

Representation of Women's Beauty in Garnier Advertisements Light Complete Brightening Foam

Cornellia Yulin Esther Dita
Universitas Negeri Surabaya
e-mail: cornelliayulin21032@mhs.unesa.ac.id

Farid Pribadi
Universitas Negeri Surabaya
e-mail: faridpribadi@unesa.ac.id

Abstract

Beauty is an important thing for a woman because beauty describes the quality of a woman. In our daily life, we often encounter several advertisements that represent the beauty of a woman, one of which is the Garnier Light Complete Brightening Foam advertisement. Representation is a picture that has a certain meaning, so that everyone can have a different understanding in interpreting an action. In this article, we will discuss the representation of women's beauty in Garnier Light Complete Brightening Foam advertisements because the purpose of writing this article is to examine more deeply about the representation of women's beauty in advertisements that can affect consumer interest in consuming a product. In this Garnier Light Complete Brightening Foam advertisement, a woman who has a dull face is depicted and uses products from Garnier Light Complete Brightening Foam so that she has a bright face. This study is interested in reading the representation of beauty in the Garnier Light Complete Brightening Foam advertisement using an interpretive qualitative approach with semiotic textual analysis. In this study, the semiotic theory of Roland Barthes is used to reveal the meaning of the picture of beauty expressed by the Garnier Light Complete Brightening Foam advertisement video. The results of this study indicate that in the advertisement it is explained that beauty is a very important thing for every woman to have. Women will be much happier if they have a clean and bright face.

Keywords: *Representation, Beauty, Advertisement, Garnier Roman*

1. INTRODUCTION

As time goes by, the world continues to develop. The world is experiencing rapid technological development. Automatically technological developments have a big impact on the world. The development of this technology greatly affects all aspects of people's lives, both in social and cultural life. Technological developments have a great impact on the progress of human civilization. The rapid development of science and technology also affects the development of mass media. Mass media as electronic media that has a function to disseminate information has a much broader function. Mass media as electronic media that serves to disseminate information to balance the political, economic, social, cultural and norms that exist in society. (Risman Iye, 2020)

One of the mass media that is experiencing rapid technological development is television. Television is a mass media that disseminates information by displaying images and sound. There are also advertisements on television. Advertising is a communication medium that disseminates information in a manner that has been designed in such a way as to elicit a response from the public and achieve certain goals. Advertising plays a major role in people's daily lives and determines the tendency of people's behavior, and affects people's lifestyles, as well as trends that develop in society. (Muhammad Naufal Reyhan R. A., 2021)

Advertising is a mass media that greatly influences people's daily lives and acts as an agent of propaganda for people's lifestyles. Advertising acts as an image representation that influences people's lifestyles. When we observe the advertisement more closely, we can see that the advertisement is a spectacle that constructs a lifestyle about beauty, good looks, appearance, masculine, and also feminine. (Athalla Naufal Rafi Rimbari, 2022) That way we can know that advertising has a very big

influence in people's daily lives. Because almost every day we see ads. Every time we watch television or use other mass media there must be advertisements.

The presence of advertising as a mass media that disseminates information to the public through television broadcasts or other mass media must have certain goals to be achieved. Viewers and advertisers are considered a market by private television stations. With the audience which is considered a market by private television stations, the programs or shows presented are marketing products that are presented as attractively as possible to attract the interest of the audience. (Astuti, 2016) If we look and observe more closely, we will realize that almost all of the products on the market have been advertised on television.

Through advertising, an item or product can be known, liked, and sought after by many people. This happens because advertising has a very large and very great potential to be able to influence and shape public opinion and perception. Advertising is expected to be an intermediary to instill a trust in the community. An advertisement can be said to be successful if it can increase one's confidence in a product that can encourage consumers to buy the product or service offered. Advertising has a character that can reach targets in a more focused manner, the audience can be selected, according to product segmentation and target market. The audience or the most targeted in a print or electronic industry are women. (Sari, 2020)

The advertising construct conveys that a woman must have an attractive physical appearance in order to be accepted in society. In television advertisements it is clearly stated that women must have an ideal physical appearance in order to be accepted in society. In mass media such as television, magazines, films, social media, and also the world of advertising, the ideal face or physique is always displayed which describes a woman who has an attractive and ideal body or physical appearance like a woman who has smooth white skin, a bright and glowing face, slim body, and slim waist. This causes women to compete in competitions to appear attractive in order to be accepted in society.

