

CHAPTER I

INTRODUCTION

This chapter serves as a comprehensive exploration, encompassing the intricate dimensions of the research endeavor, including the establishment of research background, statement of problems, research objectives, research significances, definition of literary terms. That is to say, the first chapter serves the foundation and ignition of interest upon this study. Any means as its detail has projected as the provocation to research the matter of beauty consumerism sign and myth in cosmetic industry. Thus, one must ready to deal with certain area of media and advertainment which depicted in this chapter.

1.1 Research Background

Beauty products are one of the massive industries which promote the notion from skin care to the decorative one such as make up. Advertising for beauty products appears on various media platforms. One of the existing beauty products is *Kylie Cosmetics*. *Kylie Cosmetics* is a beauty brand owned by an artist, model, and even famous businessperson, namely Kylie Kristen Jenner or often known as Kylie Jenner. Kylie Jenner has two beauty lines, namely *Kylie Cosmetics* and *Kylie skin*. The products available on this brand, such as lipstick, foundation, lip cream, eyeshadow and so on. In this study, the authors chose *Kylie Cosmetics*, which included make-up products such as lipstick, foundation, lip cream, eyeshadow and so on. This product from *Kylie cosmetics* is formulated with a new formula that is vegan, clean, and free from various harmful ingredients that have been banned so far. Emerging the status where these cosmetic serve in not only such as decorative yet promoting the healthcare over the skin care (Hasan, 2018). Serving the certain area of the associate idea towards ideologies and mythologies in influencing the purchase by the consumers.

The brand's advertising strategy is as comprehensive as its product line. Advertisements for *Kylie Cosmetics* are omnipresent, reaching consumers through a diverse array of channels and without the exception in the form of social media

such as Instagram. Through the Instagram features such feed, reels, and insta-story the promotional efforts not only showcase the products but also emphasize the brand's dedication to inclusivity, which can shape the audience's perception towards the brands and their intention to purchase the products(Hidarto, 2021). The advertisements portray a wide range of individuals, highlighting the suitability of the products for people from various backgrounds. One noteworthy aspect of the promotional campaigns is their attention to detail and persuasive(Hidarto, 2021). For instance, an advertisement featuring tinted lip-matte products might vividly illustrate the rich, red hue of the lipstick, bringing forth a close-up image of someone's lips adorned with the product. This meticulous approach serves to create a visually appealing narrative, enticing consumers to associate the product with glamour and desirability. However, the understanding of these marketing strategies contributes to the narrative of total beauty consumerism surrounding beauty products.

The industry, optimized by brands like *Kylie Cosmetics*, not only sells products but also promotes a lifestyle idea, an image of beauty construction that consumers are encouraged to aspire to. This all-encompassing consumerism fosters a culture where individuals are enticed to continuously seek new products, perpetuating the cycle of consumption(Bernard & Parker, 2021). In essence, beauty products like those offered by *Kylie Cosmetics* become not just commodities but symbols of a pervasive consumer culture that revolves around the relentless pursuit of an ever-changing standard of beauty. This is the investigation into the manner in which signs are used to communicate and express claims within an myth and its ideology.

That is to say, Roland Barthes' Semiotic analysis emerges as a powerful tool for dissecting the intricate layers of beauty consumerism myths and ideologies embedded within advertisements for cosmetic products in *Kylie Cosmetics'* narrative. As a renowned French theorist, Barthes pioneered semiotics, a study of signs and symbols, to unravel the hidden meanings and cultural codes present in various forms of communication. When applied to the realm of cosmetic advertisements, Barthes' framework unveils the subtle semiotic structures

employed to construct notions of beauty, identity, and desire. By scrutinizing the signs, symbols, and narratives within these ads, one can unravel the semiotic tapestry that both shapes and reflects societal norms, expectations, and the commodification of beauty (Barthes, 2019). This approach enables a nuanced exploration of how cosmetic advertising functions as a vehicle for disseminating and perpetuating cultural myths, constructing consumer desires, and reinforcing ideologies surrounding beauty in contemporary society (Barthes, 2019). In such a determination this theory avail to analyze these linguistic and non-linguistic elements to unveil the underlying cultural, social, and ideological meanings embedded in texts, images, and cultural practices. Semiotics, in Barthes' perspective, provides a framework for deciphering the complex *Kylie Cosmetic's* web of meanings and cultural codes present in different forms of expression, revealing how they shape our understanding of the world.

