

Analysis of the Beautiful Concept in Marina Ads (Study of Semiotic Analysis on Marina UV White Hand & Body Lotion Advertisement)

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Abstract

Advertising is information content that promotes a product or service to be known, demanded, and purchased by the public. However, without realizing it, advertisements are able to persuade and create a point of view for the audience. People are led to create a point of view based on what advertisers put on advertisements. The ability of advertising in creating a construction of reality or point of view and persuading individuals has brought about various changes in lifestyle and culture. Various products and services offered in television advertisements are in the form of primary needs and secondary needs. Examples of secondary needs that are currently considered very important for women are skincare or skin care from the body to the face. One advertisement for body care products is Marina UV White Hand & Body Lotion. This study aims to determine the meaning of the beautiful white concept in the Marina UV White Hand & Body Lotion advertisement. By using Roland Barthes' qualitative semiotic method (denotation, connotation and myth), it can be concluded that Marina's advertisement is able to break the myth that has been circulating in society regarding beauty and women.

Keywords: *Beautiful White Concept, Advertising, Semiotics*

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1. INTRODUCTION

Beauty or beauty is synonymous with women. All women have the right to have a beautiful predicate. Beauty is considered something important for women. In promoting a product or service, advertising is the right way to do it. In simple terms, advertising is a place to convey messages or promotions that contain products or services that you want to offer to the public. Advertising has become an alternative choice for people to find out information about the products they want to know. Overall advertising can be interpreted as information content that promotes a product or service to be known, interested, and purchased by the public. In its broadcast, advertisements are displayed on mass media (television, radio, newspapers, magazines) and social media (Facebook, Instagram, YouTube, etc.).

According to Piliang (1998: 228) says that the current social, cultural or political reality is based on fantasy models provided by TV commercials, big screen stars or cartoon characters, all of which are models for building the image, value and meaning of social, cultural and social life. political. The way advertising works is through responses from the audience about their perspective or point of view on the advertisement that is being displayed. The point of view of the audience is formed when they interpret a message contained in the advertisement by seeing, thinking and hearing. Advertising can affect a person's emotions, creativity has a wide range or stimulation – stimuli or elements that can be included in advertisements to obtain various information (Jayanthi, 2013: 02)

Advertising can be a type of informational content that can be persuasive and create a point of view for the audience. Piliang (Winarni, 2009:1) also suggests that advertising can be an image representation, creating community construction into lifestyle groups, with themes, images and symbolic meanings that underlie people's life patterns. Each lifestyle group creates a social space, which includes a constructed lifestyle. Thus, advertising is one of the tools to construct a lifestyle, because advertising is considered very constructive in influencing people's perceptions.

The ability of advertising in creating a construction of reality or point of view and persuading individuals has brought about various changes in lifestyle and culture. Advertising is considered to help humans in guiding their indecision in determining the purchase of various primary needs and secondary needs by looking at the advertised impressions / images. One of the secondary needs that are currently considered very important for humans, especially women, is skincare or skin care from the body to the face.

With the increasing number of consumers of skincare products, causing a lot of competition in the beauty sector. The competitors are competing to promote the skincare

products they produce by making advertisements on television. The competitors promote their beauty products through advertisers by applying the uniqueness and advantages of each. In advertising beauty products, especially body care, advertisers always use models or actors with beautiful white concepts that are highlighted at the time. The influence of advertising that can change and influence people's perceptions has brought about changes in the definition of beauty from time to time.

The concept of beauty always changes from time to time, even the concept of beauty in each country is different. This is not spared from the influence of advertising, especially advertising for beauty products. In Indonesia, the concept of beauty has changed drastically, from what was once a beautiful concept like Putri Keraton Solo then changed if you are beautiful if you have wavy hair with olive or tan skin, to change again like the current standard of beauty, namely tall, slim, white skin. and long black hair. One of the advertisements that presents the current standard of beauty is the Marina UV White Hand & Body Lotion advertisement.

