

## REPRESENTASI KECANTIKAN ASIA DI IKLAN INSTAGRAM

### *THE BODY SHOP: MULTIMODAL ANALYSIS*

#### Abstrak

Penelitian ini berfokus pada studi gender terhadap produk kecantikan, Body Shop menggunakan Analisa Multimodal. Penelitian ini bersumber dari 3 negara di Asia yang konsumen atau pengguna Body Shop tersebut lebih banyak daripada negara lain, negara tersebut yaitu: Indonesia, India, dan Korea Selatan. Analisis ini menggunakan pendekatan kualitatif dengan purposive sampling. Data dikumpulkan melalui proses pengumpulan, tabulasi, pemilihan, dan penyaringan iklan yang dipilih melalui media sosial, Instagram. Penelitian ini dilakukan dengan menggunakan intervensi data dari gambar atau foto yang diupload di Instagram Body Shop: @thebodyshopindo, @thebodyshopindia, @thebodyshop\_korea. The Body Shop dikenal sebagai produk kecantikan di pasar dunia dan memiliki sejumlah ritel di berbagai negara Asia. Sampel penelitian ini adalah enam iklan dari masing-masing negara yang dipilih dari periode kemunculan Ambassador dari Agustus 2018 hingga Agustus 2019. Hasil penelitian ini menunjukkan bahwa iklan di Indonesia cenderung menggunakan representasi atau model dengan wajah Indo atau blaster (multikultur) daripada model Indonesia sendiri. Hal ini mengidentifikasi adanya wacana bahwa sejak zaman dulu hingga sekarang, kecantikan wanita lebih terkait dengan pandangan atau pola pikir kolonisasi yang mengidentifikasi wanita Indonesia yang memiliki wajah campuran merupakan wanita yang cantik atau diidam-idamkan. Data di India ialah perawatan kulit tubuh. Wanita terlihat sempurna ketika mereka memiliki kulit putih yang diperlihatkan dengan konstruksi permainan tangan mereka dimana sentuhan feminin merupakan pandangan lebih baik. Pemilihan kata digunakan sebagai kajian linguistik dan gambar yang menggunakan konteks budaya dijabarkan untuk mengidentifikasi situasi saat ini terhadap produk Body Shop.

**Kata kunci:** cantik, iklan, the body shop, multimodal

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of The Study**

Language function is a part of interchange and exchange communication. Its functions, in general, are to say, to inform, to be and to act (Brown&Yule, 1983). To say is to share idea with spoken language, to inform is to deliver information. To be is to represent someone or construct identities and to act is to do something. Those function are examined and found in language in everyday communication. Language also provides possibilities that are more extensive and complex that can be obtained by using the media. That is why it is called the role of language. Language in media representation never show the reality of thing, only language representation that encode message result media representation.

Representation is the construction in any aspects of reality such people, events, places, objects delivered in speech, writing or moving pictures (Barthes, 1977). Message through language can create media representation. Not just any sound, media enlarges the scope of picture and written language created as a symbol. Identities in media is a central idea when sign or symbol are represented to object or human figure. This symbol encodes message that purposed to encode meaning and transform interpretation into the real meaning shaped by the media representation or producer. The phenomena of media representation become significant in constructing the meaning and controlling the discourse of gender. Media can be signified using

multimodality approach which possibly known as a visual interaction. Later it brings critical issue and ideologies . Here, media not only inform message but to control the discursive in society.

Multimodality is the study of language between the language with another semiotic resources (spoken and written language, gesture, mathematical symbolism, picture, etc) which becomes an emerging paradigm in discourse studies (O'Halloran in press 2011:1). Discourse in Multimodality is a part of complementary delivering the paradigm into the real meaning made by the producers. The elements of language, such narrative can help the readability of representation that aims to analyze the language performance in such object. Narrative in Halliday's framework, also bravely mentioned in Kress and Van Leeuwen's tells reader the narrative representation that are examined in visual and verbal dialogue (2006). Here, dialogue in media representation is an intertwined communication as a visual code. For example. The study of multimodality of Gender Representation in Marefat&Marzban (2014), this study explains how visual discourses interact to represent gender identity in ELT Textbook.

Gender representation in media is normally about the figure. The gender performance usually managed by a multinational company or corporation which has been growing their product and market in a long period. Through the layer of time the company is more superior than new product that only comes and goes. This corporation usually has its existence of a professional culture sexist, markedly patriarchal in society (Proni, 2012). For example: The advertisement of Paris Hilton's bag. The model is Paris Hilton wearing a black dress like professional American women. Customer can

find the advertisements in a store with some equal figure. The value of model is known as a brand ambassador and it shapes an equal status to the Paris Hilton Bag. Brand Ambassador creates image and awareness of the product (Sadrabadi.etc,2018). The hidden motive that multinational company becomes the control of society is to gain the credibility as well as the legitimacy in a global market. It means women who wears Paris Hilton's bag can be assumed as beautiful, elegant and expert like Paris Hilton. However, this model of company is determined without any adaptation with local culture, and the controller is only based on multinational company. As a result there is a stereotype in the middle of the society throughout the bag called Paris Hilton. Then, global market in the corporation widely expected only for high class women or American women which means the society rests on control over the representation of reality (Van Leeuwen, 1988: 147) that keeps its authentic brands in different country.