As referred from the. previous study which inspires this research as not arbitrary interest in academic behavior. The research from Anderson Hidarto in 2021 entitled by “The persuasive language of online advertisements featuring social media influencers on Instagram: A multimodal analysis” has served the analysis in the focus towards the social media as the medium that can rejoice the perception, the legal media in persuading any means such as myth in the directive and soft ways of symbol and complex language. as the popularity of online advertising continues to surge alongside the increasing number of internet users, Instagram has emerged as a prominent platform for promoting products and services. Among the various strategies employed by advertisers on Instagram, social media influencers play a significant role. This paper has delved into a multimodality analysis, exploring both linguistic features and images in Instagram advertisements created by Indonesian influencers. The sample, consisting of 24 Instagram ads from 13 influencers, revealed salient lexicogrammatically features characterized by colloquial and informal language, aimed at fostering a sense of familiarity with the audience. The visual grammar analysis highlighted the influencers' deliberate use of images to present themselves, reinforcing their role as credible reviewers and establishing trust with their followers. This study sheds light on the dynamic and diverse

language employed on the internet, particularly within the realm of influencer advertising, showcasing a departure from traditional media discourse. By uncovering the communicative intent behind linguistic and visual elements in Instagram ads, this research contributes to a deeper understanding of the evolving landscape of online communication and the persuasive strategies employed by influencers in the digital realm.

However, the second ignition from the previous study has significant in serving towards the consumerism analysis within the title “When Beauty is the Beast: The Effects of Beauty Propaganda on Female Consumers” by Savanah Greenfield from the University Nebraska Omaha in 2018. This study discussed about the pervasive influence of beauty advertisements on women is undeniable, as these messages are deeply embedded in a historical context of sexism and oversexualization in the media. This investigation has synthesized findings from three studies, illustrating the negative effects of beauty advertisements on women, particularly in shaping their self-esteem and motivations as consumers. The exploration of female consumer behavior highlights a complex interplay between the detrimental impact of unrealistic beauty standards portrayed in advertisements and the subsequent desire to conform to societal ideals through the purchase of beauty products. Moreover, this study posits a hypothesis that the beauty industry's imagery contributes to adverse effects on female consumers, fostering unrealistic standards and diminishing self-esteem. It further suggests that these effects create a compelling need for women to purchase beauty products to align with contemporary societal ideals. Additionally, the research delves into the potential transformative power of social movements, such as #MeToo and #TimesUp, in reshaping the portrayal of women in advertising. As society increasingly rejects outdated norms and exhibits a growing intolerance for sexual harassment, the content analysis of beauty advertisements becomes instrumental in defining current trends and anticipating shifts in consumer expectations. By recognizing the harsh grip of sexism on the beauty and advertising industries, this study underscores the importance of acknowledging and challenging these influences to pave the way for

a more inclusive and empowering representation of women in the realm of beauty and beyond.

The third inspiration is provided as an example of how Barthes theory semiotic can unveil the connotative signified towards cosmetic ads. This research entitled “Semiotic Analysis of Roland Barthes on Wardah Advertisement Version “I Face of Indonesia” by Nurhasanah Purba and Khairunnisa Tambunan in 2021. This study has discussed and used Barthes' semiotic sign map to analyze the meaning of the "I am the Face of Indonesia" advertisement by Wardah. Qualitative methods are employed to describe the observed data accurately and aid the research process. The findings reveal that this Wardah advertisement addresses the insecurities faced by many Indonesian women, aiming to boost their confidence. The advertisement conveys two interconnected meanings: denotation (literal) and connotative (implied). In advertising, carefully chosen signs represent a phenomenon, influencing public interpretation and contributing to the discourse surrounding the advertisement.

The last previous study emerged where the social media of Instagram that can preserve any strategy of ads in genuine way of the intention repurchasing product. This research title is “Social Media Marketing through Instagram and Repurchase Intention: The Mediating Role of Customer Engagement” by Freddy Pandapotan Simbolon and Verencia Law from Binus University in 2020. This research discussed about social media plays a crucial role in marketing, offering a strategic advantage for companies to enhance their competitiveness. Beyond rapidly and widely promoting products and services, social media proves effective in building customer relationships. The ability to optimize social media becomes a key success factor in staying competitive. This research aimed to explore the impact of Instagram-based social media marketing on repurchase intention, with customer engagement as a mediating factor. Using a quantitative approach, the study involved 102 randomly selected Kopi Chuseyo Instagram followers. Data was collected through a questionnaire, and path analysis was employed for analysis. The results indicate that social media marketing significantly influences customer engagement and repurchase intention. Moreover, customer engagement positively

and significantly affects repurchase intention, serving as a mediator between social media marketing and repurchase intention. The findings suggest that companies should tailor their social media strategies based on their products, focusing on specific platforms to support their marketing efforts effectively.