In the Marina UV White Hand & Body Lotion advertisement, it depicts 3 women waiting for a bus, then continues with the female lead who is looking in front of the mirror by looking at her entire skin which looks dark and dull. the product. Next shows the scene of the female lead applying Marina's hand body on her hand. After the scene, continued a brief explanation about the composition or content of Marina's Hand body. After that, it ended with the female actor doing a live streaming confidently answering netizen questions who asked her glowing skin that the secret she used for Glowing skin was Marina UV White Hand & Body Lotion.

Based on the background description described above, the researcher is interested in the beautiful concept described by the advertiser in the "Marina UV White Hand & Body Lotion" advertisement and examines it from a semiotic perspective by looking at the codes, signs, or meanings in the "Marina" advertisement. UV White Hand & Body Lotion". This is what prompted researchers to conduct a research entitled "Analysis of the Beautiful White Concept in Marina Ads (Study of Beautiful white Concept Semiotics in Marina UV White Hand & Body Lotion Advertisements)"

2. METHODS

2.1 Research Type

This study uses a type of research through a qualitative method approach. According to Moleong, said that qualitative research is research that intends to understand phenomena about

what is experienced by research subjects such as behavior, perceptions, motivations, actions and others holistically and by means of descriptions in the form of words and language, in a special context that naturally and by utilizing various natural methods. With this type of research, complete and in-depth data can be obtained.

2.2 Research Focus

This research focuses on;

- a. To find out the meaning of the beautiful signs contained in the advertisement for Marina UV Hand & body lotion beauty products.
- b. To find out and provide an overview of the meaning of beauty displayed in the advertisement for Marina UV Hand & body lotion beauty products.

2.3 Data Source

- Premiere Data

The premier data source for this research is an analysis of Marina UV Hand & body lotion beauty products

- Secondary Data

Secondary data sources were obtained from documentation and literature regarding the advertisement of Marina UV Hand & body lotion beauty products in television advertisements.

2.4 Data Analysis Techniques

The data analysis technique in this study uses semiotics with the Barthes approach. Analysis with Barthes order in the form of;

1. Denotation

The understanding contained in the advertisement for Marina UV Hand & body lotion beauty products.

2. Connotation

The implied meaning behind the Marina UV Hand & body lotion beauty product advertisement.

3. RESULTS AND DISCUSSION








Source: <https://youtu.be/dgjoK0Kz8BI>


In constructing and interpreting advertisements from the public's point of view and behavior in interpreting the Marina UV White Hand & Body Lotion Advertisement which received the attention of the public, especially women. This is because advertising shows are constantly present and hit in people's lives, such as on television, social media, radio, magazines, newspapers, billboards and other media. Every advertisement in which it forms and represents "beauty?". This creates psychological pressure on society, especially women, to be called "having white and beautiful skin". They are competing to be beautiful white, which refers to the standards in the advertisements and without being aware of the community forming constructions according to the existing construction in society that it is like being white to be beautiful. Unconsciously, people are made to think that beautiful skin is white while dark skin is not beautiful. This research takes from video advertisements from Marina UV White Hand & Body Lotion products originating from YouTube social media, which is broadcast by Marina's official account, Sahabat Marina.

3.1 The Meaning of Denotation and Connotation Levels in the Overall Marina UVWhite Hand & Body Lotion Advertisement which is summarized in the form of a Table

In Roland Barthes' Semiotics, there are aspects that are used to analyze, namely denotation, connotation and myth. The new meaning is carried out based on what is captured by some of the active senses in the body, in this case in the form of the sense of sight. Connotation is a sentence that contains an untrue meaning or a word that has a phrase and does not directly refer to the actual sentence.

No	Marina UV Advertisement Snippet White & Body Lotion	Denotation	Conotation
1.		<p>Three women are sitting at the bus stop waiting for the bus. In an open place that is prone to pollution and sun exposure</p>	<p>The women waited for the bus at the bus stop where the conditions were open but they still felt comfortable and in an open space exposed to the sun. Without worrying about their skin becoming Dark</p>
2.		<p>The female lead (Rose De Jough) stands in front of the mirror and looks at her brown skin with an sad expression</p>	<p>That woman surprised by his dull and dark skin (symbolized in brown) as a result of exposure to waiting for the bus.</p>
3.		<p>Displaying Marina products in dark lighting</p>	<p>Dark light here means that the appearance is the</p>

