonde hair. One criterion that does not appear in the woman in the advertisement is blonde hair because as Emina aims Indonesian women, the ads present a woman who has short black hair.

#### B. Emina Bright Stuff Sheet Mask

Through a series of bright stuff, Emina wants to show that although currently most activities are carried out at home, it is still possible to take care of the facial skin and look beautiful. The three female teenage models in the advertisement look happy because they can still look beautiful after using Emina's face masks.



*Figure 4. 7 Emina Bright Stuff Sheet Mask Advertisement*

Bright Stuff Essence Sheet Mask is a face mask that, according to the advertisement, can make a person's face bright, smooth and moisturized. It is claimed to contain Summer Plum extract which makes skin look brighter and vitamin B3 which makes skin smooth and moisturized, the face brighter, glowing, smooth and supple. The tissue material is made of thin Tencel material (high quality fiber that naturally derived from trees) and sticks well to the face, but it does not tear easily. It is said to provide longer moisture.

Emina cosmetics, through this sheet mask product advertisement, shows the image of female beauty in accordance with Wulan (2017)'s explanation that a beautiful woman should have a slim body, tall and have white skin. This can be seen from the three girls in the advertisement. All of them have slim bodies, are tall and have white skin. What is unique and different from other advertisements is one of the models' hair. Usually, the female models in other beauty products' advertisements always have long straight hair, but in this Emina's advertisement, one of the models is shown as having curly black hair.

Although the image of the woman in this product advertisement fits Wulan's explanation, in fact Emina is more focused on brightening facial skin and not whitening. Besides brightening, this product also offers nutritious moist skin results, because according to Ulviana (2016), moist and nutritious skin is the key to beauty. If facial skin has the appropriate moisture, the face will look healthy, fresh and radiant.

### C. Emina Bright Stuff Moisturizing Cream

Like the previous bright stuff products, Emina emphasized again that even though all activities are in the house, girls can still take care of their facial skin to keep it looking beautiful, fresh and avoid all facial problems.



*Figure 4. 8 Emina Bright Stuff Moisturizing Cream Advertisement*

Emina Bright Stuff Moisturizing Cream is a moisturizer that claims to be suitable for daily use. The formula contains Summer Plum Extract which is known as an anti-pollutant, vitamin E, and moisturizing agent for a healthier and brighter face. This moisturizer also contains UV A & UV B protection to protect against dull skin. Aside from offering brightening products, Emina also seems to want to emphasize that facial skin health is very important for women's beauty, dry and oily skin can cause several skin problems on the face such as the appearance of pimples, blackheads and dullness. It is a must that women should not have those problems because according to Ulviana (2016), fresh facial skin and bright skin is the hallmark of healthy, moisturized skin.

In this advertisement Emina still uses the same female model from the previous advertisement, Bright stuff series. The three women in the advertisement certainly still

show the image of female beauty in accordance with Wulan (2017)'s explanation that beautiful women must look perfect, have slim body, are tall and have white skin. Because Emina's target market is teenagers, Emina uses teenage female models in advertising their products. This can be seen from the expression, the style of dress, the video which is full of color and is dominated by pink. From the three advertisements, Emina always uses a female teenage model who has a smooth white face, a sharp nose, eyes that are not so big but not so small, neat white teeth, and a slim body.

Through their advertisement, Emina has established their own women beauty image that fits Wulan (2017)'s criteria of woman beauty image that beautiful women are those who are flawless from head to toe, have slim body, white skin and are tall. Besides that, according to Emina, beauty is free from all kinds of facial problems, as explained by Thetrawan et al. (2016) that treating facial health from an early age is very important for skin health in the future because it can slow down the aging process of the skin and all other facial skin problems. In addition, Emina also shows that young girls are always seen wearing colorful, girly, cute clothes and dominated by pastel colors, especially pink.

#### **4.3. MS GLOW Beauty**

MS Glow is a local brand that presents a range of skincare for Indonesian women. Established in 2013, MS Glow is owned by two friends, namely, Shandy Purnamasari and Maharani Kemala. Both saw the needs of Indonesian women carefully and succeeded in presenting a complete range of facial treatments. MS Glow is a brand

that sells cosmetics, skincare and body care. The product has received a BPOM certificate so that its safety has been proven.