Many products advertised on television, one of which is facial foam or face wash soap. One example of a facial wash that is advertised on television and is already quite well-known among the public is Garnier Light Complete Brightening Foam. In this advertisement, Garnier Light Complete Brightening Foam facial wash always uses a

woman who has a beautiful face as the model. Garnier's adverts change every year and are constantly evolving. Garnier ads sell the benefits of the product garnier in such a way as to attract women as its target market so that they can be attracted and then buy the product.

The concept presented in the Garnier Light Complete Brightening Foam advertisement always shows or shows a woman who has a beautiful face with bright and smooth skin. The packaging of Garnier Light Complete Brightening Foam is also displayed as attractive as possible. Packaging that is made as attractive as possible to introduce the product. In Garnier's advertisements, gender bias is shown in appearance and feeling. This product describes the happiness of femininity. A woman wants to be admired and praised when she has an attractive appearance with a bright and smooth face. Every scene in this advertisement contains meaning that can be interpreted directly or indirectly.

Based on the above background, the researcher is interested in conducting research on the role of women in Garnier Light Complete Brightening Foam advertisements. The purpose of this research is to understand and study how the representation of women's roles in Garnier Light Complete Brightening Foam advertisements. In this case, the writer is interested in researching the Garnier Light Complete Brightening Foam advertisement as a representation of the beauty of a woman. It is hoped that this research can be useful for anyone who wants to know information about the representation of women's roles in Garnier Light Complete Brightening Foam advertisements. This research is expected to contribute to society, especially consumers, to better understand the representation of women's roles in Garnier Light Complete Brightening Foam advertisements so that the messages conveyed in advertisements can be well received by the public.

2. RESEARCH METHOD

The type of research used in this study is an interpretive qualitative approach with semiotic textual analysis. In researching the Garnier Light Complete Brightening Foam advertisement video, the researcher uses Roland Barthes' semiotic theory to reveal the meaning of the image of beauty expressed by the Garnier Light Complete Brightening Foam advertisement video.

Semiotics is the study of social production of the meaning of sign systems. At first Semiotics was first introduced by a Swiss linguist, Ferdinand de Saussure. According to Ferdinand de Saussure, seiotics is the study of the life of signs in society, taken from a book published in 1916. Then a French structuralist thinker named Roland Barthes developed ideas and popularized and expanded semiotics in the 1960s. Saussure said that semiotics is the study of signs as part of social life. Saussure argues that semiotics is done as a relationship between signs which are part of the signifier and the signified.

The data sources in this research are television and youtube media which contain Garnier Light Complete Brightening Foam advertisements. In this study, the researcher used Barthes' semiotic theory which aims to find the meaning of signs and other elements in the video clip that can be interpreted by researchers. According to Barthes, he put forward the idea of two orders of signification, namely denotation and connotation. The data was collected by observing the scenes in the video recording of the Garnier Light Complete Brightening Foam advertisement and taking the meaning of a beauty in the Garnier Light Complete Brightening Foam advertisement model.

3. RESULTS AND DISCUSSION

Representation

Before discussing further about the representation of women's beauty in the Garnier Light Complete Brightening Foam advertisement, we need to first know the definition of representation. According to the Big Indonesian Dictionary (KBBI), representation has a meaning or understanding as an act or deed that represents or the situation represented. Representation is an action that has meaning and meaning. Representation is an act of presenting something to others for a specific purpose. Representation can be done in various ways. Representations have various forms, such as pictures, words, stories, sequences, and things that represent ideas and emotions. (Firda Nurfazrin, 2016). Representation is a concept that has meaning where the meaning is the concept of someone who gives meaning through language. Representation is an action that has meaning through signs. The concept of this representation can change because representation is a dynamic process and continues to evolve.

