CHAPTER I

INTRODUCTION

1.1 Background of The Study

Advertisement as one of several media platforms that functionated as a platform to advertise or promote the product sold by a company. The advertiser and the company have a strategy to sell their products in the advertisement. To make the advertisement draws the viewers' attention, the creator, both the advertiser and the company will present it with interesting elements. The elements that usually appear in advertisement are the images, the models, the colors, the layout, some sentences to describe the main characteristic of the product.

The advertisement contains its own meanings and values that are hidden in every element. There is one element that quite important in advertisement or media and that is the image or model. Unbelievably, the models that appear in advertisement could make a standard due to the thing that is presented by the media are considered as a beautiful and decent thing. "The images of women most ads portray are usually the creation of artificiality that establishes an impossible standard of physical perfection for women" (Kuntjara, 2001). To make the advertisement effective, there is the effectiveness in the advertisement, it often shows the gender stereotypes to make the advertiser easy to convey their message to target viewers. Women stereotypes that usually appear in the advertisement are usually related to the beauty

products and companies and makes women spend their money on beauty products. (Gauntlett, 2008).

For example, the women stereotypes that quite obvious in Indonesia are that a lot of women in white skin as the ideal or standard of beauty. Indonesian women spend their money to buy a variety of beauty products that can make these women closer to the ideal white image of beauty, like Korean artists, because Indonesians currently are influenced by K-pop culture (Dona Rahayu Sugiarti, 2018). So, the models that appear would be the representation of the idea of beauty and they could influence the values of beauty in the viewers' minds.

Therefore, the models of advertisement should have good self-esteem in themselves to lift up viewers' beliefs about the content that is represented in the advertisement. Obviously, the self-esteem that is needed to be shown is high self-esteem. Because good or high self-esteem could represent how they believe in their values and worth. Rosenberg (1965), Self-esteem is connected with the individual's positive evaluation of themselves. High self-esteem shows how an individual respects herself worthy. So with their high self-esteem, it could persuade viewers' beliefs about the product, and also could make it easier for them to convey the meaning and value of the advertisement.

In the term of cosmetics or makeup, usually, it takes an effect on women. Some women will feel better after they put their makeup on because they will feel like the makeup completes them in their appearances, moreover with a foundation as a base makeup that is functionated to make the complexion of skin looks perfect. But,

to wear a foundation, we need to find the shade that fits our skin color so the color of our skin and the foundation would merge perfectly.

The concept of beauty from beauty companies changes from time to time, they have realized about the diversity of color and they have been struggling to find all the shades for the women of color, for all skin color. The beauty companies needed a long time and effort to finally succeed at making the products for all skin colors and accommodate the foundation color that matches customers' skins. Uniquely, the advertisements that Maybelline Fit Me Foundation made are using the models from different skin colors, different races, different face shapes. It seems like they represent all types of women in their advertisements and each model shows high self-esteem in themselves to show that they are happy with themselves, and the product as well, also they could persuade people to catch the meaning to do what they do in the advertisement.

The reasons why the researcher chooses this topic is because it is connected to self-esteem where there are a lot of people who do not trust themselves as a great individual and the advertisements that the researcher uses are connected to the beauty of skin color as well, and also there are rarely previous studies discussed this topic before. This research will show the self-esteem of the models that consist of high self-esteem to persuade the viewers' beliefs about themselves or even the products. To explore that, the researcher will use social-semiotics by The Van Leeuwen. This research will show the readers that beauty companies finally embrace all women in different skin colors. It means that Maybelline already considers that every color is

important and beautiful if they have self-esteem. The researcher uses Maybelline Fit Me Foundation advertisements as her corpus due to Maybelline is a beauty company that launched wide shades foundation for all skin color not only in their product but also with the advertisements that they made.

In the previous study, *The Effects of Self-Esteem on Makeup Involvement and Makeup Satisfaction among Elementary Students* by Hojung Lee (2018). This study uses the theory of self-esteem of Morris Rosenberg. It reveals that makeup gives positive self-esteem towards elementary school students. It changes the negative self-esteem such as depression or insecurity in themselves about their appearances to be positive self-esteem because makeup could transform themselves. This study uses the theory of self-esteem of Morris Rosenberg.

In the research entitled *Cosmetic Advertisements: A Study on Self-Esteem and Buying Behaviour of Young Women in Kuala Lumpur, Malaysia* by Vam Lock Kwan, Rahilah Ahmad, Rohizan Ahmad (2019). This study uses the social comparison theory by Leon Festinger. It reveals that cosmetic advertisements could influence women behavior and self-esteem because advertisements are considered as the tool for developing trust and motivation that affect young women to buy and use cosmetics. The cosmetic advertisements could give a negative impact on young women's psychological and decreasing their self-esteem because they would make a comparison between themselves and the models.

Another research entitled *Influence of Cosmetics on the Confidence of College Women: An Exploratory Study* by Sarah Scott. This study uses the theory of anxiety

trait by Charles Spielberger. It revealed that wearing makeup is the only quick and temporary way to change their appearances and also increasing their self-esteem because they can hide their flaws or something that they do not what anyone to see. The current study is an exploration of the relationship between cosmetics, their match to certain situations, and the resulting anxiety levels. Anxiety was used as a measure of confidence. It was thought that less anxiety would be felt when makeup matched the situation and match two variables such as the makeup and the outfits could increase the self-esteem.

K N Sarveswari in her journal article entitled *Cosmetic Camouflage in Vitiligo* by K N Sarveswari (2010). This study uses skin camouflage theory by Joyce Allsworth. It reveals that the makeup, particularly the foundation that directly connect to the skin condition could increase the self-esteem of the vitiligo patients because the use of foundation is to cover and hide some parts on face that we do not want to show such as blemishes, red spots, acne, scars, and in this vitiligo case the patients could hide the difference on their face and that would increase the self-esteem of the patients.

The previous studies discussed self-esteem, self-confidence, skin, and anxiety. Their focus is on beauty products and beauty advertisement. Meanwhile, this research will focus on the models' self-esteem in the beauty product (foundation), its advertisements and the hidden meanings of the advertisement. The corpus of this research is the advertisements of Maybelline Fit Me Foundation. Social semiotics by Theo Van Leeuwen and Gunther Kress, Self-esteem theory by William James and

Morris Rosenberg are applied in this research. Social semiotics is a study to explore the hidden meanings in the image, or how signs and symbols make a meaning and their own language. In Social semiotics, we explore what every element means, and connect all of them to find their meaning and language roundly. Self-esteem is the study of how someone values, thinks and feels about themselves. It is also more likely to how they love, respect and appreciate themselves.

1.2 Research Question

How is self-esteem portrayed in Maybelline Fit Me Foundation Advertisements?

1.3 Purpose of The Study

The purpose of the study is to show how self-esteem is portrayed in Maybelline Fit Me Foundation Advertisements

1.4 Significance Of The Study

This research will show the readers about high self-esteem that is showed in the advertisement through the models in it and also the hidden meanings from the whole advertisements. This research hopefully will useful for all women, that they do not have to be afraid anymore about themselves and they do not have to feel excluded or alienated from the world of beauty anymore because all women are represented (both in the beauty products or beauty products advertisements), to make them have a

high self-esteem, to know their worth, to love themselves, and also to appreciate every individual.