

## BEAUTY CONSTRUCTION ON WARDAH AD VERSION OF "HALAL FROM SCRATCH"

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### Abstract

So many images of beauty are depicted through advertisements with various versions of her beauty. Advertisements are vying to penetrate the subconscious space of women. Beauty is an inseparable part of the inherent values of human beings, especially women. Wardah brings a simple vision, fulfilling the need for halal cosmetics. As time goes by, wardah understands the beauty of Indonesian women is in her personality, she shines because she is natural, and elegant because she is down-to-earth. Wardah comes in "Halal version from scratch". The purpose of this study was to find out the beauty construction in the wardah advertisement "halal version from scratch". this study uses John Fiske's semiotic analysis with the Codes of Television theory, namely with three social levels consisting of the level of reality, the level of representation, and the level of ideology. The method used in this study is descriptive qualitative. From the analysis that has been carried out, the results of this study are at the level of reality of women who have fair skin, high nose, medium eyes, thin lips, long hair, using clothes that are not sensual, simple makeup, feminine and have good behavior and can motivate. At the level of representation of close up shooting techniques that place emphasis on the model's face and bright lighting, and the ideological level the role of capitalism to perpetuate the idealism of beauty that is standardized, limited by one race that is white, and does not use a patriarchal cultural system because the wardah advertisement applies the islamic concept where there is a boundary between men and women.

**Keywords** : Construction, Beauty, Wardah Advertising

### INTRODUCTION

The rapid development of information technology and science has a great influence on human life. With the existence of information technology, humans can easily communicate with each other or provide information with others, even though they are hindered by the limitations of distance and time. One of the information technologies that is now the most popular media by all circles is television.

Television has the advantage of being very effective (powerful) in conveying information visually to the public. According to data from the Central Statistics Agency, in 2015, 91.47 percent of the population over the age of 10 still used television as the main access to information. The amount of public interest in obtaining information and entertainment from television is felt by residents almost all over Indonesia. The number of public participation in accessing mass media is allegedly related to the availability of information facilities

themselves. The uneven coverage of internet signals, making electronic news still cannot beat the existence of television in society.

In television, there is so much content contained in it, one of which is advertising. Advertising and Television are inseparable units. Television needs advertising as a source of income to continue its existence, while advertising requires television as a medium that can be a place for promotion, although advertising can promote through other media.

So many images of beauty are depicted through advertisements with various versions of her beauty. Advertisements are vying to penetrate the subconscious space of women. Beauty is an inseparable part of the inherent value of human beings, especially for women. Tracing to history, beauty standards have always undergone developments in accordance with the times and changes in aesthetic standards. Similarly, differences in geographical areas as well as certain social spheres will bring peculiarities in determining beauty standards.

This is inseparable from the traditions and values adopted by the community. Every woman is vying for the ideal level of beauty. Since the emergence of patriarchy that puts women in a lower position than men, women are required to always look beautiful so as not to embarrass the good name of their family or partner.

The concept of beauty every year continues to change from time to time, even each country has a different concept of beauty. Indonesia itself has begun to change, which used to be like a woman who was said to be beautiful if she had mature or yellow skin and wavy hair. This change is nothing but the result of construction by advertisements that bring new concepts along with the times by showing the figure of a woman who has fair skin, a slim body shape, and straight hair.

To get a beautiful face, of course a woman has to do treatment on her face. Women no longer need to be confused in thinking about what kind of facial treatment they should use. The large number of women's cosmetic industries that are developing in Indonesia provides a wide range of choices to women. The high level of need for women's cosmetics in Indonesia has made Indonesia a fertile ground for the cosmetics industry.

Wardah Cosmetics is one of the products engaged in the cosmetic industry in Indonesia. Wardah started as an inspiration. Inspiration to be an important part of Indonesian women's lives. Created in 1995, Wardah brings a simple vision: Meeting the need for halal cosmetics.

Over time, Wardah understood that the beauty of Indonesian women was in her personality. It shines because it is natural, and elegant because it is grounded. Supported by a very solid team and a modern product concept, Wardah's beauty ideology is very accepted by Indonesian women.

As we have seen in various media, the advertisements delivered by Wardah cosmetics carry a modern Islamic nuance with a combination of harmonious nuances so that they look elegant. The concept of Wardah advertising is very different from other cosmetic advertisements. Other cosmetic advertisements usually show the beauty of her body or indulge in the aura of a female model. Meanwhile, Wardah advertisements provide an image and inspiration for women to look charming and also Islamic. This is supported by the existence of a female model that Wardah uses.

