

BEAUTY STANDARD CONSTRUCTION IN MAGAZINE ADVERTISEMENTS

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ABSTRACT

This study focuses on the constructed idea of beauty in makeup and skincare advertisements that appears on Women's Weekly Singapore's magazine, and Femina, Indonesia's magazine 2019 edition. The purpose of this study is to know how the idea of beauty are constructed by the makeup and advertisements from both countries throughout magazines advertisements. In order to know how the idea constructed idea of beauty from those advertisements, the writer uses a descriptive-analytical-interpretative method. Furthermore, in doing the analysis, some related theories are employed, namely there are Social Visual Semiotics theory by Gunther Kress and Van Leeuwen, and Systemic Functional Linguistics by M.A.K. Halliday. The result of this study found that Singapore advertisements, promoting the unrealistic beauty conception in terms of visual images, that attract the viewers to achieve the bright skin, as the female portrayed is the white Caucasian female model. While the makeup advertisement from Femina, Indonesia's magazines portrayed the native female model that is having a light tanned skin, curly hair, black big eyes. She is manifested the Indonesian women figure in general. This idea of beauty also reflected in the written or verbal text which is taglines of this product. This product, however delivering the idea of beauty that is more realistic for most Indonesian women.

Keywords: *Beauty Standards, Singapore and Indonesia Magazines advertisements analysis, social semiotics, systemic functional linguistics.*

INTRODUCTION

Beauty standards are mostly reflected with models and celebrities that appear on the media. According to Frith, Shaw, & Cheng (2009) state that models in mass media and

advertisements create cultural norms and define standards of beauty in society. The certain characteristics of the content media advertisements create certain perception of how ideal

beauty or beauty standards are reflected in certain society. That is why beauty standard is very subjective and makes every country has its own image of real femininity. On the other hand, the massive development of globalization and media advertisements have a great power in construct people behavior and perspective. Goldie Hayko (2010) states that most advertisements present us with set of images that idealize certain life circumstances. They present the information in a way that is easily absorbed so that we do not have to do a lot of thinking in order to take in the concept and apply it at a later time subconsciously. In Indonesia for example, traditional values of beauty standard are being replaced by the media influences, especially cosmetic industry and their advertisements as seen on the media such as magazines and television. This media constantly bombarding Indonesian women with one specific characteristic of models that reflect the ideal beauty. The models are usually portrayed to have a long straight hair, pointed nose, and light skin tone. This phenomenon, makes the mainstream beauty-industry along with the advertising agency partake an important role in delivering beauty standard. On the other hand, in a multi-racial country like Singapore with its variety of skin tones, facial features and body types, the beauty standards itself is hard to describe and classified. Although in May's edition of 2015 *Cosmopolitan Singapore*, senior beauty writer Elizabeth Lee gave her thoughts on the local idea of gorgeousness and the "perfect" Singapore girl. According to Elizabeth Lee (2015), looking flawless and well-groomed is a Singaporean woman's aim. Singapore women look a lot to South Korean and Japan for products and trends. Moreover, Singaporean

women stay out of the sun due to their fair, porcelain complexion. Lin Wei Tan (2020) states that the colour of skin tone in Singapore often shapes a big part of their identity. Not only do people often use it as a sign post for one's race or ethnicity, some have used it to read into the lives people supposedly lead. Beauty and the media such as advertisement is interconnected to each other, as it has been known that beauty is an important concept used in advertisements to help companies to sell their products. As a result, the development of technology and the power of media has allowed the companies to reach more people and distort their perception. There are so many companies on the beauty industries have created cultural and societal norms that paint women as only beautiful often very specific with the unrealistic high beauty standards. Moreover, the beauty portrayal in the media is a serious matter that should be studied further. Although there are a number of studies that have focused on how beauty is portrayed in media, the cross-cultural studies of beauty in advertisements are very limited. There are only a few that have compared attractiveness and beauty portrayals in terms of cross-cultural. This research provides the base of analyzing the concept of beauty and attractiveness in Indonesia and Singapore which is reflected through magazines advertisements. This study also will analyze the development of the globalization and how it will affect the idea of beauty from these countries from women's fashion magazines in Indonesia and Singapore. Indonesia selected as it is a country that has numerous commercials beauty products that deliver the message of ideal beauty, while Singapore selected

as it is one of multi-racial country with its variety of skin tones, facial features and body types with its westernization that construct ideal beauty in advertisements. In addition, many