Representation is a concept that aims to describe something real. Representation is an image or concept that arises due to certain standards which later become an ideal picture (Zainul Aden, 2022). Representation is a picture that has a certain meaning, so that everyone can have a different understanding in interpreting an action. Therefore, representation must be understood from one's active and creative role in interpreting the world.

In everyday life we always see representations. We often encounter this representation in everyday life. Therefore, representation is very important in everyday life. Representation is our way to understand something and to understand the environment around us.

Advertisement

In our daily life we often come across advertisements. Advertising is an attempt to shape perceptions and manipulate thoughts that someone does intentionally in a systematic way. Advertising can be said as an agent of lifestyle propaganda. Advertising has entered as part of the lifestyle. Almost all of a person's lifestyle is influenced by advertisements. Advertising constructs a lifestyle about many things. Things that are constructed through advertisements include appearance, beauty, femininity, masculine, and many more.

Advertising aims to change a person's perception of a particular product. With advertising, a person can have a different perception of a particular product or goods and services. Advertising aims to promote an item or service in order to attract someone's interest to buy or use the goods and services advertised. Advertisements are made as attractive as possible with a variety of different themes from one ad to another to attract consumer interest. With this advertisement, producers hope that buyers will be more interested and confident to buy the advertised product. Advertising is a representation of a product to display the image of the advertised product. Advertising builds an ideal imagination by offering a product and explaining the benefits of an advertised product.

Television is an intermediary medium that is useful for conveying information to the public. With television, producers can convey information to consumers easily through advertisements on television. In addition to television, we can find advertisements anywhere, for example on radio, street posters, billboards, and social media such as Instagram, Facebook, Tiktok and so on. In everyday life

we always come across advertisements. Advertisements can be found anywhere. Advertising is very easy to encounter in everyday life.

Advertising is a medium of communication between producers and consumers. With advertising we can find out information about a product. Advertising is a medium of communication in the marketing of a product that has a big impact. Therefore, advertisements must be made very carefully and take into account all the possibilities that will occur. Advertisements must be made very carefully because advertising affects consumer interest in a product being offered. In making advertisements, you must consider many things such as the psychological aspect of consumers to be interested in the products offered because advertising has very effective benefits for influencing a person's mindset. (Winarni, 2010)

In making advertisements, many aspects must be considered in order to attract the interest of consumers or buyers. One of the important aspects to consider in making advertisements is the cultural aspect. Advertising can be said to be good if it is able to communicate with the existing culture in society (Muhammad Naufal Reyhan R. A., 2021). how advertising works is to reflect a certain culture to consumers. Good advertising should be able to blend in with the culture that already exists in society and understand what people's needs are.

There are many communication tools used in advertising. The communication tool used in advertising, for example, is language. In addition to language, communication tools used in advertising are images, sounds or sounds and also colors (Zainul Aden, 2022). In advertising, producers try to manipulate consumers and change consumer perceptions of a particular product by displaying advertisements as attractive as possible with carefully thought-out concepts to influence the psychological aspects of consumers so that they want to buy a product or use a product and service offered in the advertisement.

Postfeminism

Postfeminism is a flow of feminism that was born in the third wave because of a cross between feminist thought and postmodern thought. In postphenimism, femininity is seen as a way to be a woman. Examples of femininity such as lipstick, high heels, glamorous makeup and things that do not contradict the power of women. Having a sexy body is a natural thing for women, it is not meant to disrespect the body, even in media culture it has become an obsession. Postfeminism is a context of popular culture, consumer culture, individualism, and neglect of political institutions and activism. This is the form of feminism in the present situation. The current situation is a situation where there is no external pressure but self-choices in determining life, self- management, self-discipline, looking cool and aware of cultural exoticism or multiculturalism. women are different (Refti Handini Listyani, 2020)

Female Beauty

Women are living creatures that have characteristics that are different from other living things. Women have always been identified with beauty. There are many definitions of beauty. Based on the criticism of feminism, it is argued that male domination is the idea of beauty. According to feminist critics, men are a factor that wants beauty and this is then used as a guide by a woman. Women's beauty and femininity cannot be separated from the construction of patriarchal culture. The construction of patriarchal culture in this case can be seen from the role of men who are given the power to give or express their opinions and give recognition to women about female femininity. A woman competes to get recognition from a man about her femininity. (Winarni, 2010).

