

The Meaning of Beauty as Inspiration and Movement of Change in the “Beauty Moves You” Version of the Wardah Advertisement

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Abstract

This study aims to explore the meaning of beauty as an inspiration and movement of change for Indonesian women in the Wardah advertisement version of "Beauty Moves You". This study uses a qualitative descriptive approach, while the analytical technique used is Roland Barthes' semiotic analysis which involves denotation, connotation, and myth signs. The stages of analysis that researchers will use are collecting units of analysis from images, text on images, audio (dialogue) in several scenes, and the main advertisement, the researcher describes the signs and meanings from each unit of analysis. Based on the analysis results, the meaning of denotation, connotation, and myth in the six main scenes was found to interpret the beauty standards of Indonesian women, namely clothing, physical beauty, and beauty as an inspiration and movement of change. Beauty pictures as inspiration and mover change in the advertisement invite modern girls to change patterns and awaken the women that beauty that already there is in each woman. Women are encouraged to have the courage to appear confident, to love themselves more, and to develop self-competence. Wardah shows the other side of beauty to encourage self-trust, intelligence, and optimism. Advertisement Wardah, the version of "Beauty, Moves You", interprets girls also having a role as actor mover change with the expected beauty could give an impact as well as positive benefits for environment fellow.

Keywords: Semiotics, Advertising, Wardah, Meaning Beauty, Inspiration, Movement of Change

Introduction

Women, in general, tend more easily to feel insecure or not believe in aspects certain of life; for example, many teenagers and women make beauty the root of anxiety. According to the results of the Dove Girl Beauty Confidence Report survey (in Cahyu, 2018), 54% of women worldwide do not have high self-esteem. Seven out of 10 teenagers in Indonesia do not believe self with appearance, which results in teenage women being reluctant to gather together with friends and family and follow activity groups, as well as activities that can help reach potency the best. Being insecure about beauty too often resulted in a woman feeling shy and inclined close self to the environment. For example, MMH, 18 years old, killed herself by hanging herself because of depression with really bad acne. The girls feel incapable of going to school and often late go to school because they must use up time to use cosmetics to cover acne (Meinita, 2012).

The appearance and level of women's confidence can be expressed in one way, namely, through cosmetics. Cosmetics is one the most important thing for a girl, as they support her appearance and can give trust in self a girl, so with the use of cosmetics or girls, make-up will feel more popular and trustworthy self in to do the activity (Situmeang, 2015). According to Kaspan (2010), make-up has now

become part of routine life in modern society, particularly for females. The use of make-up alone has already become something needed to beautify oneself, show identity and personality, and follow fashion developments, especially in the entertainment world where professional *make-up artists* gather. Besides that, beauty and cosmetics have become popular because they are open to the influence of mass media, especially electronic media television that has audio-visual power through impressions advertising product beauty. According to Christinawati & Junaidi (2020), beauty is also one of the forms of mass media construction because mass media is a tool of communication for conveying information and influencing the audience.

Without realizing it, the rise of women who are not confident makes using facial cosmetic products a lifestyle trend and a person's identity in appearance. Based on notes from the Ministry of Industry of the Republic of Indonesia (Kemenperin, 2018), increased growth in cosmetics in Indonesia in 2018 has accounted for 20 % since achievement earlier in 2017, which means, in part, women have made use of cosmetics face as necessary primary needs every time. It shows that most women already make use of cosmetics as needed. Therefore, beauty product companies actively compete to develop their products to attract customers through several marketing strategies, especially advertising.

Advertisements are expected to be capable of becoming a bridge for embedding trust in society. Advertisements could be successful if they add trust to the product to encourage consumers to consume the product or services offered (Susanto, 2016). Because of its advertising nature, it could reach its target by being more focused; the audience could be selected according to the segmentation product and target market. In competition with product beauty, cosmetics make companies more creative in promoting products (Kasali, 2007). Various strategies are carried out through the mass media, like creative advertising, with existing advertisements that could inspire, innovate, and make consumers interested in product-promoted beauty. The existence of actresses as coveted figures for women in advertisements indirectly makes female consumers interpret various beauty concepts.

PT. Paragon Technology and Innovation (PTI) is a beauty product company that promotes cosmetic products through trends and creative promotional concepts. According to research conducted by Wijaya (2014), advertising Wardah has proven to influence consumers and prospective brand recognition consumers positively. Wijaya (2014) show that consumer brand recognition of products is very good in Wardah; information advertisement related to prominent brands in Wardah delivered with such stimuli movement, music, movements, messages advertising, and quality from brand proven clear and effective. This result shows that information by significant positive influence on brand recognition (Wijaya, 2014). Brand recognition is the introduction of cosmetics by the public. In addition, consumers can easily understand the meaning of the advertising messages conveyed while providing a positive value that inspires each version.