			<p>appearance of the old packaging which gives the impression of a dull color Marina UV White Hand & Body lotion.</p>
4.	 	<p>The first image shows the light on the product, half dark at the bottom and bright at the top, and in the second image showing a full light with the words "new" next to it</p>	<p>In the first picture, which shows a half-dark light And light interpreted as a process of transformation from the old packaging to the new packaging.</p> <p>And for pictures second shows that this is the latest packaging from according to the product name Marina UV White Hand & Body lotion.</p>
5.		<p>The female lead with white skin applies Marina UV to the body with a</p>	<p>The smiling expression describes the happiness of the woman</p>

	<p>smiling face</p>	<p>because his dull skin turns white because of using Marina UV White Hand & Body products lotion. Match White describes the success of Marina products in lightening the woman's skin according to the claims contained in the product the.</p>
<p>6.</p>		<p>Woman with smiling face doing live on privately owned social media</p> <p>Smiling woman Smiling facial expression</p> <p>The picture depicts satisfaction and self-confidence because it has succeeded in having bright skin again due to using the product. And in delivery</p> <p>Live broadcast which is conducted</p>

			The woman intends to show the wider community and her followers that a change in her skin becomes clean and beautiful because she has used the product.
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3.2 Myths in the entire Marina UV White Hand & Body Lotion advertisement

A meaning or ideology that is believed and developed in society that has been going on for generations. Myth has a three-dimensional pattern, namely the signifier, the signified and the sign. In the book *The Beauty Myth: How Images of Beauty Are Used Against Women*, Wolf, in Riva (2016) puts forward the argument that the pressure to always be beautiful has become an effective form of control for contemporary culture to control women. Overall, the scene image shown in the Marina UV White Hand & Body Lotion advertisement above emphasizes the appearance of the advertisement model, with the bright colors that describe the product "Marina UV White Hand & Body Lotion", as well as taking the background where the lighting produces the ideal harmonization displayed by the model and place setting.

Marina UV White Hand&Body Lotion advertisement wants to show Indonesian women that having bright, smooth and glowing skin (body) creates a sense of confidence in showing yourself to the wider community. Making body care is based on seeing the problems faced by women in Indonesia, especially those who are often outside the room. In the face moisturizer ad "MarinaUVWhiteHand&BodyLotion", the whole myth is revealed about the representation of the concept of female beauty. The myth in this advertisement contains several points that are believed to be the outline of the representation of the beautiful concept of the advertisement. Among other things, the myth about women who should stay at home and not "wander around". Along with the times, Indonesia was no longer colonized, especially by Europeans, who historically employed more men outside the home so that women had to stay indoors only to be housewives or help their parents at home. Nurnanengsi, N. (2016)

The concept of beauty that is embedded in the minds of Indonesian people, especially women, namely having white skin, straight hair, and a slim body is physical beauty. The ideology built by this European construction became the forerunner of the idea of this advertisement which then comes with a new ideology to shift the old ideology as mentioned above which has long been instilled for Indonesian women.

4. CONCLUSION

From the analysis of Marina UV White Hand & Body Lotion advertisements, it is concluded that advertisements are able to construct meanings that are able to influence the public to create a point of view about beauty based on what Marina UV White Hand & Body Lotion advertises. Like Glowing, Bright instantly, White skin Soft and smooth, slim body and shiny long hair. Marina UV White Hand & Body Lotion advertisements represent the beauty of women with feminine characteristic stereotypes. This character is shown with an advertising model who is slim, white and has long hair.

Advertising messages represent women's beauty, body-image is only one of many messages that may be caught by uncritical readers, so that the concept of beauty is defined by many women superficially in certain contexts.

Beauty myths grow and develop transparently in the public area through creative advertising messages which are constructions (artificial, based on certain ideologies and interests in this case advertisers). Advertisers not only want to inform their products but also try to persuade their target audience (target market) to use the advertised product.

5. SUGGESTION .

The public is expected not to be easily influenced by advertisements, in this case the beauty standards created by advertisements to be able to appear beautiful instantly according to the standards created by advertisements. It is also hoped that the public can appear confident and not be influenced by the point of view created by advertisements related to beauty standards, such as: white is beautiful, glowing is beautiful.

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Youtube

<https://youtube>

