CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of the research, statement of problems, research purposes, research significances, definitions of key terms and organization of writing.

1.1. Background of The Problem

Advertisement is an information about goods or services that are sold and aimed to the general public. Advertisement has many forms such as texts, pictures, video and have evolved to become a crucial feature of the app marketplace. In this modern era, advertisement is something familiar and become an important thing in marketing. Advertisement has been known since the days of ancient Greece where at that time advertisement were used to notify slaves who had run away from their masters. In this time, advertisement not only be delivered through newspapers or radio, but also can be delivered through television, internet, marketing applications and even social media which are often used by many people. Advertising has a function to build awareness, increase efficiency, validate, open the way, create understanding (Kotler, 1992). It is why advertisement is needed as a form of marketing promotion in a company to offer their own product.

Advertisement develops rapidly and can be found everywhere. Not only on television, radio and newspapers, but when we are driving on the road there are usually advertisements displayed via billboards or banners. It makes

advertisement creators compete to create an advertisement that is as attractive, unique and creative as possible, in which there is information needed by consumers. In the advertisement, there is also an advertisement script which determines how consumers perceive the advertised product. Advertising also plays a major role in determining trends and models even forming awareness and construction of human thinking. The use of symbols that attract attention in an advertisement to influence audiences and these symbols can also be translated well and can influence the audience (Bungin, 2008). Therefore, a product advertisement has its own symbol which then becomes the identity of the product so that it can be easily remembered by the public. Thus, it is not surprising that currently many companies or sellers are competing to make their advertisements look attractive. This proves that advertising is very important in the field of marketing because most people see the advertisement first before they finally buy the product. And nowadays many people are promoting their products through advertisements on social media.

Social media is one of the platforms used for advertising. As we know, social media has a great influence on society because almost everyone uses social media today. The influence here is about public opinion. Social media can influence public opinion in responding to news, posts, or anything on social media. Instagram is one of the most popular social media today. Instagram is an application for sharing or taking photos and videos. The number of Instagram users is reported have one billion active users in June 2018. Even in 2020, the number of Instagram users increase to be more than 1.1 billion (Setyastuti &

Sunuantari, 2021). Instagram is most popular social media platforms. Indonesia is one of countries with the most numbers of Instagram users in the world. Therefore, Instagram is a familiar social media in Indonesia. That is why, Instagram is used by people who have online business to promote their product which will make their product quickly recognize by many people. Instagram is growing with features for advertising. Besides being easy and cheap, advertising on Instagram also greatly affects the community, most of whom use the Instagram application. It is why Instagram is used as media for advertising.

The advertisements on the Instagram usually involve well-known people who are commonly referred to as influencers or celebrities *(selebgram).* Ads are packed through several Instagram features such as stories and feeds (posting / sharing photos or videos). With the many features of Instagram, well-known brands create Instagram accounts as a promotion of their brands by posting a photo or video on their Instagram account. This makes it easier for people to find the brands they like. In addition, these brands not only display advertisements, but consumers can directly shop through these accounts. Usually, they include a link to shop in their Instagram bio. Thus, people will choose to shop online because it is very easy and fast. In addition, Instagram features for advertising are also provided by the Instagram application itself. This feature usually appears on the homepage and stories and usually will have the sponsor's writing written on it. Although this feature has a cost, it will be cheaper and more practical than other advertisements. Then the Instagram celebrity *(Selebgram)* is also very helpful for entrepreneurs who have online businesses to promote their products.

The existence of advertisements on Instagram makes advertisements a reference for everyone in the lifestyle they run. Not only advertisements on Instagram, advertisements on television, radio, magazines, and others also affect people's lifestyles. The message contained in the advertisement is also represented by consumers so that consumers are free to have an opinion about the message in it. In an advertisement it contains many layered meanings even though an advertisement seems the simplest. Advertising is not value-free, on the contrary, it is filled with various interests and ideologies that provide benefits and power to certain parties. With this potential, advertising can present a problem (Prabasmoro, 2003). While, what they see on social media is necessarily true. People can manipulate what they share on social media because basically, they only want to look good and attractive. Women are one of those people who want to look like that on social media. In fact, they are willing to buy anything to look charming. This is their attempt not to get comments that make them feel insecure. Even according to Kartono (1992) that women are required to have feminine traits that will be highlighted by the wider community such as beauty, humility and nurturing. In addition, women are among the users of Instagram. Often, they compare themselves with other women especially who become ads star on Instagram or are called influencers or celebrities. Being an ad star, of course, you have to nurture your appearance as good as possible so that people who see the ad will be interested in the product advertised. This makes women judge themselves based on the people they see on Instagram, especially celebrities and influencers,

which then makes them distrust themselves. One thing that makes them not confident is about beauty.

Basically, beauty is represented by each own mind because it is subjective. Beauty is something abstract. Everyone has their own perception of what is beautiful or not. However, to describe something beautiful or not is a tough thing. This makes people have their own beauty standards. The number of women who do not believe in themselves, one of them is because they think it is not in accordance with existing beauty standards. From an early age, women are taught to consider their physical appearance as an important factor in fostering pride and self-confidence. Perhaps some women have experienced when it comes to family events or holidays where large families gather, the first thing they highlight is physical changes. This makes women have an ideology that their physique is very important to society. A woman's body is said to be beautiful not only based on the beauty of her face, but also synonymous with white, smooth and firm skin, as well as a body shape that accentuates the curves and plumpness of certain organs, such as the chest and hips, sensual lips, and all things related to body organs women (Kasiyan, 2008).