Multinational company with adapted culture always connects to a large audience which can be their business partners, their employees or the public in general (Holmqvist,2004: 4). This role of multinational company has been a great choice in expanding marketplace. Companies can gain the benefit by exploiting gender in host countries. They usually hire or work in line with the ambassador who is skilled, local women and choice of home country. A product that has been using this rule is The Body Shop. The brand has widely created a big market in the world, while the origin based in England, UK. It is successful because it targets Asian marketplace by adapting the culture of specific country.

This paper discusses the chosen brand, The Body Shop. It is currently one of the famous cosmetics in Asia. As said in *The Body Shop International-Our History* (2007) in Kusumawati (2009), The Body Shop shows its commitment to world beauty and environmental sustainability throughout investing in renewal, funding energy efficiency projects, and recycling. More, The Body Shop can be found in an offline store or online media. In the current context, The Body Shop is located in over 60 countries whilst employing more than 17000 employees. According to Schwartz (2017), the chairman and CEO of Body Shop states that their strategy is to be a pioneer or inspired products, personalized service and ethical business. Interesting opinion that may lead this research is “Women who engage with us are smart, ethically concerned, and digitally savvy, and we see this type of woman everywhere in the world, no matter their language or culture (Schwartz,2017).

The analyzed countries are Indonesia, India, and South Korea. Those countries are selected based on the amount of the retails, and followers in Instagram account. According to *Liputan 6* website, Indonesia has 147 retails until the early 2018, with 685.000 followers. India owns 46 stores with 583.000 followers. South Korea has 491.000 followers with 22 stores. In brief, Indonesia is the most numerous retails in Asia, while it is also the most numbers in its followers. However, in branding the product, The Body Shop still uses local icon as an ambassador. They are Cinta Laura Khiels, Jaqueline Fernandez, and Gong Yoo. Those names will be abbreviated CLK, JF, and GY.

Instagram nowadays has its own popularity in social media. This application is one of the fastest-growing online photo in social web services, then it is a place to share people's life images with other users (Khan,2018: 120). The icons in The Body Shop are all the local artist in their own country and have Instagram account for public and branding. All of them is generously famous to young generation of each country. Branding product in Instagram is also popular, such doing advertisements can be an online works. Marketing in Instagram does its brand into 5 perspective; entertainment, interaction, trendiness, customization, and word of mouth (Khan,2018). Brand stigmatizes the advertisements with icons to send the messages as a brand positioning and brand identity. These three pillars lead business in Instagram's social media marketing.

The amount of Instagram followers is reflected with the amount of retails. Most of them has the top 3 numbers in Asia. From August 2018 to August 2019, during this period, The Body Shop in all three countries has a specific local ambassador for each country. Cinta Laura Khiels is chosen as the ambassador in Indonesia. She reflects her personality and identity in branding The Body Shop product. Besides, she is the multicultural young actress with Indonesia-Germany blood. It is appeared that most of the represented products is the skincare mask, especially the multiple combination of face mask.

Jacqueline Fernandez shows The Body Shop skincare for women's body. More, JF is a mixture of half India-Pakistan blood. She tends to promote body skincare rather than face mask. South Korea ambassador, Goong Yoo, is one of the most popular K-

pop actors. He is well known as an international drama actor. GY provides advertisements with perfume and skincare. Perfume in K-pop industry capitalized on the figure or images for marketing Truong (2014). Perfumes for teens in ways similar to the marketing of Western pop artists. Perfume creates the entertainment industry, called as Korean Wave. This industry helps South Korea from crisis, so then it keeps products with entertainment industry icons to promote The Body Shop.

This evidence is to reveal Asian Beauty in The Body Shop product in those 3 selected countries. Since the product is UK based, the market of the industrial beauty is openly successful in Asia. The researcher also wants to find what types of Beauty that is labelled for each country, so then it takes the customers behavior to be still and long-lasting users. Those evidence strongly committed to society and market in Asia, such India, Indonesia, and South Korea. Those countries have been signified gaining the huge number of followers in Instagram and big number of stores in Asia despite the target markets of The Body Shop are teenagers, adult, house wife, and men.

In Asia, the given media portrayals of Asian Beauty has to do with stereotype. User, reader, viewer are should not be surprised to comes up that women and men's relationship is similarly depicted in ways that reinforce stereotype (Wood,2014). The image of gender in different countries cannot be measured by one culture only, but it explores the condition of the environment as the supportive tendency. Country with beauty ads tends to symbolize beauty in universal meaning. From the meaning, beauty can be predicted as the image. Image as a comprehensive mode of contemporary communication gives us a kind of representation of reality being as "multiply

interpretable as reality itself' (Van Leeuwen, 2008, p. 137). Hence, this study aims to analyze the beauty issue in beauty product using multimodality in The Body Shop advertisements mainly in top 3 Asia countries.

## **1.2 Research Question**

There are three statements of the problems for this research as follow:

1. How is Body Shop's Indonesia represented Asian Beauty in Instagram Advertisements?
2. How is Body Shop's India represented Asian Beauty in Instagram Advertisements?
3. How is Body Shop's South Korea represented Asian Beauty in Instagram Advertisements?

## **1.3 Research Purposes**

This research aims to reveal how Asian beauty is represented by Body Shop advertisement at its official Instagram account in Indonesia, India, and South Korea.

## **1.4 Significance of Study**

This study is significant for the readers especially new perspective and prosperous knowledge in Asia's online advertisements. Digital advertisements also can be a modern study to society because the concept of digital is always a part of contemporary movement that keeps reader learning business and develop perspective in marketing business. For English Linguistics major, this study can be



an interchange research to develop the skill of narrative and visual linguistics, which can be applied to analyze any advertisements in their environment.