RESEARCH METHOD

The writer uses descriptive interpretive qualitative analysis, which focuses on obtaining descriptive data on content variables. Descriptive and interpretive analysis is an integrative approach to analyzing qualitative data that aims to identify and analyse patterns in the data by delineating meaning units and organizing them into categories (Roig et al., 2020). The data sources chosen for this study are the makeup and skincare advertisements from The Singapore Women's Weekly and Indonesia's fashion magazine Femina, January and February edition 2019. The researcher uses Social Semiotic of Kress and Van Leeuwen to analyze the real meaning of visual images of beauty advertisement and Systemic Functional Linguistic by Halliday in order to investigate the real meaning in verbal text of the advertisements.

Data Collecting Procedure

Regarding to the data collecting procedure, internet is chosen as the tool to collect the data. The data collecting procedure are using these following steps:

1. Select makeup and skincare beauty advertisements that appear in The Singapore Women's Weekly, January and February edition 2019 and Indonesia's fashion magazine Femina 2019 edition.
2. Categorized the beauty product advertisement based on the elements in advertising

scholars have called for researchers to expand cross-cultural investigations of advertisements and this study will help to fill that gap.

3. campaign. It includes visual and linguistics elements.
4. The visual elements of beauty product advertisements are grouped into Representational meaning, Interactive meaning, and Composition meaning.
5. The linguistic elements are identify using Transitivity analysis in order to find metalanguage of interpersonal meaning of the advertisement taglines.
6. Discussion and elaboration of the data interpretation analysis made in order to find the concept of beauty in each country. 6. Last, draws the final conclusion to find the similarity and differences of the idea of beauty in each country.

Data Analysis Procedure

In analyzing the data, descriptive and interpretative methods are used in this research. The collected data then will be processed by using these following steps:

1. Analysing the visual images of every element by using Social Semiotics theory by Kress and van Leeuwen at representational metafunction
2. Analysing the visual images of every element by using Social Semiotics theory by Kress and van Leeuwen at interpersonal metafunction
3. Analysing the visual images of every element by using Social Semiotics theory by Kress and van Leeuwen at compositional metafunction

4. Analysing the written text by using the Transitivity theory by Systemic Functional Linguistic
5. Integrating the result of the visual analysis and written text analysis.
6. Find the differences and similarities of visual and written text analysis of Femina's magazines advertisement in Indonesia and Women's Weekly magazine advertisement in Singapore.
7. Draws the final conclusion

RESULT AND DISCUSSION

This research proven that the creator of makeup and skincare advertisements, portray the idea of beauty through the visual elements which are the represent participants or models that are chosen to represent their product and their target market, and how those participants being displayed, what gestures they formed, the cloth they wear are also contribute in portraying the idea of beauty conception on these advertisements. Furthermore, the concept of beauty is also strengthened with the taglines, sentence and clause that construct specifically align with the images in the advertisements. Considering on how the advertisement is created, the elements within the image, how those elements are portrayed, and the taglines which are distinctly arranged in each advertisement, it can be concluded that the idea of beauty itself draws by the company standards. This is also shown in the skincare advertisements, where the brightening product in Singapore used a light skinned model to promotes their products. While the healthy skin product, that have general targeted market will use the female model that will be represented the majority of the race in the country to attract their target market. However, Noeryani (2008) agrees that advertisements using a model of woman that represents the image of beauty according to the company's standard. The image of the products is represented by the model illustrated in the advertisements. This is why, the idea of beauty is hard to achieve because it is construct by the company. While makeup

