CHAPTER I

INTRODUCTION

This chapter presents the general information regarding the base and starting point of the research. It consists of the research background, statement of the problem, research purpose, research significance, research scope, conceptual framework and the previous studies.

1.1 Background of Research

According to Saussure (1959, p. 15), semiotics or semiology is the study of signs in social life and their principles. Saussure adds that signs have meaning because they are influenced by the role of language (1959, p. 16). Therefore, semiotics studies meaning-making, sign, and meaningful communication.

The concept of signs in Saussure primarily focuses on the relation of signifier and signified between one sign and another, as stated by Fiske (1990:51) in Ailleo (2020, p. 369). The dualistic idea of signs is that they are dynamic and have a variety of meanings. The signifier is a feature that gives a symbol status meaning so that it can be understood, while the signified is an expansive concept that provides a sign or symbol meaning (Ailleo, 2020, p. 369).

In addition, Ailleo (2020) stated that the signifier and signified, according to Saussure's theory of meaning, are relational and structural. So, the structuralist theory made it possible to think about how social, cultural, and historical factors affect meaning (2020, p. 369). According to those perspectives, these factors can be found everywhere, whether in real life or mass media.

McFadden (2016: 5) said that mass media includes radio, newspapers, magazines, books, video games, and the internet as a form of communication to reach many people. Mass media involves various social, cultural, and historical activities with a message. Mass media messages can be spread through multiple types, such as an advertisement campaign with television, radio, and online components (McFadden, 2016: 5). Therefore, everything can be advertised commercially in the mass media.

According to Trehan (2009 in Putri, 2019), advertising is a form of mass media communication aimed at attracting product attention. Through advertisement, the advertiser attempts to develop an image to create an identity for the brand (Shrimp & Andrew, 2013: 281). Jefkin (1997: 5) argues that advertising is the most persuasive sales message directed at the most potential buyers of goods or services. Currently, consumers can easily view advertisements for various products through the internet, mass media, YouTube, and other platforms.

YouTube has become one of the world's largest platforms for accessing, searching, watching, sharing and creating video content, among other specific uses given to it by its users (Pires et al., 2021: 3). According to Cahyani (2019), YouTube as one of the internet mass media currently has a significant influence the advertisement compared to other media. Febriyantoro and Hapsara (2023: 305) add that YouTube has great potential for advertisers because the number of users reaches 93.8% of the total population of social media users in Indonesia, considering that YouTube Ads have a more potential segment.

Ailleo (2020, p. 546) claims that women make up about 80% of all customer transactions, and advertising has frequently touched them since ancient times. The current trend, which most women like, is related to beauty products like makeup and skin care. One of the beauty products that are popular nowadays in Indonesia is Emina Cosmetics.

Emina is an Indonesian cosmetics brand that specializes in easy-to-apply, safe-to-use products for the skin of teenage girls and women (Vernanda, 2020: 35). It can be seen from the advertisement content that it looks girlie and uses a bright theme. Emina employs the "Beauty Bestie" tagline in their advertisement for their newest product, Bright Stuff. The product has a facial wash, loose powder, moisturizer, etcetera. According to Asmoro (in Livia, 2019), a brand activation of Emina Cosmetics state, the phrase "beauty bestie" refers to a support system for teenagers who are just starting to express an interest in makeup and have used their product, which is present as their beauty bestie.

Deni Asmoro additionally claims that this series of Emina Beauty Bestie products has the power to brighten skin instantly. Livia says that teenagers pay much attention to the ads and commercials for Emina's products (2019). This is due to the concern for facial health and interest in makeup among young ladies today. Because of this, women always try to look better and are never happy with how they look, and women are simply consumers who are used to purchasing a product. It makes them feel they cannot choose the best for themselves because the media constructs beauty.

Beauty construction is a term for the social construction of reality that has become popular since it was initially introduced by Peter L. Berger and Thomas Luckmann (1966). They described that social construction theory addresses the processes by which people jointly construct their understandings of the world (Berger & Luckmann, 1966, p. 149). Meanwhile, Diana (2019), categorized in general beauty concept, has makeup, skin tone, hair, and facial symmetry.

Seeing those phenomena, views, and data means the consumers desire to follow the beauty standard to have glowing or brighter skin or to have an identity as a beautiful woman. On the other hand, there must be a beauty standard that has been constructed in their mind. This led to a specific research point: how Indonesian women see the beauty standard. Therefore, the research focuses on the signs related to beauty construction by Diana's (2019) theory in a video advertisement of Emina Beauty Bestie related to signified and signifier theory by Saussure.

1.2 Research Questions

The problem of this research is divided in two questions as follows:

a. What signified and signifier are found in Emina's "Beauty Bestie" advertisement?

b. How are the concepts of beauty constructions related to signs in Emina's "Beauty Bestie" advertisement?

1.3 Research Objectives

This section in the objective of this research according to the research questions formulated earlier. This research aims to:

a. To identify signified and signifier used in Emina's advertisement "Beauty Bestie"

b. To identify the concepts of beauty constructions related to the signs in Emina's "Beauty Bestie" advertisement.

1.4 Research Significances

This study is aims to providing knowledge about signs, in this instance related to beauty construction in advertisement videos. The following are significant, described theoretically and practically. Theoretically, this research is expected to be able to provide additional knowledge and development in the field of linguistics, especially semiotic studies. Furthermore, studying the meaning language in a visual video is also important for students majoring in language.

Practically, this research is expected to become a basis for people's thinking that advertising is not only a means of promoting products and services, but also certain ideologies and cultures, especially in the realm of beauty constructions. The researcher expects the study can be developed inside and outside the academic track. This research can be a reference in subsequent studies and is expected to provide the motivation to explore the process of adaptation in the field of literature.

1.5 Previous Studies

In this section the researcher has presented several previous studies that are relevance to this research. To determine the position of the study and explain the differences.

Many studies related to semiotic have been carried out by previous researchers, some of which were the first to be carried out by (Chiu 2019) in title The Suppression of the Beauty Myth of Women as described in the Novel Beauty.

The second was from (Fakhira 2020) with the title Korean Beauty Standards in the Webtoon *The Secret of Angel*. This research South Korean beauty standards such as facial shape, body shape, and types of make-up described in the webtoon The Secret of Angel The researcher used a qualitative-descriptive method using literature studies.

The third was form (Paramia 2021 with the title Representation Beauty in Korean Drama My Id Gangnam Beauty. This research aims to represent beauty in the Korean drama My Id Is Gangnam Beauty. The research was conducted using a semiotic analysis method using John Fiske's televisual code devices.

The fourth was carried out by (Octora 2021 with the title Idealism, Implementation and Discrimination of Korean Society Against Appearance in Webtoon Lookism (Waemojisangjueui): Literary Studies. The purpose of this research is to find out and reveal forms of idealism, implementation and discrimination that occur in Indonesian society in Webtoon comics Lookism (Waemojisangjuei).

Therefore, from the previous studies mentioned above, the differences and similarities with this study are that the similarities discuss the signifier and signified and the research method used is a descriptive qualitative method. While

the difference is that the previous studies used the object of research used by the

previous studies and the research was different, for this study the Emina Beauty

Bestie Advertisements were used.