This condition shows that marketing to women is very easy if beauty product companies are creative in providing inspiration and innovation for women in Indonesia in advertising their products. Wardah promotes products to be better known by the public through Wardah's "Beauty Moves You". Wardah invites women to have the courage to take steps, be more confident and contribute to provide inspirational and innovative benefits and change Indonesia to become a better society. Women also have a role as actors driving change with their beauty, which is expected to have positive impacts and benefits for the environment. This ad has a different concept because it has a meaning that can attract women to be inspired and trust and buy Wardah's beauty products.

The "Beauty Moves You" version of Wardah's advertisement carries a theme that invites women to dare to take steps, be more confident, and contribute to an inspiring change movement with each of the characteristics of beauty possessed by Indonesian women. Based on this description, this study aims to explore the meaning of beauty as an inspiration and movement of change for Indonesian women in the "Beauty Moves You" version of the Wardah advertisement by using Roland Barthes' semiotic analysis approach.

Theoretical Framework

This study uses semiotics to analyze and explain the meaning of the Wardah "Beauty Moves You" version. Semiotics is a science that studies sign, function sign, and production meaning. Semiotics look at communication as giving meaning through signs representing objects, ideas, situations, and so on that are outside one's self. Semiotics is used in topics about messages, media, culture, and society (Sobur, 2012). A sign is a unity of a signifier with an idea or sign (signified). In other words, a signifier

is a 'meaningful sound' or 'meaningful stroke'. Signifiers are the material aspects of language, what is said or heard and what is written or read. Signs are mental images, thoughts, or concepts. Markers and signifiers are unity like two sides of a sheet of paper; if one side or surface is cut, it means cutting the other side or surface (Sobur, 2012).

Roland Barthes' semiotics is a fairly comprehensive semiotic theory. Barthes believes that the relationship between the signifier and the signified is not formed naturally but is arbitrary (Rorong & Suci, 2019). Barthes' theory focuses on the idea of two-stage significance, namely denotation and connotation. Denotation is the objective definition of the word, while connotation is its subjective or emotional meaning (Danesi, 2010). Denotation is the first stage of the signification system, connotation is the second stage, and myth is the last. Denotation uses the sign's meaning as a literal definition of the real. Denotative reveals the meaning that is displayed in a real and visible way, for example, that the shape of a balloon is round, a cat makes a sound by meowing and many other examples.

Meanwhile, connotation reveals that the hidden meaning behind a thing is implied signs or symbols. So only implied, not visibly in tangible form. For example, waving hands, facial expressions, and using colour as an identity. Connotation refers to cultural conditions and personal associations (Danesi, 2010).

Barthes also sees another aspect of marking, namely the 'myth' that marks a society (Sobur, 2012). The idea put forward by Barthes is what came to be known as the "order of signification". According to Barthes, the connotation is equal to ideological activities, which he refers to as myths, that serve to expose and defend the prevailing ideals of a certain era (Sobur, 2012). The method Roland Barthes used to research multilevel semiotics. The comprehension of Roland Barthes' semiotics depends on what is inferred by the preexisting symbols or signs. The existence of signals and symbols eventually transformed into hypotheses and became a widely believed myth. Myths exist and develop in the minds of the people because of the people's interpretation of something by paying attention to and interpreting the correlation between what is visible (denotation) and what signs are implied by it (connotation) (Sobur, 2012).

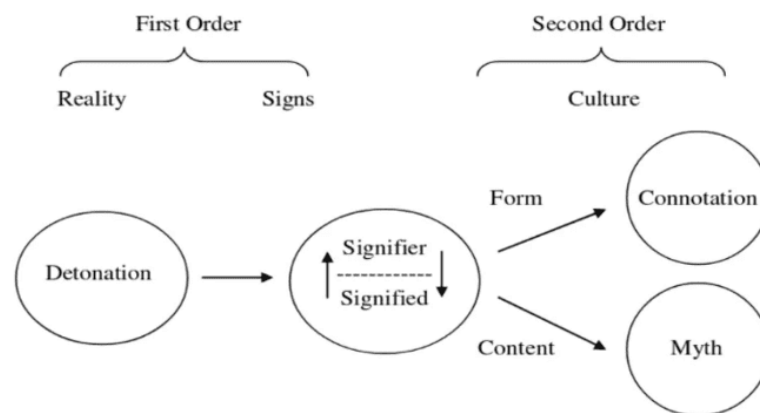


Figure 1. Semiotics Roland Barthes
Source: Sobur, 2012).