advertisement from both countries are tends to represent the model with the majority of the race, or local beauty. Whereas the skincare advertisements from these countries however portrayed or chosen according to where the brands come from and ideology that exists within its brand. For example, the beauty products that come from the western countries tends to represent the female model that has the idea of beauty that is dominated by western ideals such as round eyes, narrow faces, and pronounced noses (Kim, 2010 as cited in Yan and Bissel , 2014). However, on the other hand, Neher (2019) states that in 2019 beauty standards are being dismantled or redefined. The emerge of natural beauty are shown by celebrities and beauty product campaign people to promotes the natural beauty. Neher (2019) also states that women in 2019 prefer to feel comfortable rather than to follow female beauty standards. A wet skin effect that promotes natural looks, was one of the biggest make up trends in 2019. However, it is also shown in the makeup advertisements in Singapore and Indonesia. Where the female models are using simple make up, with natural colour. Simplicity is also one of the biggest concept idea of the makeup trends in 2019, where women are more choose the specific colour for daily makeup. Moreover, the beauty trends in 2019 was shown a great changes for woman to feel more comfortable in their own skin. Models with different beauty standards have appeared in commercials and the cover of the magazines. This is also reflected in Indonesia magazines advertisements. Where the skincare and makeup advertisement in Femina

are using Indonesian female which have tan skin, and local feature of Indonesian women to promote natural beauty. On the other hand, one of the skincare advertisement in Women's Weekly magazines 2019 still uses white female model to promote the idea of beauty to the viewers. The first women's weekly makeup advertisement cover represented the idea of beauty through the analytical processes in conceptual meaning. The female model of 31 this campaign is having East Asian feature with slanted eyes, fair yellowish skin tone, small nose, and black hair. The using of this female model can indicate the product target market, which is the majority of Singaporean women as Singapore Chinese ethnic make up to 76,2% of the total population (Department of Statistic Singapore, 2015). The concept idea is found by the symbol and also taglines that are attached on this image, this makeup advertisement is promoting the idea of youthful to Singaporean woman. The second advertisement from Femina, Indonesia women's fashion magazines is also represented the idea of beauty through the female model. This message can be found in the visual images, which this advertisement using the conceptual representation which are the analytical process. The female model is the carrier of "attractive woman" and the elements such as her clothes, her make up, and her figures are the possessive attributives. This advertisement is also promoting the youthful looks to the viewers. Although, the female model is also portrayed differently in the second images that is separated by the

frames. This indicates that the creator of this advertisement having more target market. However, the idea of beauty is also reflected through the female model portrayal in the image, where she uses different makeup and 32 fashion. The first one depicted as youthful, and the second image she is displayed with glamorous makeup. These beauty idea of youthful and glamorous are also portrayed by the taglines on these two images using the transitivity with the mental perception processes. The first image of skincare advertisement is portraying white female model while promoting the brighten skin. This idea of beauty is found not only the in terms of visual images, but also the taglines of the product. The bright skin is the idea of beauty to attract Asian Women that have been known for having yellowish and tanned natural skin. This idea of beauty from this product is categorized as the impossible to achieve for most Asian women, including Singaporean women. Lastly, the image cover from skincare advertisement in Indonesia women's fashion magazines is portrayed by the native female model that is having a light tanned skin, curly hair, black big eyes. She is manifested the Indonesian women figure in general. This idea of beauty which is natural beauty is promoted by the local product, Natasha Skincare. This idea of beauty also reflected in the written or verbal text which is taglines of this product. This product, however delivering the idea of beauty that is more realistic for most Indonesian women women are more choose the specific colour for daily makeup. Moreover, the beauty trends in 2019 was shown a great

changes for woman to feel more comfortable in their own skin. Models with different beauty standards have appeared in commercials and the cover of the magazines. This is also reflected in Indonesia magazines advertisements. Where the skincare and makeup advertisement in *Femina* are using Indonesian female which have tan skin, and local feature of Indonesian women to promotes natural beauty. On the other hand, one of the skincare advertisement in *Women's Weekly* magazines 2019 still uses white female model to promotes the idea of beauty to the viewers.

CONCLUSION

This study objectively aims to describe the portrayal of beauty conception in skincare and makeup beauty advertisements from *Women's Weekly* Singapore's magazine and *Femina*, Indonesia's women fashion magazine. The process focused on the visual and written text within the campaigns. The data are taken from four of selected beauty advertisement, including skincare and makeup cover advertisements. In order to answer the research question, three metafunctions of visual social semiotics by Kress & Van Leeuwen, and transitivity system by M.A.K Halliday are employed. These four selected beauty advertisements portray the idea of concept of beauty through the visual elements and the written text. From the visual text, there are the represented participants or the female models, the gestures formed by the female models, the symbolic attribute placed purposively, and the setting which constructed based on the narrative. Meanwhile on