The reason why researchers choose wardah cosmetics is because they have different advantages from other cosmetics, wardah cosmetics emphasize more about the halalness and safety of the product. Wardah is also one of the local cosmetic brands that seeks to seize the Indonesian cosmetic market among various existing local cosmetic brands.

This is evidenced by the various awards received by wardah, in 2013 and 2014 wardah became the winner of the Indonesian Customer Satisfaction Award (ICSA) in the lipstick and loose skin powder product categories. In 2015 and 2016, Wardah also became the ICSA winner in the lipstick, loose skin powder, and compact skin powder product categories. In 2016, Wardah received the 2016 Halal Award in the cosmetics category for its contribution in the development, education, and socialization of halal products.

An advertisement always has privileges related to the attractiveness of the advertised product, one of which is by showing women in the advertisement. Wardah presents something different from beauty standards in advertising in general. The beauty and physical appearance of women are interconnected and almost inseparable things. This is reinforced by the display of media content that depicts the beauty of women by displaying beautiful physical forms.

Women are the right object to describe beauty, because they are considered to have body parts with high aesthetic value. AnthonySynnott, summed up some of those body parts, one of which is the face, a unique, soft and public part of the human physique. Television and soap

opera advertisements depict women with slim bodies, long hair, smooth and white skin supported by clothes that highlight body shape as ideal beauty.

Wardah has issued one of the cosmetic advertisements that can inspire and spread kindness, namely the Halal version of wardah ads From the Beginning. This brand seems to always be consistent with its advertisements, namely featuring graceful women, full of activities, happy to explore, and the most prominent thing in the advertisement is that the author does not see a male figure who is present as a support for an advertisement for beauty cosmetics, and also the use of celebrities as product icons wrapped in clothes that tend to be polite or the majority of models in advertisements wrapped in hijab, accomplished and have an amazing personality in the entertaining world. by featuring brand ambassadors who have long been trusted by wardah cosmetics, namely dewi sandra and Some of the latest female models from Wardah. The goddess sandra is regarded as inspirational and has a strong character as a beautiful artist and singer. And also the figure of the goddess sandra here is considered capable of presenting the figure of an accomplished, beautiful and also solehah Muslim woman.

In addition to using the goddess Sandra as a brand ambassador, wardah also uses several other celebrity figures to convey messages and attract people's attention. These brand ambassadors are considered as inspirational women for the people of Indonesia, apart from their beautiful appearance they are considered to have other attractions because of the abilities possessed by each model. In visual appearance, the halal version of the wardah advertisement from the beginning features the goddess sandra and several beautiful female brand ambassadors who are doing their daily activities or activities, and in the midst of activities they do not forget to share kindness by spreading inspiration and sharing motivation.

As a cosmetic advertisement featuring a hijab brand ambassador, Wardah Halal Version From The Beginning displays a beauty concept that is different from beauty standards in cosmetic advertisements in general. In advertising, the beauty and physical appearance of women are inseparable. This is reinforced by the display of media content that depicts the beauty of women by displaying beautiful physical forms.

The use of hijab itself is a form of observance of religious teachings. But on the other hand, the hijab, which has become a fashion trend today and is often displayed by the media, raises pros and cons, and is even considered inconsistent with the teachings of the Islamic religion itself. The point of the above presentation is that the presence of women wearing hijabs in wardah advertisements does not mean that this advertisement depicts Islamic things. At first glance, Wardah seems to want to portray Islamic beauty in his advertisements. And to find out, researchers are interested in seeing what kind of beauty the wardah ad depicts.

One fairly effective way to read text or social reality in advertising is to use semiotics. With semiotics, the signs visualized in advertising can be analyzed and understood. From this perspective, researchers need to interpret the meanings of what symbols are in the halal version of wardah advertisements from the beginning through their visualizations and the background sounds that support them. In this study, researchers used the semiotics method, semiotics is the method used to study signs in texts.

The chosen semiotic method is John Fiske's codes of television, where the signs analyzed are divided into levels of reality, representation, and ideology. This method was chosen by researchers because it was considered appropriate to be applied to research on the halal version of wardah television advertisements from the beginning. By using the concept of John Fiske's codes of television, it can be known what kind of beauty and how is constructed in the halal version of the wardah advertisement from scratch through the system of signs and symbols seen in it. In connection with this explanation, researchers are interested in seeing

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## RESEARCH METHODS

This type of research is descriptive qualitative, which describes certain events, behaviors, or other objects. Qualitative research aims to explain the phenomenon deeply through the deepest collection of data.

