

REPRESENTATION OF BEAUTY IN THE WARDAH ADVERTISEMENT "IMPACTFUL BEAUTY FOR THE GREATER GOOD" (2024)

Fatmawati, Efa¹; Rofik, Abdur²; Musliadi ³

^{1,2}Universitas Sains Al-Qur'an, ³Universitas Cokroaminoto Palopo
efafatmawati230702@gmail.com¹; abdurrofik@unsiq.ac.id²;
musliadi@uncp.ac.id

Abstract

This research was conducted to analyze the representation of beauty in the Wardah advertisement "Impactful Beauty for the Greater Good" (2024). There are three problem formulations in this research. First, how are beauty signs represented in the Wardah advertisement "Impactful Beauty for the Greater Good" Second, How are beauty objects represented in the Wardah advertisement "Impactful Beauty for the Greater Good" And third, How are beauty interpretants represented in the Wardah advertisement "Impactful Beauty for the Greater Good". The researchers used qualitative methods to study this problem. The theory and approach that researchers use is Charles Sanders Pierce's Semiotics theory. The results of this research show that based on the Beauty Signs, Beauty Objects and Beauty Interpretants contained in the Wardah advertisement "Impactful Beauty for the Greater Good" it can be concluded that Beauty does not have to be seen from physical appearance which has images which are in principle related to all the organs of a woman's body from head to toe, but real beauty is beauty from within such as positive traits and morals as well as usefulness in goodness.

Keywords: Pierce's Semiotics, beauty, Wardah, advertisement

Introduction

Advertising is a means of promoting products or services to persuade people to buy or use the product. According to Hackley (2014). Advertisements are representations; they retain non-advertising cultural traits and meanings, but they change them to provide new representations that fit the marketed brand. Advertisements can be considered as a sensual and dynamic depiction of cultural values. But not only that, advertising also carries the possibility of bringing its own culture, one example is the ideology of beauty. In every woman, there is always a desire to look beautiful, both in appearance and behaviour. To get it, you definitely need to make efforts, such as using certain facial or body care products

to look beautiful. This ideology makes it possible to influence society's mindset, including the definition of beauty or beauty standards. Even though every woman has different beauty.

This research will look at the Wardah advertisement from a semiotic perspective where the Wardah advertisement has many meanings regarding beauty. This is interesting to examine using Semiotic theory analysis which has an analytical method that examines signs regarding a meaning.

Through the halal attribute attached to Wardah products, these products are closely linked to Islamic discourse. This is interesting because Islam is seen as the majority religion in Indonesia. By showing the attractiveness of women in advertisements and "Islam" in advertisements, this research wants to offer new ideas about how the representation of beauty can change. Beauty is no longer defined as a woman with white skin and long hair.

Literary Review

Semiotic Charles Sanders Peirce

Charles Sanders Peirce, in 1991, argued that humans think in signs, leading to the creation of semiotics, a science that studies how behaviour is used to reason through a sign system, relying on user observation.

Peirce's semiotic model provides the basis for analyzing sign meaning, focusing on the triangular theory of meaning, which consists of three main components: sign, object, and interpretant. He refers to signs held by someone due to their interest in their response or ability, highlighting the importance of understanding sign meaning.

Peirce's semiotic analysis consists of three key aspects: the sign, the object, and the interpreter. Signs are visual or physical objects perceived by humans, categorized into qualisign, synsign, and legisign. Objects are social contexts used to interpret meaning, classified into icons, indexes, and symbols. Interpreters reduce signs to meanings in someone's mind, divided into rheme, dicentsign, and argument.

Advertisement on Social Media

Popular culture advertisements often use binding symbols to create exclusivity, allowing certain social groups to feel part of a large fan base (Berger & Ward, 2010). According to Chaffey & Patron (2012), Advancements in technology and communication have transformed advertising patterns, necessitating companies to record customer interactions and measure performance for effective marketing strategies.

Companies use campaigns to create audience awareness and highlight their uniqueness, with digital channels like YouTube becoming increasingly popular for promoting their products (Rodriguez, 2017).