the written text, the sentences are arranged align with the visual elements and the narrative of each campaign. In the Singapore makeup advertisement cover, the idea of beauty is portrayed through the depiction or the figure that is shown by the female model which implicitly tell to the viewers that, female will be considered more attractive when they are have a youthful appearance. The female model in the makeup advertisement in *Women's Weekly* Singapore is the manifestation of the looks the majority of East Asian County, in which they have slanted eyes, yellowish skin tone, small nose, and black hair. This indicates that the product that they are selling is targeted to the female who looks the same as the female figure that is portrayed in the image. Furthermore, in the beauty conception itself the makeup advertisement cover is also promoting the youthful looks, this is reflected in the female models and the taglines. The female models are using the bright make up on her eyes, to make her eyes appear bigger, this also reflected throughout the taglinesthatsays "bright eyed wonder" This gives the reader perception, that having bigger eyes is seen more attractive while having the slanted eyes are seen unattractive. This conception is created by the company's standard, Noeryani (2008) she agrees on this point, that advertisements using a model of woman that represents the image of beauty according to the company's standard. The image of the products is represented by the model illustrated in the advertisements. While the makeup advertisement from *Femina*, Indonesia's magazines portrayed the

native female model that is have a light tanned skin. This advertisement is also promoting the youthful, the same concept in the makeup advertisement 75 Women's Weekly Singapore. Although, the female model is also portrayed differently in the second images that is separated by the frames. This indicates that the creator of this advertisement having more target market. However, the idea of beauty is also reflected through the female model portrayal in the image, where she uses different makeup and In conclusion, these two skincare advertisements are having a similarity in choosing the portrayal of the model in terms of visual analysis. They chose the female model that can be represented as the majority ethnic in each country. However, the idea of beauty stereotyped through the contents of advertisements, which include the visual images of models and the persuasion sentences. These aspects are used in order to persuade women to look exactly like those perfect models on the magazines, by making a persuasive tagline that is found in the written transitivity analysis. Nevertheless, these advertisements are delivered the idea of beauty conception that is more realistic by portrayed their female model that represented the majority of the ethnics. Meanwhile, the skincare advertisement from Women's Weekly Singapore promoting the unrealistic beauty conception in terms of visual images, that attract the viewers to achieve the bright skin, as the female portrayed is the white Caucasian female model. The bright skin is the idea of beauty to attach Asian Women that have been known for having yellowish and tanned natural skin.

This idea of beauty from this product is categorized as the impossible to achieve for most Asian women, including Singaporean women. 76 While the makeup advertisement from Femina, Indonesia's magazines portrayed the native female model that is having a light tanned skin, curly hair, black big eyes. She is manifested the Indonesian women figure in general. This idea of beauty which is natural beauty is promoted by the local product, Natasha Skincare. This idea of beauty also reflected in the written or verbal text which is taglines of this product. This product, however delivering the idea of beauty that is more realistic for most Indonesian women. In conclusion, the "ideal" women are stereotyped through visual and textual aspects of the advertisements. Advertisers use visual and linguistic means to persuade their audience. Make-up beauty ads tend to feature models with the prevailing beauty standards. Whereas in skincare, models are usually ported according to where the brand comes from and the ideology that exists in the brand. In make-up advertising, the concept or idea of beauty can be seen from the represented of female models and the taglines, which tends to prioritize youthful looks Singapore. Whereas, in makeup and skincare advertisement in Femina, Indonesia's magazine, tries to promoting the traditional and natural beauty, by portraying the models that manifested the majority of the ethnics, which have tanned skin, black hair, big black eyes. Nevertheless, in the Women's Weekly Singapore makeup and skincare advertisements, the models that portrayal of female models are

more diverse in terms of racial figure type. One of the similarities between the four advertisements is in terms of their visual image that, there are using similar construction in the placement of the 77 image, the relation between the female model and the viewers, and the symbols that are portrayed through the models and the color. In terms of the tagline, the skincare and makeup advertisement having similarities in carrying several beauty ideas. In Women's Weekly Singapore magazines, makeup advertisement is emphasized the beauty with serenity, purity, and youthful looks. In Femina, Indonesian's magazine makeup advertisements, the beauty is described with uniqueness, diversity, and naturality.

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