CHAPTER I

INTRODUCTION

1.1.   Background of the Study

The phenomenon of beauty is often become an interesting topic to be discussed. The social environment often forms different beauty concepts, thus making it certainly has a different perspective from each individual or group. In other words, beauty is a construct that varies from culture to culture and changes overtime (Frith, Shaw and Cheng 2005). As technology develops, this topic then not only becomes as a conversation from one person to another, but makes a lot of electronic media competing to show the development of various beauty concepts over time.

Recently, beauty images are often found in media advertisements, especially video advertisements that are currently trending. When talking about beauty, of course, this cannot be separated from 'woman' who related to the subject of depiction of beauty itself. The way the media shows the portrayal of women's beauty also depends on the targeted culture (Nugroho 2017). For women today, they are very aware of the importance of using makeup. Makeup is considered as a very natural thing in their lives. The obligation to always look 'perfect' on every occasion is a concept that is formed in almost every woman's mind. Makeup is considered as a way to increase the attractiveness of women to men (Peiss 1998). Not only that, makeup is now also the main concern of women to maintain their beauty to avoid premature aging, dull face and other bad consequences. Therefore, women assume that it is important for a cosmetic

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product to have ingredients that are safe and comfortable to use to support the importance of beauty for their lives.

Currently, the beauty industry is actively creating cosmetics advertisements to support the marketing of their cosmetic products and the development of the concept of beauty that develops continuously until now. Therefore, it is necessary for an advertisement producer along with the industry to create attractive, creative and innovative advertisements so they can stand out compared to other beauty industries. Particularly, to consider the combination of language and visual image use contained in the advertisement to create a message that can be conveyed to consumers.

One example of the beauty industry that has long been in the cosmetics world is Revlon. The uniqueness of the Revlon cosmetics advertisement is by choosing a brand ambassador or model who is not only white but also includes a black model as a marketing agent for their products. Maybe this sounds *cliché* because when compared with other cosmetic brands they are also using black models as their appeal. However, Revlon recently created a video advertisement entitled the *Revlon Candid Campaign* by bringing their cosmetic products in the form of foundation. The concern this time is Revlon's latest innovation which created the latest makeup formula inspired by skincare that has never been owned by other brands. This is supported by the statement of Faiza Miranti, as Marketing Communication Revlon Indonesia, who said that the amount of air pollution, free radicals, and exposure to *blue light*, are some of the factors that can make the skin become stressed. Seeing many 'threats' from the environment that can give a bad

impact on the skin, Revlon comes with a makeup series inspired by skin care, namely Revlon *PhotoReady ™ Candid* (Widianti 2019). Therefore, the cosmetic video advertisement created by Revlon was chosen by the writer as the object of this study due to several beauty issues in it. This includes the models that have a variety of skin types, the latest innovation of the product which is inspired by the problem of the use of gadgets among women today and the word *'candid'* which attracts the writer to reveal the concept of beauty in this video advertisement.

In the Revlon *Candid* Campaign video advertisement, it creates a concept of beauty that can be seen through its narrative and visual images. In other words, the narrative and visual images contained in this video advertisement are another attraction for this research. The narrative in the form of a speech from the model represents the concept of beauty, which spoken by a woman, which also represents the meaning of beauty itself. From the visual images, the concept of beauty can be seen from the appearance of their four models including Gal Gadot, Ashley Graham, Adwoa Aboah, and Eniola Abioro. They all have enormous influence in creating a meaning that will be accepted by society. As stated by Till and Bustler (2000) that an attractive model leads to higher purchase intent, reliability and positive attitude toward the advertisement.

Modes contained in the Revlon *Candid* Campaign advertisement include verbal speech, written text and also visual images that are used to create a whole meaning contained in the advertisement. Thus, multimodality is considered as a possible way to solve aspects of the beauty concept contained in this video advertisement.

Furthermore, in analyzing the video advertisement, multimodal concept analysis that was proposed by Kress and Van Leeuwen (2006) is used which is also supported by using Grammar Visual Design theory proposed by Kress and Van Leeuwen (adopted by Halliday's concept) which contains about a model of three accounts for visual images: representational meaning, interactive meaning and compositional meaning. Then, these combinations of verbal and non verbal modes can form the overall message of the advertisement.

There have been five related studies associated with this study, such as the research conducted by Utami (2014), about the process of beauty re-construction which aims to increase optimism and self – esteem amid the large stereotypical flow of beauty through semiotic analysis. Then, a research conducted by Harti (2015), about construing the concept of beauty through printed advertisement with finding that the model's figure of beauty as a standard for every woman. Next, a research conducted by Tazanfal and Umme (2015), about exploring the ideology veiled in cosmetic advertising through feminist perspective supported by semiotic analysis. Then, a research conducted by Meitafasiana (2017), about analyzing the concept of beauty through instagram account with findings that a woman considered as beauty if they are having a good attitude, smart, slim and high body posture by using multimodal analysis. Last but not least, a research conducted by Susilo, Indira and Ekawati (2019) which has the same finding with the research by Harti that beauty is like the model that appears in the advertisement.

Based on the related studies mentioned above, there is a need to increase research knowledge of how the concept of beauty is constructed in a cosmetics

video advertisement because it is necessary to broaden public knowledge and understanding that beauty is not only looked from the outside. Furthermore, the gaps between this study and the previous studies are the object is in a form of moving pictures or video and focusing more on cosmetic products. This is also supported by using multimodal analysis and grammar visual design theory which previously were not simultaneously used in analyzing an advertisement.

1.2. Statement of the Problems

In accordance with the background of the study, the writer drawn up the statement of the problems as follows:

1. What multimodal elements (both verbal and non-verbal) are used in Revlon Candid Campaign video advertisement?

2. What is the beauty concept shown in Revlon Candid Campaign video advertisement?

1.3. Objectives of the Study

In connection with the statements of the problem, the writer states these objectives of the study as follows:

1. To explain the multimodal elements (both verbal and non-verbal) used in Revlon Candid Campaign video advertisement.

2. To explain the beauty concept shown in Revlon Candid Campaign video advertisement.

1.4. The Significance of the Study

The results of this study are expected to provide contributions theoretically and practically. Theoretically, it is expected that the results of this study can

provide researchers with new insights about the development of current discourse analysis, especially in the field of multimodal analysis. Also, it can be introduced that this analysis can be used to analyze languages and media, for example advertisements. Furthermore, the writer hopes that this study can broaden public knowledge, especially women, about the development of beauty concepts that are increasingly being created by beauty business companies in the midst of the current era of globalization.

Practically, the results of the study are expected to help companies and agencies engaged in advertising to developing their businesses by using the concepts of multimodal analysis in order to create an attractive and creative advertisement and to persuade more target consumers.

1.5. Definition of Key Terms

- **Advertisement** : Any form of promotion which is paid in form of non-personal presentation and in order to promote services, goods, or ideas by an identified sponsor (Kotler and Keller 2012).

- **Beauty Concept** : An ideology of truly beautiful woman who makes the balancing of the best of her physical assets and personal quality (Baker 1984).

- **Multimodality** : An approach that represents communication is beyond language. In other word, it explains about various of communicational forms such as: image, gesture, gaze, posture, camera angle, and other forms (Jewitt 2005).