#### A. MS GLOW Whitening Gold Serum

From the advertisement snippet, MS GLOW uses an adult female model. The model looks happy because her face looks beautiful after using the serum product from MS GLOW. In the advertisement it is also emphasized that even though the model is in an outdoor place, she does not need to worry because her face has been protected by the serum she uses.



*Figure 4.9 MS GLOW Whitening Gold Serum Advertisement*

Whitening Gold Serum is claimed to be formulated with Chroma Bright, Gold Extract, and Tranexamic Acid, refined with the goodness of gold which activates the skin's basal cells to stimulate collagen, brightens and fades black spots. The content of 99.9% gold serum is said to make skin get brighter faster, to work as an antioxidant, to maintain skin elasticity, and to disguise facial blemishes. It is developed to be suitable for normal skin / skin that has black spots problems

As can be seen from the advertisement, MS GLOW targets middle-aged women. They have also established their standards of beauty, that beautiful middle-aged women are those who are not young anymore but their faces still look bright, smooth, without wrinkles and black spots. Also, MS GLOW emphasizes that even though these middle-aged women are outside the room and exposed to the hot sun, they will still look beautiful; their faces will also be protected until the night if they use this product.

Through this advertisement, MS GLOW Beauty wants to show their own standard of beauty image. The woman in the advertisement does not fit completely to Wulan (2017)'s criteria of beauty image; that beautiful women have white skin, slim bodies, are tall and have blonde hair. The woman in the advertisement has black hair and is not really tall. Looking further, the woman in the advertisement fits the criteria mentioned by Khadijah (2013) that beautiful women are those who have natural white skin, and are free of wrinkles, accompanied by strong self-confidence so that beauty can radiate and give a positive aura from within. The target market of this product, the middle-age women, is probably the reason for the criteria of "free of wrinkles" and "strong self-confidence", two criteria that are typically aspired to by middle-age women.

#### **4.4. VIVA Cosmetic**

Since its first production in 1962, it has been 56 years since Viva cosmetics existed in Indonesia. Viva Cosmetics continues to develop into one of the leading



cosmetics in Indonesia. Over time, the company develops Viva Cosmetics products, whose formulas are known to be suitable for tropical regions. Viva is the first cosmetics company that dares to print "made in Indonesia" on its packaging.

#### A. VIVA Milk Cleanser & Face Tonic Bengkoang



*Figure 4. 10 VIVA Milk Cleanser & Face Tonic Bengkoang Advertisement*

This advertisement from Viva cosmetics advertises two products, Cleansing Milk for normal skin, containing natural ingredients, bengkoang extract for facial skin to look brighter, and Sunflower extract to treat facial skin elasticity or flexibility. Freshener for normal skin is claimed to function to clean the residue of Milk Cleanser, refreshes the skin, shortens pores, and maintains skin pH. The product is said to contain natural ingredients Jicama Extract for facial skin to look brighter and Sun Flower Extract to treat facial skin elasticity or flexibility.

Advertisement for these products is interestingly different from the product advertisements of other brands. Viva uses dry leaves to describe the condition of dry skin on the face, the dry leaves are lifted after the model uses milk cleanser and face

tonic products from Viva cosmetics. This shows that only by using a milk cleanser and face tonic from this brand, all facial skin problems will be resolved.

In this advertisement, Viva cosmetics also emphasizes that their beauty image is in accordance with the image of women's beauty according to Wulan (2017), beautiful women are those who have white skin, are slim and tall. In addition, the women in the advertisement also fit the criteria for a woman's beauty image according to Syata (2012), that beautiful Indonesian women basically have thick black hair. Through this advertisement, VIVA Cosmetics also wants to emphasize that moisturized skin is the key to beauty, as explained by Ulviana (2016) that the skin will look beautiful, healthy and fresh if the moisture is well preserved and not dull because it is oily.

