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REPRESENTATION OF ASIAN BEAUTY IN THE BODY SHOP ADVERTISEMENTS AT INSTAGRAM: MULTIMODAL ANALYSIS

Abstract

This research is focusing on gender study in beauty product, Body Shop, used Multimodal analysis as the core of analysis. It identifies top 3 countries in Asia whose consumers are numerous rather than others: Indonesia, India, and South Korea. This analysis used qualitative research approach with purposive sampling. The data were collected through collecting, tabulating, selecting, and screening the chosen advertisements. This study was conducted in Body Shop's Instagram: @thebodyshopindo, @thebodyshopindia, @thebodyshop_korea. The Body Shop which is recognized as the beauty product in worldwide market and has number of retails in the selected country. The samples are six ads of each selected country regarding the periode of Ambassador from August 2018 to August 2019. The result of this study showed that advertisements in Indonesia tends to use multicultural play rather than Indonesian model. This may identify that since the past time until now, women beauty is related with colonization outlook which identifies Indonesian women who has mixed blood face is the prettiest. India has to do with body skincare. Women are looked to be perfect when they have a white skin which shown under the play of their hand. Feminine touch is the most updated outlook for Indian women. South Korea represented by male representation as the beauty ambassador. Lexical choice is considered as linguistic while visual image is described through cultural context to acknowledge the situation of present of Body Shop.

Keywords: beauty, advertisements, the body shop, multimodal