Study of Representation Theory

Representation is the process of producing and exchanging meaning between members of society. This process involves a representation system consisting of concepts in thought and language, which are interconnected. The meaning of something can vary across different cultures or social groups due to their unique interpretations. The meaning process depends on the background knowledge and understanding of a social group towards a sign (Hall, 1997).

Hall (1997) mentions three approaches to representation: reflective, intentional, and constructionist. Reflective views language as a mirror reflecting the truths in normal life, intentional focuses on the language and phenomena used to convey meaning, and constructionist emphasizes the process of constructing meaning through language.

Method

This research uses qualitative research methods. According to Creswell in his book *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* "qualitative research is a means of exploring and understanding the meaning ascribed to a social or humanitarian problem by individuals or groups" (Creswell, 2017).

The Charles Sanders Peirce model analysis is used to analyze signs in the Wardah advertisement "Impactful Beauty for the Greater Good". This semiotic analysis method allows for a wide space for interpreting advertisements, revealing hidden meanings. The research uses audio and visual research objects to study the 87-second series, starring Dewi Sandra, Asma Elbadawi, Ayana Jihye Moon, and Putri Tanjung, which conveys the message that women must have high self-confidence and be successful if they can express themselves without fear.

The method of collecting data in this research is by doing observation. The procedures are watching the advertisement video and reading the scripts, identifying the data from the visuals, scripts, and subtitles, and then classifying the data.

After the data are collected, the next step is analyzing data by following: Selecting the data, displaying data, explaining data, interpreting data, and drawing conclusions.

Finding and Discussion

Beauty Signs Representation in the Wardah Advertisement "Impactful Beauty for the Greater Good" (2024)

Hijab

Wardah's "Impactful Beauty for the Greater Good" advertising video features three women wearing hijabs in different scenes. The first scene shows an Indonesian woman walking in a museum, the second scene shows her speaking at an event, the third scene shows a South Korean woman giving a watermelon to a child, the fourth scene shows her applying Wardah lip product, and the fifth scene shows an African woman playing basketball (at the 0:03 - 0:58 followed by 1:12 - 1:27).

Hijabs are Muslim clothing, and researchers believe the hijab in the advertisement can have a meaningful meaning, as it doesn't require beautiful hair or violate beauty standards. The hijab doesn't prevent a person from doing something and remains beautiful, as demonstrated in the scene where a woman wearing a hijab is speaking at an event and playing basketball.

A Slice of Watermelon

Wardah's "Impact Beauty for the Greater Good" advertisement features a smiling woman in a hijab being approached by a small child and given a watermelon.

"Spreading kindness as every human should"

(*Wardah Advertisement* "Impactful Beauty for the Greater Good, 0:32 - 0:39)

Social media is flooded with images of watermelon slices, symbolizing support for Palestine, following the Israeli attack. These watermelon slices, identical to the colours of the Palestinian flag, are used in advertising videos by Wardah, a Palestinian organization. Researchers connected the watermelon slices to the concept of beauty, highlighting that caring for others is a key aspect of supporting the Palestinian people.

Wardah Lip Cream

The Wardah advertising video "Impactful Beauty for the Greater Good" features a woman wearing a hijab applying Wardah Exclusive Matte Lip Cream in a natural colour (at 0:40 - 0:41).

Lip cream is a popular makeup product, often used by women to achieve rosy lips. However, research shows that natural colours, similar to the original colour of our lips, can also be attractive. Researchers found that beauty is not about having bright, rosy lips; it's about self-confidence and the simplicity of who we are. This highlights the importance of natural lip colours in achieving beauty.

Basketball

In Wardah's advertising video "Impactful Beauty for the Greater Good" shows a woman wearing a hijab playing basketball.

"We accept the call, beneath the grace, beneath the might, where brave beauties for what's right"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:44 – 0:59)*

Basketball requires strength, agility, speed, courage, and good strategy for playing. The goal is to score points by putting the ball into the opponent's basket. Basketball games are competitive due to their faster tempo. The Wardah advertisement's meaning of basketball may contradict the beauty standard, suggesting that beauty is courage and goodness.

Books

In Wardah's advertising video "Impactful Beauty for the Greater Good" shows a woman in the library and reading a book .