This method also has its own characteristics, namely data that can be not only in the form of writing but also in the form of pictures or photos that can be obtained at the research site which will later be clarified in words. In this study, researchers made a thorough observation

on the signs in the halal version of the wardah advertisement from the beginning of the scene and dialogue.

## RESULTS AND DISCUSSION

The "Halal From Scratch" version of the Wardah cosmetic television commercial is a cosmetic advertisement issued by wardah on December 7, 2018. Like Wardah advertisements in general, Indonesian artist Dewi Sandra is still the model of the ad and some of the latest models of wardah advertisements such as Meisya amira, and Crasivaya moniq. Wardah has been known as a beauty product that always puts forward halal slogans in every advertisement.

The ad, which is 1 minute1 second long, features a daily activity of the goddess sandra and several other advertising models. It starts with sharing kindness, helping others, and other positive activities or work. And all of that starts from the halal ones, namely halal wardah cosmetics from the beginning.

The first scene of the commercial is depicted with the goddess sandra who is in a room and looks elegant wearing a hijab who is holding a cup of tea and inhaling it, and the next goddess sandra slowly applying the white secret wardah on her face.

The second scene where one of the newest female models from Wardah is seen who is on a bus, and slowly the woman takes out Wardah lipstick from her bag, and after that the woman applies Wardah lipstick on her lip. Then the woman helped a grandmother who was standing on the bus and carrying a large bag, and then the woman invited the grandmother to sit on the woman's seat and bring her bag.

The third scene where the newest female model from wardah looks casual wearing a hat, who is sitting in a garden, and is seen wearing mascara from wardah. And it can be seen that the woman took a photo of the child helping her friend, and after that the woman uploaded a photo of the children helping her friend on social media.

The fourth scene where another wardah female model is seen wearing a hijab wearing a kung fu outfit, and where the woman is seen sitting and is seen wearing aloe hydramild multifunction gel from wardah. And then the woman appeared to be doing an audition, where the woman showed a kung fu movement in front of 3 judges.

The fifth scene shows another recent female model from wardah, with a feminine appearance and wearing a hijab, and it appears that the woman is in a room and is seen wearing powder from wardah. And furthermore, the woman seems to be doing her daily activities, namely a designer, where it can be seen that the woman is seriously doing her job and also seems to be discussing with her co-workers.

The sixth scene shows another recent female model from wardah, where it can be seen that the woman works as a doctor wearing a hijab, who is in a laboratory. Where it can be seen that the woman is doing her daily work seriously and meticulously in the laboratory

## CONCLUSION

In addition to providing information on a product, advertising also contributes to creating a new view in society. Through advertising, the view of something is shown like a view of female beauty. Through advertisements, there are signs that appear that have a meaning or message that wants to be conveyed to the wider community. Through this Halal version of Wardah advertisement From the Beginning, researchers want to try to show a message about the beauty of women. Based on the research that has been carried out, the authors draw the following conclusions:

1. In the Level of Reality the beauty construction shown is a woman who has fair skin, clean skin, fair skin, high nose, medium eyes, thin lips, straight and long hair, white and neat teeth. By wearing clothes that are polite and not sensual and using dominant colors with shades of blue, white, and pink which means purity, elegance, and tranquility that corresponds to wardah. by using makeup that is not thick and simple. From the gestures, the average female model shows a gesture of gentleness and femininity, by showing an expression that is always smiling, and has good behavior and can motivate others.
2. In the Level of Representation of the beauty construction displayed is a Close Up and Medium Close Up shooting technique that aims to emphasize the face and body of the model to make it look clearer and also to make visible the expressions shown by the model. By using bright lighting to put emphasis on the areas of the face that are the main areas of use of the product.

3. In the Ideological Level the construction of beauty displayed is the role of capitalism to perpetuate the idealism of beauty that is the standard, that is, that which has fair skin, clean skin, high nose, slender body, thin lips, medium eyes, white and neat teeth and with decent clothes and wearing a hijab. And women's beauty is limited by only one race, namely the white or caucasian race. By not using the patriarchal cultural system because the wardah advertisement applies the concept of halal and Islamic and where in Islam itself the patriarchal value is very strong because there are boundaries between men and women

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