

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Beauty is the thing most often associated with women. “Beauty” can also be defined as something attractive to someone who sees it. Beauty in Indonesia is often identified with white skin, tall, slim bodies and black healthy hair or brownish hair. The public's view of beauty is largely shaped by what has been portrayed by the mass media, especially advertisements or films. Therefore, several local brands in Indonesia such as Wardah, Emina, MS GLOW, VIVA Cosmetic and Y.O.U Cosmetic use television advertising media to promote their products.

The five Indonesian local brands display the image of female beauty that is almost the same but quite different because it displays the characteristics of each product. Wardah represents the image of beauty by using a female model wearing hijab because Wardah wants to show that beauty does not always come from outside, but beauty can also come from within. According to Wardah, Muslim women can still look beautiful while still upholding religious teachings.

Emina represents the image of female beauty by using a young female model. They focus more on teenage girls and uses safe ingredients for their products. The image of a woman's beauty according to Emina is a teenage girl who has healthy facial skin without acne, blackheads and oily skin.

MS GLOW chooses middle-aged women as their market target. The image of women beauty according to MS GLOW is someone with high self-confidence and without facial skin problems. MS GLOW also emphasized that middle-aged women can still look beautiful if they take care of their facial skin health to avoid wrinkles and dark spots.

Female beauty image of VIVA Cosmetic's products in the advertisement is a female model with fresh skin. The image of women beauty according to VIVA Cosmetic is someone who look beautiful and attractive when she has moist, bright and fresh facial skin.

And lastly, Y.O.U Cosmetics displays the construction of a female beauty image in its product advertisements by using models with glowing healthy white skin. According to Y.O.U Cosmetics, a beautiful woman is someone who has radiant, clean, fresh facial skin and has a youthful-looking face.

Through advertisements on television, these five local brands try to convince Indonesian women that their products have been tested and can help Indonesian women to meet the beauty Images.

5.2. Suggestion

In conducting this research, the writer was limited by time and resources to be able to do a more thorough research on the beauty image of Indonesian women. The writer hopes that other researchers will be interested in studying beauty images of Indonesian women in different kinds of media including those in the social media, and

in different texts such as novels or short stories. Those researches will definitely help to get a better insight and understanding of Indonesian beauty Images.

