

CHAPTER 5

CONCLUSION

This thesis aims to prove that every country has a way of defining its beauty, especially the beauty standards that exist in Asia and America are much different. This can be proven through advertisements Vaseline body lotion from Indonesia and advertisements Vaseline body lotion in the US.

The first data is Vaseline Indonesia advertisement. First, it was seen that the physical model appearance had a tall, white, skinny, and black-hair. Second, the colours of the Vaseline UV Extra Brightening advertisement tend to be blue and white. Third, the sound and text in this ad showed that she was not afraid of the sun anymore after using Vaseline products to remain white and not dull. In the setting, the place used was a lake to prove that the model was not afraid of the sun. Then the last was the outfit using a sleeveless collar blouse, so the model could show her white and glowing skin. These data show the argument that the Vaseline Indonesia advertisement carried a message of their beauty myths of women who should have white skin, smooth, flawless, slim body and black healthy hair. In the second data, which was a U.S. Vaseline hand body lotion advertisement, entitled Vaseline Intensive Care Spray, the concept of a woman using the product, who put on a blue dress. The model had tanned skin, slim, and tall. Then, in the US Vaseline advertisement entitled Vaseline Clinic Care Extremely Dry Skin Rescue, a woman as model was shown practising somersaults in a sports practice room. This model

was shown as having a slightly tanned physique, slim body, who had muscles in her arms that added a sporty impression to the model.

From the two Vaseline U.S advertisements shown, it can be concluded that the beauty myth that U.S women's beauty standards are seen from their tanned skin colour, slim and sporty body. Tanned skin colour indicates that the woman is rich, because they have the money to go for tanning outdoors. Americans' standard beauty is that tanned skin looks more attractive, sexy, and sporty. From the beauty standards in the U.S. shown in the advertisement now and in the past, there were found significant differences. Tanned skin in the eighteenth-century Europe connoted a low-class citizen because the person worked in fields with sun exposure every day, thus, creating tanned skin. But as shown in the current advertisement, the tanned skin showed how healthy a woman can become.