"Do you read it? with every word, we stand for the voiceless, we set the pace, we create a space, we change the world for life, we can embrace"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 1:00 – 1:11)*

The advertisement in Wardah suggests that books serve as a window to the world, revealing new knowledge and insights. It also connects books to education and suggests that beauty is intelligence or broad insight, highlighting the importance of books in our lives

Beauty Object Representation in the Wardah Advertisement "Impactful Beauty for the Greater Good" (2024)

A woman walking in a museum

The second object found in Wardah's advertisement "Impactful Beauty for the Greater Good" was a woman wearing a hijab who was a speaker at a movement event in defense of Palestine. Researcher can say that the event was support for Palestine because there was footage showing the words "Wardah from Indonesia to Palestine".

"As women of culture we take a stand, inspiring with faith is a path we expand. Together is one, the impact for greater good is possible"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:14 – 0:25)*

From this data, researcher found that the meaning of this object is a motivation to inspire women not to be afraid to stand up straight in the face of problems, gender is not an obstacle in moving towards goodness.

A woman given a slice of watermelon

The third object found in the Wardah advertisement "Impactful Beauty for the Greater Good" is a woman wearing a hijab who is approached by a child and given a piece of watermelon.

"Spreading kindness as every human should to see beauty and diversity should grow in our hearts"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:32 – 0:39)*

As previously explained, watermelon slices are a symbol of support for the Palestinian people because the color of the watermelon slices is the same as the colors of the Palestinian flag.

Based on the data and related research topics, researcher found that this object had the meaning of an invitation to support the Palestinian community. In other words, this object invites the audience to care about others..

A woman who is applying lip cream with natural colour

The fifth object in the Wardah advertisement "Impactful Beauty for the Greater Good" is a woman wearing a hijab who is playing basketball.

"In the heart of humanity we stand tall, the mission is clear for others. We accept the call, beneath the grace, beneath the might, where brave beauties for what's right"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:44 – 0:52)*

Based on the data and research topic, the researcher found that the meaning of this object is self-readiness and courage in accepting the call to movement in terms of goodness.

A woman who is reading a book

The sixth object in the Wardah advertisement "Impactful Beauty for the Greater Good" is a woman with flowing hair who is reading a book.

"Do you read it? With every word we stand for the voiceless, we set the peace, we create the space, we change the world for life we can embrace"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:59 – 0:11)*

Based on the data and research topics, researchers found that the meaning of this object is that by having broad insight, we can change the world by participating in creating peace. By reading we can understand things that we did not hear before or did not even know before

Beauty Interpretants Representation in the Wardah Advertisement "Impactful Beauty for the Greater Good" (2024)
Self-Confidence

Judging from several scenes featuring women wearing hijabs, one of which shows a woman wearing a hijab walking in a museum and speaking at an event.

"Do you hear it? as the artifacts whisper of a glorious past, of a beautiful history that will forever last. As a woman of culture we take a stand, inspiring with faith is a path we expand. Together as one, the impact for Geater good is possible"

(Wardah Advertisement "Impactful Beauty for the Greater Good, 0:14 – 0:23)

Then in the next scene, a woman wearing a hijab is shown who is approached and given a piece of watermelon and after that, she is seen applying lip product from Wardah with a natural colour that is similar to the original colour of her lips.

"Do you see it? a vibrant display a miniature of our world. Spreading kindness as every human should to see beauty and diversity should grow in our hearts. Together we can create a work of art"

(Wardah Advertisement "Impactful Beauty for the Greater Good, 0:26 – 0:42)

And also in the scene where a woman wearing a hijab with tan skin is playing basketball.

"Do you feel it? in the heart of humanity we stand tall, the mission is clear for others. We accept the call beneath the grace, beneath the might. Where brave beauties for what's right"

(Wardah Advertisement "Impactful Beauty for the Greater Good, 0:43 – 0:58)

The analysis of beauty, focusing on self-confidence, confirms that beauty is re-described as inner beauty, rather than physical beauty. Women are depicted as confident figures, proud of their skin colour, aiming to grow self-confidence through natural beauty. Despite mass media advertisements featuring models

with white skin and attractive hairstyles, women must maintain confidence in their own natural beauty.