Materials and Methodology

A qualitative technique is used to understand better Wardah's "Beauty Moves You" version of the advertisement, which is the subject of this study. According to Bogdan and Taylor (in Nugrahani & Hum, 2014), qualitative research is a method of inquiry that can yield descriptive data in the form of the studied subjects' speech, writing, and behaviour. Through inductive reasoning, it is possible to grasp reality through this qualitative study (Nugrahani & Hum, 2014). Roland Barthes' semiotic analysis, which includes denotation, connotation, and myth, is the analysis method applied. The steps of analysis that the researcher will employ include gathering analysis units from study objects in the form of photographs, text on images, and audio (conversation) in some scenarios of Wardah's "Beauty Moves You" marketing version. The researcher uses Roland Barthes' semiotic analysis, namely denotation, connotation, and myth, in each scene to describe signals and meanings, particularly about beauty. The

researcher then evaluates the data as a whole and makes judgments based on the findings of the analysis performed using Roland Barthes' semiotics.

Result and Discussion

Six main scenes highlight the female side as an inspiration and movement of change which becomes the unit of analysis. The meaning of Roland Barthes' semiotic analysis, namely in the Wardah advertisement version of "Beauty Moves You", will be analyzed per scene and presented in tabular form.

Table 1. Analysis of Scene 1



Meaning	Scene
	 <p data-bbox="584 976 1246 1032">Figure 2. Scene 1 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation of the scene, when viewed from the signified, is a woman standing looking at the beauty of nature, wearing a long dress and brown skin, and showing a sweet smile. While the signifier is the cool atmosphere of the waterfall in the afternoon by emitting natural beauty
Connotation	The connotation of this scene is that women in Indonesia usually look beautiful if they wear bright clothes and have white skin. In this ad, Wardah shows that beautiful women in Indonesia do not have to have white skin. Women can also look beautiful in bright clothes, even tan-skinned.
Myth	The myth in this scene is that a brown-skinned woman feels grateful for what she currently has and seems to accept herself. The beauty that she already has will make her more confident.

Table 2. Analysis of Scene 2


Meaning	Scene
	 <p data-bbox="584 1836 1246 1892">Figure 3. Scene 2 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation in this scene is that female models are walking together, several women wear the hijab, and some women do not wear the hijab.

Meaning	Scene
Connotation	The connotation in this scene is that there is no difference between women, and there is no doubt for these beautiful women to dare to step with confidence to take steps that inspire and innovate women.
Myth	The myth of this scene is that those models smile while walking confidently, showing that they dare to show their abilities that can inspire the world and show that all women are beautiful in their way.

Table 3. Analysis of Scene 3

Meaning	Scene
	 <p>Figure 4. Scene 3 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation in this scene is a beautiful woman doing a seminar with several women, wearing a hijab and white skin, and always showing a sweet smile while working.
Connotation	The connotation of the scene is a beautiful woman who always spreads her sweet smile and uses Wardah cosmetics as one of the halal cosmetics in Indonesia. The woman builds good communication with the people around her.
Myth	The myth in this scene is that a woman will look more beautiful naturally if she uses Wardah beauty products and always spreads a sweet smile to others, even when she is busy or working.

Table 4. Analysis of Scene 4

Meaning	Scene
	 <p>Figure 5. Scene 4 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation in this scene, when viewed from the signified, is that a beautiful woman is doing exposure and becoming a public speaker by using Wardah beauty products. Meanwhile, the architectural signifier of the space represents their calm and productive mood.
Connotation	The connotation of this scene shows a woman using Wardah cosmetics confidently, inspiring not only herself but also others, and will always give positive energy to those around her.

Myth	The myth in this scene is that career women do not just find what they have to achieve to become better people. However, providing useful knowledge for those around her makes a career woman successful in her work.
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Table 5. Analysis of Scene 5

Meaning	Scene
	 <p>Figure 6. Scene 5 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation in this scene is seen from the signified, namely, a beautiful woman is doing exposure and becoming a public speaker by using Wardah beauty products. Meanwhile, the architectural signifier of the space represents their calm and productive mood.
Connotation	The connotation in this scene shows that a woman using Wardah cosmetics confidently inspires herself and others and will always give positive energy to those around her.
Myth	The myth in this scene is that women who have careers do not just find what they must achieve to become better people. However, providing useful knowledge for those around makes a career woman successful in her work.

