



1.05% PLAGIARISM
APPROXIMATELY

Report #13397895

1. CHAPTER 1 1.1 INTRODUCTION In this era of globalization, advertising is an important component in introducing and marketing products to the public. Advertisements are usually found on television, radio, print media, and Online Social Networks (OSNs). This definition is further written by Firdaus (2018) who believes that the primary purpose of advertising is to persuade people to buy and use their products. Indirectly, advertising does not only offer products but also carries culture or image. According to Aprilia (2005, p.8), advertisement is an agent of propaganda and lifestyle, and beauty is a part of popular culture therefore, advertising is called a work of art in the 20th century. This means that advertising can also deal with popular culture products that try to promote the beauty of someone. The products can be cosmetics such as beauty creams, lipstick or powder. It can also be hair products or even body lotions. All of which can support the beauty enhancement of someone. One of the biggest enthusiasts for marketing popular culture products