Defining beauty is not an easy thing to do because there are so many definitions of beauty itself. According to Ashad Kusuma Djaya, beauty is a total or complex thing. Beauty includes a variety of factors. Beauty includes aspects from outside a woman and from within a woman. Beauty includes body size which means it is a factor from outside of a woman, namely physical. Beauty also includes mental and personality which means it is a factor that exists in a woman or can be called inner beauty which then forms beauty standards. (Muhammad Naufal Reyhan R. A., 2021). Beauty is part of a cultural system which is then represented through symbols. So that beauty contains objective and subjective elements related to aesthetics. These symbols are represented in various ways. The human body which was originally a natural body can now be said to be a social body or a social fact because in the human body certain symbols are represented and some are hidden.

4. DISCUSSION

Garnier is a cosmetic brand from France. The company that produces Garnier Light Complete Brightening Foam is called the L'Oreal Factory. This L'Oreal factory produces beauty products, namely hair and skin care. The company was founded by Alfred Amour Garnier under the name Laboratories Garnier in 1904. This Garnier product presents various kinds of advertisements related to beauty.

Every year this Garnier Light Complete Brightening Foam advertisement changes according to the times. Garnier's advertisements are always displayed in various styles and there is always an element of beauty that is highlighted in it. The role of a woman in the Garnier Light Complete Brightening Foam advertisement is displayed in various styles. All the scenes shown show someone who looks beautiful and confident after wearing Garnier . The scene is shown through movement, behavior, costumes and make-up. Based on the scenes shown in the advertisement, it shows that women are a means of legitimizing the attraction to the actualization of product value.

In this section, the researcher will explain about Garnier Light Complete Brightening Foam advertisement using semiotic stages, namely denotation and connotation.



Figure 1. Two women holding her face

The denotative meaning of picture 1 is two women holding their faces and looking gloomy because their faces are dull. The two women said "Dull faces gloomy days". While the connotative meaning of Figure 1 is that beauty is important for every woman. The face is a part of the body that needs special care because the face is the center of attention. In the scene, it is shown that the two women are gloomy and sad because their faces are dull. Dull faces cause their days to be gloomy because they are not confident and feel not beautiful with a dull face.



Figure 2. Three women holding oranges

The denotative meaning of the second scene or the second picture is showing three women holding oranges. While the connotative meaning of the scene shows that Garnier Light Complete Brightening Foam contains vitamin C which is believed to lighten the skin, like oranges which contain vitamin C.



Figure 3. A woman washing her face

The denotative meaning of the third scene or the third picture above is to show a woman washing her face. Meanwhile, the connotative meaning of the image is that the scene shows that taking care of the skin is a very important thing for a woman to do. By washing your face, you can clean the dirt on your face. People are considered attractive if they meet the standards of beauty that exist in society.



Figure 4. A woman who is smiling

The denotative meaning of the fourth scene or the fourth picture is showing a smiling woman after washing her face and three smiling people having bright faces. While the connotative meaning of the scene is that in the scene it is shown that a woman will be happy if she has a smooth, white, bright face and no acne. Beauty is something that must be owned by every woman because with beauty they will be accepted in society. A sincere smile signifies sincerity, which makes a person feel calmer with pleasure. Women will look more beautiful with a sweet smile on their faces, so they are required to beautify themselves.

Beauty is important for all women. Beauty as body image has a very big influence. Related to the discussion of the ideal woman's face with femininity, femininity is an identity that leads to social and cultural characteristics related to women. Women are required to always look beautiful today. The face is the part that is the center of everyone's attention, therefore it is very important to maintain facial hygiene.

5. CONCLUSION

In the advertisement, it is explained that beauty is very important for every woman. Women will be much happier if they have a clean and bright face. Meanwhile, women who have dull faces tend to be unhappy and have a gloomy day. Women who have a beautiful face, bright skin and no acne, and have clean and soft skin are represented as a factor of self-confidence. The beauty of a woman is judged by many people or society if a woman has a beautiful face, bright white skin color and a slim body as shown in the advertisement.

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