Table 6. Analysis of Scene 6

Meaning	Scene
	 <p>Figure 7. Scene 6 Advertisement Wardah <i>Beauty Moves You</i> Source: Wardah Beauty YouTube Channel</p>
Denotation	The denotation in this scene, when viewed from the signified, is that a beautiful woman walking in a fashion show feels brave and confident and does not feel different from other women. In comparison, the signifier is a walking aid that is no less beautiful than her and the touch of the word "Cantikmu Menggerakkan Keberanian" (Your Beauty Moves Courage).

Connotation	The connotation in this scene is a woman with a fairly high self-confidence level. An ideal beautiful woman is not always tall and slim, but with courage and confidence, this woman can develop her competence in the creative industry.
Myth	The myth in this scene is that the woman supports friends with disabilities so they can develop their passion and abilities in any way.

Based on the analysis results in each scene, the meanings of beauty that Wardah wants to highlight through its advertisements can be seen. In addition, this study looks at the overall advertisement in general. There are several signifiers and signifieds to interpret the beauty standards of Indonesian women, namely clothing, physical beauty, and beauty as an inspiration and movement of change.

Fashion

In denotation, the female models in this advertisement tend to dress in a polite, neat, and closed appearance. Wardah represents beauty through the latest fashion trends for women who wear hijab and those who do not; this can be seen in the visual appearance of scene 2. Today, the combination of hijab models and the right clothing models creates a polite, closed, but still trendy appearance.

Physical Beauty

In this ad, Wardah does not apply that beauty must be white and thin in stature as an existing standard of (physical) beauty. It can be seen in the visual appearance of scene 1 that women in Indonesia usually have the mindset that they will look beautiful if they wear bright clothes and have white skin. In this ad, Wardah shows that beautiful women in Indonesia do not have to have white skin but still look beautiful. with bright clothes even though tan-skinned. The woman in scene 1 also realizes that eternal inner beauty will defeat physical beauty.

In scene 3, there is a touch of the words "Your Beauty Drives Change". The change in question is the mindset of women regarding beauty that apart from being beautiful, women must also have a strong character to show all aspects they have. The female models in this scene always show a sweet smile while working. A smile symbolizes one's friendliness. According to Goman (2008), people who communicate through active gestures are warm, fun, and energetic personalities. Hand gestures can help express thoughts more effectively. Hand gestures are also a strong aspect of communication, both from the point of the communicator and the communicant. In other words, with their intelligence and friendliness, women can be assumed to be beauty magnets attracting many people.

Beauty as an Inspiration and Movement of Change

The scenes in Wardah's ad version of "Beauty Moves You" have inspired many audiences, especially women. Each scene interprets beauty as an inspiring step, one of which is seen in the connotations in scene 4. There is no difference between fellow women, and there is no doubt in these beautiful women who have positive energy to dare to step confidently to develop their competence by taking inspiring steps. Positive values include optimism, enthusiasm, and courage. As illustrated in scene 6, it can be seen that there is a woman with a disability who dares to appear in a fashion show. The myth in this scene is that this beautiful woman shows a form of support to friends with disabilities so that they can develop their abilities in any way. According to (Pangestu, 2020), for people with disabilities, an achievement can also be interpreted as proof that physical and or mental strength does not prevent them from competing and achieving.

The image of beauty as an inspiration and movement of change in this advertisement also invites today's women to change their mindset and make women aware that beauty already exists within themselves. Women are invited to dare to appear confident, develop their competencies, and become personalities who love themselves more. According to Wolf (2004), today's women still consider beauty as the root of anxiety. In this regard, Wardah continues to encourage Indonesian women to become progressive individuals, dare to express themselves, and move to bring benefits to those around them. This commitment is realized through the #BeautyMovesYou campaign, which aims to motivate women to be passionate about a better life.

The meaning of beauty as inspiration and the movement for change in this advertisement is to describe the life of today's women to change their mindset and make women aware that beauty is already within them. All women are invited to have the courage to appear more confident, to have the courage to develop their competence and also to become personalities who love themselves more. Because, in reality, women today still make beauty a root of anxiety. In this regard, Wardah continues to strive to

encourage Indonesian women to become progressive individuals, have the courage to express themselves, and move to bring benefits to the environment. This commitment is realized through the #BeautyMovesYou campaign, which aims to motivate women to strive for a better life.

