CHAPTER V
CONCLUSION AND SUGGESTION

This chapter provides the conclusion of the analysis of makeup and skincare cover image campaign advertisements from Women’s Weekly Singapore’s magazine and Femina, Indonesia’s magazine. This chapter is divided into two sections, the first section is the conclusion of this study regarding on how the makeup and skincare from both countries are portrayed the idea of the beauty conception. Meanwhile, the second section is the suggestion of this further study.

5.1 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 taglines that says “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
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.
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
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.

5.2 Recommendation

This study focuses to know how the idea of beauty is being portrayed in the Women’s Weekly Singapore magazine advertisement and Femina Indonesia magazine advertisements. The researcher expects this study would be beneficial for the future researcher who conduct research about the idea of beauty or in the scope of media study, specifically in advertisement. Moreover, the researcher also suggests to those who interest in the media study to analyze the beauty construction in the media by using quantitative methods.