Caring for Others

Judging from several scenes in the Wardah advertisement "Impactful Beauty for the Greater Good" it is shown when a woman wearing a hijab is speaking at an event which displays the words "Wardah from Indonesia for Palestine" (at 0:03 to 0:13), a sign watermelon in the scene of a woman wearing a hijab (at 0:32 to 0:40), as well as from the entire script which reads:

"Do you hear it? as the artifacts whisper of a glorious past, of a beautiful history that will forever last. As a woman of culture we take a stand, inspiring with faith is a path we expand. Together as one, the impact for Geater good is possible"

"Do you see it? a vibrant display a miniature of our world. Spreading kindness as every human should to see beauty and diversity should grow in our hearts. Together we can create a work of art"

"Do you feel it? in the heart of humanity we stand tall, the mission is clear for others. We accept the call beneath the grace, beneath the might. Where brave beauties for what's right"

"Do you read it? with every word we stand for the voiceless, we set the peace, we create the space, we change the world for life we can embrace"

"We march gracefully and in unity narrating tales trough eternity. Because beauty moves you to be impactful for the greater good"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:03 - 1:24*)

The advertising video by Wardah, a cosmetics brand, invites Indonesian women to care about others, highlighting the importance of inner beauty. The brand, known as Beauty Moves You, encourages women to make meaningful changes to their environment. The campaign, called Brave Beauties, calls for Indonesian women to make small but consistent changes, aiming to gradually impact their surroundings. This campaign, inspired by Wardah's commitment to empowering women, aims to inspire change and progress in the country..

Broad-Minded

Judging from the scene of a woman with flowing hair reading a book in the library and conveying her opinion to other people.

"Do you read it? with every word we stand for the voiceless, we set the peace, we create the space, we change the world for life we can embrace"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 1:00 – 1:00*)

Researchers discovered that broad insight is a representation of beauty, as it reflects a woman's higher value than her physical appearance. People value individuals with broad knowledge, as their intelligence and ability to produce diverse works will be remembered by future generations, even if the individual is gone. This understanding is crucial in understanding beauty and its representation.

Brave

Judging from the scene of a woman wearing a hijab with tan skin playing basketball.

"Do you feel it? in the heart of humanity we stand tall, the mission is clear for others. We accept the call beneath the grace, beneath the might. Where brave beauties for what's right"

(*Wardah Advertisement "Impactful Beauty for the Greater Good, 0:44 – 0:59*)

Researchers discovered that courage in terms of goodness represents beauty, as courageous women serve as inspiring examples for others, demonstrating their potential and abilities to achieve success and happiness. Courage in kindness also contributes to creating peace, making courage a form of inner beauty.

Conclusion

Wardah's advertising video "Impactful for the Greater Good" features several beauty signs, including the hijab, a slice of watermelon, Wardah Lip Cream, basketball, and books. The hijab is shown to mean that beauty does not have to show beautiful hair and that it does not prevent a person from doing something while remaining beautiful. The slice of watermelon is a symbol of support for the Palestinian people, and in the context of the advertisement, it can be interpreted as an invitation to support them. The Wardah Lip Cream scene suggests that natural lip colours look more attractive than bright colours. The basketball scene represents courage in terms of goodness, violating the beauty standard that beauty must-have feminine hobbies. The book scene represents beauty as broad-mindedness.

In addition to beauty signs, the video also features beauty objects. A woman walking in a museum is a reminder that what we do now has a big influence on what will happen in the future. A woman becoming a speaker at an event is a motivation for women to stand up straight in the face of problems,

regardless of gender. A woman given a slice of watermelon is an invitation to support the Palestinian community. A woman applying natural-coloured lip cream suggests that natural colours look more attractive. A woman playing basketball represents self-readiness and courage in accepting the call to movement in terms of goodness. A woman reading a book represents having broad insight and participating in creating peace.

The interpretants obtained from the signs and objects in the advertisement include self-confidence, beauty as caring for others, broad-mindedness, and courage. Wardah is trying to grow women's self-confidence through their natural beauty. The advertisement contains an invitation to the audience to care about others, and caring for others is part of a person's inner beauty. A broad-minded woman is admired for her beauty, and a courageous woman is an inspiring example for other women. In conclusion, beauty is not just about appearance and physical appearance but is also about inner beauty, including self-confidence, caring for others, broad-mindedness, and courage.

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