

CHAPTER V

CONCLUSION

This chapter aims to discuss the conclusion of the analysis to complete this study. This chapter is about the conclusion of this study to show how high self-esteem is revealed by the models through the advertisements of Maybelline Fit Me Foundation in 2014-2017.

5.1 Conclusion

From the advertisements and the product of Maybelline Fit Me Foundation, it shows that media and beauty companies do not only see the beauty in white or fair skin color but also in every skin color. In order to present their product, they make an advertisement and put the elements that related to the product to represent their meaning, particularly the models, as an important element. Thus, the models show high self-esteem because they could bear the meaning of the product and the advertisement itself, and also with high self-esteem, they could persuade people to take some action upon it such as believing in the product's value and even buy it. High self-esteem could be seen through their facial expressions and gestures that consist the power, optimism, positivity, comfort, and happiness.

This study aims to show how high self-esteem is revealed by the models as an important element through their facial expressions and gestures. The data consists of

four advertisements of Maybelline Fit Me Foundation that are chosen purposely. For the answer to the question “How is self-esteem portrayed in Maybelline Fit Me Foundation advertisements?” the researcher could conclude that high self-esteem is found and shown in the advertisements through their facial expressions and gestures.

In these four advertisements, the models are showing the high self-esteem through their facial expressions and gestures to represent the product itself, to represent the people in a variety of skin color, and also to persuade the viewers to believe in their product’s value that embracing all skin colors, skin tones, and textures. The high self-esteem that is shown from the facial expression is fierce and happy faces. Fierce face indicates the power and optimism to believe in themselves, their values, and they are worthy. Happy face, indicates happiness, the models are smiling and it means that they are happy to be who they really are or even happy with the product that embraces all skin colors. Then, the gestures. The first is the openness gesture. Openness gestures in this show the pose of the models that open their legs and hands. It indicates new ideas, new experiences. People with openness personality will see things differently, and they could embrace diversity. They could make new ideas about beauty, that to be beautiful it is not always about having white skin and diversity means nothing if they could embrace the diversity itself. With openness also, that means that the models are open to the viewers, they are not scared or worried to show themselves and their true colors. The chin-up gesture shows the power, optimism, and confidence in herself. The recliner gesture, which is leaning to

the car. It shows how the model feels good about herself because she wears the foundation that matches her own natural color and she is comfortable with the skin that she owns. So, this product could increase the high self-esteem of every woman who wears it because it fits all skin colors, skin tones, and textures.

The existence of the taglines, they try to persuade people to love themselves and embrace their true colors without changing it or even hide their natural colors with a shade that does not fit them well. Not only encouraging people to love themselves, but also to describe the strength of their product that shows this product could fit all skin colors, skin tones, and textures and also they come with the strength to control the oil of the face and could stay longer.

Thus, high self-esteem could be found in the visual texts of Maybelline Fit Me Foundation advertisements through the facial expressions and gestures of the models. In addition, the support for the skin color diversity could be found in the visual text through the background color, e.g. white color that indicates the equality, fairness, neutrality, and also through the written texts that are trying to persuade the viewers to believe in their true colors without changing it or covering it with another color that does not fit them well.

5.2 Suggestion

From this study, the researcher found that high self-esteem is found in the in the facial expressions and the gestures of the models. In spite of that, the used of

social semiotics theory from Kress and Van Leeuwen, the researcher suggests this study to be developed in order to get further analysis using other theories for instance the theory of production and consumption from Stuart Hall to see how this product is consumed by the consumers.