#### **4.5. Y.O.U Cosmetic**

Y.O.U is a local cosmetic brand that was launched in Indonesia for the first time in 2018. Derived from the abbreviation Youthful, Outstanding, and Unique, Y.O.U focuses its products as long-lasting cosmetics without the need to retouch for its users.

##### **A. Y.O.U the Radiance White Nourishing Serum**

From the advertisement snippet below, there is a female model who looks happy because her face looks beautiful after using one of the products from Y.O.U Cosmetic. Y.O.U Cosmetic wants to emphasize that dull skin can be treated with just three drops of this serum, besides that this serum is also claimed to make the face look healthier.

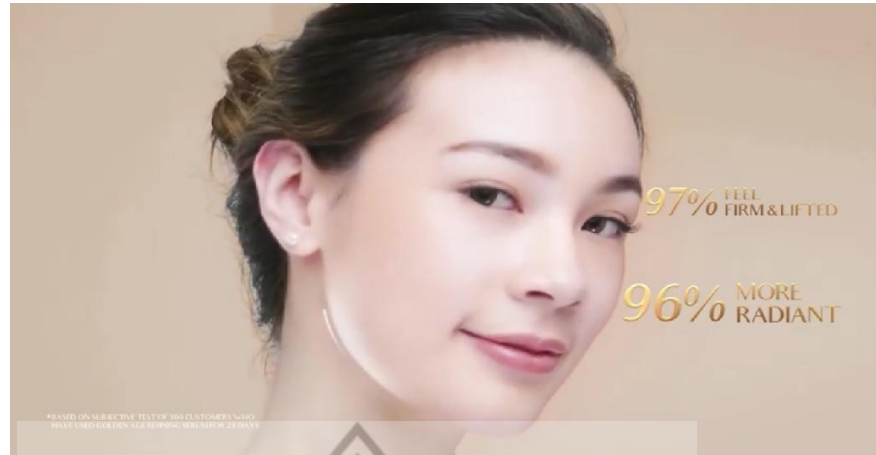


*Figure 4. 11 Y.O.U the Radiance White Nourishing Serum Advertisement*

The Radiance White Nourishing Serum is formulated with Snow Mushroom extract, Vitamin C, and Niacinamide which can brighten, fade dark spots, and treat skin texture to make it more moisturized and radiant. Through this advertisement, the criteria for Y.O.U Cosmetic's female beauty image are in accordance with Wulan (2017)'s explanation, that beautiful women are those who are slim, white and tall. In this advertisement, Y.O.U Cosmetics also emphasized that beautiful women must have clean, radiant skin. This image of beauty also fits the criteria of beauty according to Sari (2016), that beauty is white, because white is clean, even white is healthy.

#### B. Y.O.U Golden Age Refining Serum

Almost similar to the previous Y.O.U product advertisement, the face of the model used does not show the typical faces of Indonesian women. Where the skin of the model used is so white, while most Indonesian women have tan or fair complexioned skin.



*Figure 4. 12 Y.O.U Golden Age Refining Serum Advertisement*

Golden Age Refining Serum is said to be formulated with Pomegranate Extract and Hyaluronic Acid which works to maintain oil and water balance in the skin, and can reduce fine lines and wrinkles. With the female model in the advertisement, Y.O.U Cosmetic still shows the image of a woman's beauty that matches Wulan (2017)'s opinion, slim, white and tall, but the woman in the ad does not have blonde hair; she has brownish hair.

Unlike the previous Y.O.U Cosmetic commercials that focused more on fair skin, this time they offer a product that can make women's facial skin look softer, reduce wrinkles, and moisturize. According to Thetrawan et al. (2016), white alone is not enough to be beautiful, women must also have facial skin that looks fresh and healthy and is free from facial problems such as wrinkles, black spots and acne.

Beauty according to Y.O.U Cosmetics is those with white skin, slim body and tall. This criterion is in accordance with Wulan (2017)'s explanation of the image of a woman's beauty, that is, a beautiful woman must look perfect without the least, slim, white and tall. In addition, Y.O.U Cosmetics also emphasizes that beautiful women

must look young and fresh, because Thetrawan et al. (2016) argued that beautiful facial skin is free from all kinds of facial skin problems such as wrinkles, black spots and pimples.