Overall, this advertisement depicts the story of several women who dare to step up to appear confident with their beauty. In connotation, this advertisement displays the concept of female beauty who has positive energy and dares to show their abilities in every field. Women who have positive values in themselves can positively influence the surrounding environment and even wider. Indirectly it can attract other people to approach. This ad also represents that being beautiful is being the best version of

each self. Wardah also invites women to step up, be more confident, and contribute so they can change Indonesia into a better society. Kaspan (2010) argues that women need to believe in their physical beauty; when a woman is not sure of her physical beauty, various efforts will be made to be considered beautiful. As a result, not infrequently, women make excessive efforts to make themselves look beautiful. But the truth is that physical beauty is temporary. Physical beauty will be defeated by eternal inner beauty, which can make women more attractive.

Kaspan (2010) mentions several characteristics of women who have inner beauty, namely smart women who can achieve targets and goals in life using their potential. Women who have the desire to continue learning. Women who have consistency in doing something. Women who are energetic, full of enthusiasm, energy, joy, nimble and able to maintain stamina in achieving all dreams in life. Energetic women always focus on goals and do not waste time and energy. If they encounter obstacles, they do not easily complain or give up—active women, including gaining knowledge, broadening their horizons and gathering fresh ideas. Actively improve skills and expertise by always sharpening the abilities they have. Active hospitality to expand association and network, and active to share or give to others.

The objectives in Wardah's advertisement version of "Beauty Moves You" invite women to be more confident in voicing aspirations and achieving goals. From the opening scene to the closing scene, the meaning of beauty in the Wardah "Beauty Moves You" advertisement does not only focus on physical beauty but also inner beauty and a positive mindset that can build self-confidence. Wardah also provides confidence in using trendy and modern cosmetics and clothing equipped with confidence, intelligence, optimism and the ability to inspire many people through their respective roles.

This study's results align with the results of previous research conducted by Amanda (2021). The various successes that have been achieved have not made Wardah leave the initial concept. Wardah still maintains its Islamic values through the fashion it uses. The word Islamic is synonymous with hijab. In the past, the use of the hijab was considered monotonous and out of date. The reality is that the hijab has now become a choice of dress. The existing hijab models are more modern and varied. Wardah also seems to prove her consistency in the dress. It can be seen in the clothes worn by the advertising models studied. Using long-sleeved shirts and tops gives a polite, neat and closed appearance. The shirt also adds a formal impression to its users. The choice of colours that tend to be young and not flashy gives a sweet touch to every scene in the ad. The use of a grey vest refers to the fashion trend in 2021. In one of the scenes in this study, there is also a call for women to have enthusiasm and optimism within themselves to form a strong personality, not always integrated with physical beauty, and ready to be brave to face any situation. The kind of challenges that will exist in the future.

This study's results align with Situmeang (2017), which suggests that the meaning of beauty in the Wardah advertisement version of "True Colors" is a woman who can inspire and motivate others through her kind heart. Christinawati & Junaidi (2020), in their research, also found the meaning that each woman has their beauty standards according to the things they do and has in the Wardah ad "Feel the Beauty" version. The woman in the advertisement looks like the message she wants to convey.

Previous research conducted by Rachmadani (2020), which focused on representing beauty in Wardah advertisements, shows beauty from the outside (clothes) and in nature and behaviour. Furthermore, there is a myth that beauty developed in Indonesia still refers to physical appearances, like a woman with white skin, slim and tall. It can be seen from the selection of the advertising model, Ayana, who has physical beauty that follows Indonesian beauty myths.

Based on the analysis results, we found semiotic elements from Roland Barthes in the "Beauty Moves You" version of Wardah's cosmetic advertisement. By denotation, the female models in this advertisement dress politely, neatly, and closely. Meanwhile, connotatively, Wardah invites women to

change their mindset of women regarding beauty, that apart from being beautiful, women must also have strong character to show all aspects they have. The myth in this advertisement is seen in all scenes; female models wearing Wardah beauty products have positive energy, including optimism, enthusiasm, and the courage to develop their competence which aims to motivate women to be enthusiastic about a better life.

Conclusions

The meaning of beauty in Wardah's advertising version of "Beauty Moves You", from the opening scene to the closing scene, focuses on physical beauty and beauty in the heart and a positive mindset so that it can form self-confidence. This advertisement has a different concept from most cosmetic advertisements in general. Wardah provides another side of beauty to encourage self-confidence, intelligence, optimism, and the ability of every woman to inspire many people through their respective roles. Wardah's ad version of "Beauty Moves You" means that women also have a role as actors driving change with their beauty, which is expected to impact and benefit the environment positively. This research still has many things that could be improved. The researcher hopes that future research can make the results of more in-depth analysis, especially examining semiotics' study not only up to myths but broader ideology.

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