Furthermore, it can be seen where this research has been following the continuation from the previous study context of ads, Instagram, consumerism, semiotic analysis, and beauty narrative. Within the distinguished context of the analysis over *Kylie Cosmetics* Instagram ads within semiotic interest towards the myth of consumerism. Emerged as the novelty understanding in academic research. Delving the quality of the consumerism myth phenomena in beauty product, serve the academic point of view as the place to raise the awareness to avoid the consumer fetishism and crucial to understand beauty narrative in global landscape.

1.2 Research Questions

From the background in this research above, the writer concludes that there are two focus questions that will be discussed in this study. The research question can be followed down below.

1. What are the denotations, connotations, and myth constructions of beauty consumerism in *Kylie Cosmetic* Instagram caption advertisements?
2. How do the myths behind beauty consumerism sign up within *Kylie Cosmetic* Instagram caption advertisements?

1.3 Research Objective

By doing so, this research has objective goal in presenting the result of the research analysis as follows:

1. The identification towards the denotations, connotations, and myth constructions of beauty consumerism in *Kylie Cosmetic* Instagram caption advertisements
2. The examination towards the myths behind beauty consumerism sign within *Kylie Cosmetic* Instagram caption advertisements.

1.4 Research Significance

Based on the research interest, this research can be constructed in several contributions as the automatic impact in preserving the notion of analysis. The contributions can be followed theoretically as the study makes a scholarly contribution to the theoretical understanding of how semiotics can be applied to analyze beauty consumerism. This involves exploring the signs and symbols employed in *KYLIE COSMETIC* advertisements to convey meanings related to beauty standards, identity, and societal expectations. Indeed, as the contemporary culture analysis from the context of consumerism. Serving the foundation of semiotic theory as the tool might to uncover of how *KYLIE COSMETIC* advertisements transform ordinary beauty products into mythic symbols, contributing to the creation of cultural narratives around beauty, glamour, and desirability.

In practical significance contribution, this research has practical implications for cosmetic advertisers by offering insights into effective sign choices and combinations. Understanding the specific evaluation of signs that contribute to the construction of desirable narratives may help in designing more compelling and impactful advertisements. In comprehend practice is by highlighting the semiotic strategies employed in cosmetic advertising, this research contributes to fostering critical consumer awareness. Consumers might become more discerning in interpreting advertisements, understanding the constructed nature of beauty ideals and challenging societal norms perpetuated through these ads.

1.5 Definition of Key Terms

This study emphasizes key terms that serve as central concepts in constructing the research framework to avoid the misleading understanding at core. The definitions of these key terms are outlined in the display below:

1. Beauty Consumerism: It refers to the cultural and economic phenomenon wherein individuals engage in the continuous and often enthusiastic consumption of beauty and cosmetic products.

2. **Beauty Myth:** It refers to the societal construct that defines and perpetuates standards of beauty is applied in this analysis, often to the detriment of women's self-esteem, autonomy, and overall well-being.
3. **Semiotic:** Semiotics is the study of signs and symbols and their interpretation or meaning in various contexts.
4. **Denotation and Connotation:** Denotation refers to the literal, explicit meaning of a sign or symbol. It is the basic, surface-level understanding of what something represents without any additional interpretation or cultural context. On the other hand, connotation involves the secondary or implied meanings associated with a sign or symbol. These meanings are often influenced by cultural, social, or personal factors and may vary depending on the context in which the sign is used.
5. **Mystification dan Demystification:** Mystification refers to the process by which dominant cultural narratives, symbols, or ideologies are presented in a way that obscures their underlying assumptions or power structures. This can lead to the naturalization of certain beliefs or practices, making them seem inevitable or unquestionable. Otherwise, demystification conversely, involves the critical analysis and exposure of these hidden meanings and power dynamics. It seeks to unveil the ideological underpinnings of cultural artifacts, revealing them as constructed rather than natural.
6. **Cosmetic:** cosmetics refer to products or substances applied to the body, typically for enhancing beauty, altering appearance, or improving skin health. These products can include makeup items like foundation, lipstick, and mascara, as well as skincare products such as moisturizers, cleansers, and serums. Cosmetics are used for various purposes, including enhancing features, covering imperfections, protecting the skin, and promoting a desired aesthetic and decorative appearance.
7. **Skincare:** skincare refers to the practice of caring for the skin to maintain its health, appearance, and functionality. This includes cleansing, moisturizing, protecting from environmental damage (such as

sun exposure), and addressing specific skin concerns like acne, aging, or sensitivity. Skincare routines often involve using various products such as cleansers, moisturizers, serums, and sunscreen to keep the skin clean, hydrated, and protected.

