CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertising is commonly defined as a purchased communication form produced by an identified sponsor using mass media which carries messages to persuade an audience involving professional designed commercials or is usually called as advertisements (Rodgers and Thorson 2012). Advertisement employs verbal and visual elements that are arranged and cohere to each other to construct meanings. The represented meanings in an advertisement are unified as a discourse which exists between the text and the reader of that text (Sentello 2016). Thus, advertisement happens as communication device as a discourse which creates messages, perspectives, or concept towards the mind of the readers through the symbols, signs, or the other modes that are employed as a unit of representation.

Skincare advertisement mostly uses women as the actor with the special physical characteristics representing the advertised product together with the other modes such as objects, symbols, places, signs, color, and gesture as the supporting elements to represent the product. This phenomenon unconsciously sets skincare companies commonly raise concept of beauty to serve their advertisements which someway contributes to create a set of idea that beauty refers to the condition which is served by any of beauty advertisements creating beauty myth. This existence of beauty myth makes women are expected to fulfill the obeyed social standard in purpose to be accepted by the social environment (Wolf, 2002).

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Beauty itself is a combination of qualities, such as shape, color, or form, which is aesthetically pleasing, especially the sight (Okelarin 2016). Further, Guo and Liu (2018) argue if beauty represents an individual preference in physical appearance. It originates from a complex mixture of one's life experiences, media influence, relationship with the subject, relationship with other individuals, environmental surroundings, social circle, and many more. By the definition, the concept of beauty concerns humans' physical matters that depends on the influential factors including the roles of media advertisement.

In particular to the influence of media advertisement, skincare advertisements are served to covince people to be as beautiful as the elements it presents such as the selection of actor or participants, the objects that illustrates decreasing or increasing skin condition, the affective circumstances, the closer detail of the represented actor or the offered products, or the convincing spoken and written language. This combination of language and non-verbal elements of language creates meanings that move along constructing a unit of discourse which unconsciously injects peoples' mind that beauty follows their own expectation to be what they see in media.

This condition may become a strong affection to generelize a perspective to value beauty in the community of which the particular advertisement is presented. Thus, examining the concept of beauty implied in skincare advertisements is considered important as skincare advertisements are easily found in various kind of mass media and becomes part of peoples' common goods consumption. According to Picton (2013), advertising has been a strong influence on the

production of knowledge, not just in reflecting ideologies, but also in constructing them. In other words, the existence of skincare advertisements may create an expectation following the set of beliefs about beauty represented in the particular ads.

One brand of skincare products that is well-known in Indonesia is *Pond's.* According to its' official website*, www.ponds.com*, *Pond's* is a brand of skincare which is invented in 1846 under the supervision of Unilever, a British- Dutch transnational company which sells food and beverages, cleaning agents, beauty and personal care products. The website states that THE POND'S INSTITUTE is built to produce clinical skincare products based on the skin necessity that differ from one to another area in the world. This brand then introduced in Indonesia around 1993. According to Akbar (2012) based on Indonesia *Top Brand Index* held by a marketing magazine which is left unmentioned, *Pond's* achieved 45,3 % higher than the other six mentioned whitening products with different brands in 2015. Furthermore, cited from CNBC Indonesia in 2018, Aliqa Sendyalaras as Pond's Brand Leader stated that Pond's has been occupied Top 5 position of best beauty product in Indonesia in the past ten years. Thus, this condition makes *Pond's* is considered influential as it has a sustainability in Indonesian market.

Therefore, this study chooses one of *Pond's* products *Pond's Flawless White* which is functioned as face moisturizer containing whitening ingredients which aims to brighten the skin tone. This product was released in Indonesia around 2011 and still on sale recently. The advertisement of *Pond's Flawless White* differs in various form as well as printed form, audio form, and audio-visual

or video from. Further, this study chooses the video version of *Pond's Flawless White* advertisement which is usually found in TV and *YouTube* as it employs more complex written and spoken language within the non-verbal elements as a form of multimodal implementation.

Multimodality itself refers to the mixture of writing, speaking, visualization, sounds, music, and many other modes in the purpose of communication (Kress and Leeuwen 2006). However, this approach is inspired by the framework of Systemic Functional Linguistics (SFL) by Halliday (2004) which examines the discourse produced in written and spoken language by underlying the importance of its function rather than the stucture by which it is composed (Halliday and Matthiessen 2004).Thus, by using the approach of Multimodal Discourse Analysis (MDA), this study concerns to unfold the discourse constructed in *Pond's Flawless White* video advertisement into the elements of written and spoken language through Systemic Functional Linguistics (SFL) proposed by Halliday (2004), together with the non-verbal elements through Visual Grammar Design by Kress and Leuween (2006) that implies different functions to create a meaningful multimodal composition.

Several MDA studies regarding the concept of beauty have conducted in recent years. One of the studies is titled "The Concept of Beauty in UC1000 Video Advetisement: A Multimodal Analysis" done by Nugroho (2017). It discusses the concept of beauty represented by a video advertisement of UC1000 as a beverage product. Meanwhile, the other study titled "The Concept of Beauty in RahasiaGadis Account in Instagram: A Multimodal Analysis" done by

Meitafasiana (2017) investigates the concept of beauty which is constructed by a famous beauty page on Instagram. As there is found that several multimodal studies of advertisements that raise concept of beauty are done and revealed empowering messages toward women, this study comes within the notion that a little attention is given to the physical representative of beauty displayed in the similar ads. Thus, this study discusses more restricted concept of beauty which focuses on the concept of beautiful skin in a skincare video advertisement considering that it may bring an idea in defining beauty towards the audience who watch it.

1.2 Statement of the Problems

Statements of the problems are formulated into the questions below:

1) What elements of multimodality are used in *Pond's Flawless White* video advertisement?

2) What is the concept of beauty presented *Pond's Flawless White* video advertisement?

1.3 Objectives of the Study

In accordance to the statement of the problem above, this study is purosed to:

1) To examine the multimodal elements represented in *Pond's Flawless White* video advertisement.

2) To dicover the concept of beuaty presented in *Pond's Flawless White* Video advertisement.

1.4 Significance of the Study

This study establishes the implementation of multimodality framework which is proposed by Kress and Leeuwen (2006) in analyzing Pond's Flawless White commercial. The author expected this study to serve both theoretical and practical contribution. Theoretically, it may extend the knowledge of discourse analysis, specifically in the development of multimodality framework towards the students who want to apply this study in the future. Practically, this study may be beneficial for any people, parties, or agencies who work in media advertising as a reference to improve or innovate the contents of advertisements that they produce within the implementation of multimodal elements.

1.5 Scope and Limitations

To keep the study on track, limitations have been determined in conducting the research. The primary focus of this study is the representation of *Pond's Flawless White* advertisements in Indonesia. As *Pond's Flawless White* advertisements are presented into two models that are printed version and video version, this study chooses the video (audio-visual) version to be discussed. To make this study more faithful to the reader, the discussed object are restricted by the most recent period of when the advertisement is published, that is in June 2019. The analysis of this study focuses on the contribution of elements that are used in *Pond's Flawless White* video advertisement to construct the concept of beauty.

1.6 Definition of Key Terms

1. **Advertisement** : A form of printed or online paid communication from an identified sponsor using mass media to persuade an audience (Rodgers & Thorson, 2012)

2. **Multimodality** : An approach which defines communication and representation to be more than language, underlying the interconnection of communicational forms such as: image, gaze, gesture, posture, camera angle and the other forms (Jewitt, 2005).

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