Women are very easily influenced by advertisements shown on social media. So that make women misinterpret the true meaning of beauty. In Indonesia, most people think that beautiful women are they have a white skin. The development of a beauty standard stigma that says being beautiful is having white skin has become a problem for some women in Indonesia. This is caused by the construction of mass media and the entry of foreign cultures. So those who have

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dark skin or tan will feel insecure. Therefore, there are so many products in Indonesia that claim their product can whiten. However, everyone has their own perception of what a beautiful woman looks like. Sometimes, beauty products that actually show us that beautiful must be white or beautiful must have a slim and tall body. This is because usually advertisements for beauty products show models who have white skin and a slim and also tall body. Thus, many women rate themselves based on what they see in advertisements, social media, and others. Indirectly that advertising interprets beauty only from the physical. Beauty is something that women prioritized. It makes advertising of beauty able to form a great power for women to establish the standard of beauty.

In this time, there are many advertisements that indirectly describe women's beauty standards. It is packaged in the form of advertisements so that it is conveyed smoothly and does not feel like it makes consumers interested and wants to buy the product. Women's beauty standards also exist due to cultural developments. Beautiful women who used to only have a slim and tall body, now women must have white skin. In fact, women who have black circles on the eyes are considered not beautiful, so products are provided to overcome these black circles. Thus, there are many women who are competing to buy beauty products so that they are beautiful according to the beauty standards described by an advertising model. Meanwhile, according to radical feminists, women are like moving objects (chattels) or property to be displayed and exploited by a patriarchal society if they follow social pressures that women must look beautiful

(Ibrahim, 2007). We can see the standard of woman beauty which is described in the advertisement below:

The previous research about myth has been done by Ainun Siti Fatimah (2020), that is "*Myths of Life on The Instagram Quotes of Rupi Kaur Through Roland Barthes's Semiotical Approach*". This research aimed to analyze also find the myths through the signifier, signified and the relation of signifier and signified on the quotes of Rupi Kaur. The result of this research shows that there are various myths about life that appear in Rupi Kaur's Instagram quotes. In addition, this myth illustrates real life situation that occurs in everyday human life. The readers also seem to feel that the quotes relate to human's experiences who might be feeling it. This research is used as the main reference in this study.

As an explanation above, the researcher interests to examine one of the beauty products which is the signs of that product can give a myth about woman's beauty standards especially in Indonesia through a local beauty product named Dear Me Beauty. Therefore, the researcher will conduct research with the title "Myth of Woman's Beauty Standards through Dear Me Beauty's advertisements on Instagram".

1.2. Statement of Problem

The research about women's beauty standards that are represented through advertisements has been carried out by several people. However, the object to be discussed by researchers is currently not used. Thus, the researcher is interested in examining how the myth of women's beauty standards are represented through beauty product advertisements. Based on the background of the problem can be formulated into the research questions as follows:

1). What are myths that found in Dear Me Beauty Advertisements?

2) How the myth of Dear Me Beauty Advertisements related to woman's beauty standards in Indonesia?

1.3. Research Purposes

Based on the research questions above, the researcher focuses on woman's beauty standards trough Dear Me Beauty's advertisement on Instagram. The research is aimed at:

1. To analyze woman's beauty standards through Dear Me Beauty's advertisement

2. To give an understanding people about their perspective towards woman's beauty standards

3. To know how is the woman's beauty standards in Indonesia

1.4. Research Significances

The researcher expects the readers can take an advantage of this research which is the advantage specially divides into two significances; they are theoretically and practically.

1. Theoretically, the advantage of this research is to give an information the readers about how to measure woman's beauty standards that researched through a beauty product with using semiotic approach. Therefore, the readers will know the signs or symbols in the beauty product advertisement that be delivered by directly or covertly.

2. Practically, the readers are be able to appreciate woman not only from their beauty. Most of people appreciate woman from their beauty which causes someone to be insecure about their appearance and then they don't want to show their potential. Meanwhile, there are so many reasons why woman should be appreciated. Therefore, there is value that can be taken by the readers.

1.5. Key Terms

Myth: Myth is a story born from primitive people who are then believed to form an ideology in society. Myth also aims to explain the origin of something from a story or narrative (Sebeok, 2001:155).

Advertisements: Advertising is aim to deliver a message to consumers with explicit intent to sell a product to customer and it is defined as a form of communication from author or sponsor to a consume (Solík, 2014). One of the functions of advertising is to affect society. This shows that advertising not only provides information, but also instills social and cultural perceptions (Indriani, 2019). Advertisements itself is a media content that aims to presuade the audience or listener to buy a product which they sell (Renaldo, 2017).

Beauty Standards: Beauty is something abstract. Everyone has their own opinion about something beautiful or not. however, describing this beauty is difficult because it could become a standard. The standard of beauty itself is a requirement or necessity in a beauty which then forms a criterion.

Instagram: Instagram is one of most popular social media today. Instagram is social media for taking and sharing photos, videos, stories and others. Instagram have so many features that make the users easily to capture moments with family friends or even we can find out about someone or anyone in the world through Instagram.