DIGITAL MEDIA COMMUNICATION

My Body is Mine Campaign Responding to Positive Beauty Trends (Study on Untouched Brand Things)

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Abstract

This study aimed to determine the impact of positive beauty trends. Things Untouched created a positive beauty campaign through brand silicone covers, the "My Beauty Is Mine" campaign. The research method used in this study is a qualitative method with a descriptive approach. The data used in this study consists of primary data and secondary data. Primary data is obtained from interviews with several informants, and secondary data is obtained from books and other sources. The theory used in this research is the situational theory of the public. Data collection techniques used are interviews, observation, and online data searches. The research showed that the purpose of Things Untouched is to carry out this campaign to empower people who do not conform to the beauty standards that exist in society. Believing in our skin is what we produce, not what looks like sea's skin. It is the confidence to be different, stand out from the crowd, and be unique.

Keywords: Communication; Campaign; Positive Beauty Trend.

Introduction

In the current era of development in the field of technology, new media is born related to interactive media technology such as the internet (Straubhaar & LaRose, 2006). At this time internet can hardly be separated from people's lives in various parts of the world. Various information can be easily accessed through various platforms and electronic media. This has had a lot of influence on trends and people's views on various things globally. Some have also become benchmarks in the general assessment of the World community; one of them is the beauty standard. Women begin to realize and accept women themselves to feel beautiful and apply to themselves. Assuming that the definition of beauty inherent in her is not necessarily measured and determined by others. The definition of beauty will be fully returned and created by themself.

Of course, the diversity of existing perceptions becomes important for humans to unite perceptions in communication. Such as using language, understanding personality, habits, the context of the conversation, performing sympathy and empathy, releasing personal points of view, understanding the stock of knowledge, and clarifying the speaker's intentions by asking questions. On presuppositions, spending more time together, listening well, and agreeing to the language. Perception is the experience of objects, events, or relationships obtained and concluded into information and the interpretation of messages (Rakhmat, 2008). General terms equate to the perception and assessment of a person's physique, such as beauty, handsomeness, ugliness, etc. It then directs human judgment to the physical criteria most people like, called "beautiful" for women.

Society is introduced to certain images and standards to judge the beauty of women, namely slim body, tall, clean white skin with a smooth face. It then greatly affects the judgment of whether a woman

is attractive. Women who meet the "Beauty Standards" are considered more attractive and worthy of admiration and are often considered far better than women who do not conform to general beauty standards. Meanwhile, beauty doesn't have to be slim; clear skin and has straight black hair. Relatively beautiful, whether they have a curvy body, petite body, tan skin, freckles, slanted eyes, and curly hair.

Humans are social beings who, physically, behaviorally, and in thought, need to socialize with the wider community. It makes women, in particular, demand and/or put demands on themselves to meet certain beauty standards by public acceptance. According to Arthur & Emily (2010), body image is the subjective imagination that a person has about his body, especially concerning the judgments of others and how well his body should be adapted to these perceptions. From this understanding, it can be deduced that this makes women, in particular, demand and/or put demands on themselves to meet certain beauty standards. The existence of standardization among women has resulted in certain groups being marginalized because they do not meet the standards built in their environment (Aprilita, 2016). This, in part, did not escape the involvement of the media and beauty industry activists worldwide, where society is dictated by various beauty products adapted to the image created by the media. Hence, women often feel dissatisfied with their physical condition.

Nowadays, people are starting to realize that the current beauty standards have a mostly negative impact, especially on women viewing themselves as individuals and as part of society. This awareness began to be widely voiced, especially through social media, in the hope it will slowly change the way women look at women physically, or it can be said to eliminate generalizations of beauty standards.

One of Indonesia's most popular social media is Instagram, which has advantages. While other social media apps are mostly text-based, Instagram emerged as a visual social network dedicated to posts in the form of photos or videos with limited characters or captions. With the help of Instagram, it is used for its own sake and is often used as a driving force to promote the development of new social movements in society (Zuhri & Christiani, 2018).

One of the efforts to make social change is through Public Relations activities, namely campaigns. The campaign in this study referred to a positive body campaign through social media. Social media is one of the results of the development of science and technology, which has a big role in providing convenience for humans to communicate and socialize. Social media is now the most appropriate and frequently used medium for self-expression (Visakha & Winduwati, 2019).

Through his Instagram account, @nipplets_official carried out the "real people, real body" campaign. The goal is to voice that every woman is beautiful in her shape and size. It is also expected to avoid body insecurities and body shaming or bullying. Then a well-known cosmetic brand, Lancôme, launched a campaign entitled "Find Your Shade. Find Your Power." which brought 40 women with various occupational backgrounds and skin colors into the campaign. In this campaign, Lancôme also released their foundation collection called *Teint Idole Ultra Wear Foundation* with various shades so that it can be used for various skin tones. Not only highlighting diversity, but this campaign also shows that physical appearance is not the main strength of a woman but rather their skills and character.

Things Untouched conducts a positive beauty campaign, "My Body Is Mine," to give strength to people who do not meet the beauty standards that exist in society. Faith in our skin is what we make, not what the skin looks like. It is the confidence to be different, stand out from the crowd, and be unique.

Previous research by Visakha & Winduwati (2019) wanted everyone to think that all shapes and sizes of women's bodies are beautiful to avoid body insecurities and shaming/bullying. A positive beauty trend campaign emerged by displaying models of various skin tones but always with slim bodies when not all women in the world have an ideal body. People are becoming aware of the positive beauty trend with the positive body campaign.

Previous research conducted by Prasetya et al. (2019), PT. Unilever Indonesia carries out various corporate marketing strategies to increase the existence of their product to survive. PT. Unilever Indonesia took advantage of the existing situation by re-branding dove products and introducing its products to the public by launching the "for the real beauty" campaign.

Based on the description above, the researchers conducted more in-depth research on the positive beauty trend campaign carried out by the Things Untouched brand with silicone covers. Therefore, the title chosen was "MY BODY IS MINE CAMPAIGN RESPONDING TO POSITIVE BEAUTY TRENDS (STUDY ON UNTOUCHED BRAND THINGS)."

Theoretical Framework

Humans are social beings who depend on each other. In social interaction, communication is very important. People interact socially for survival to get information, knowledge, and insight because humans cannot live alone. Agus M. Hardjana (in Ahmad & Harapan, 2014) argues that the term communication was adopted from English, namely "communication." This term comes from the Latin "communicare," which means to share something with someone, give some to someone, exchange, tell someone something, converse, exchange ideas, relate, make friends, and so on.

Communication is a process or act of conveying a message (message) from the sender to the receiver through a medium (channel) that is usually disturbed (noise). In this definition, communication must be intentional and bring about change. Onong Uchajana Effendy (in Naim, 2016) formulated communication as a process of statements between humans. What is stated is a person's thoughts or feelings to others by using language as a channeling tool. In the language of communication, a statement is called a message. The person who conveys the message is called the communicator.

Meanwhile, the person who receives the statement is called the communicant. Strictly speaking, communication means delivering messages by the communicator to the communicant (Naim, 2016). According to Harold D. Lasswell (in Cangara, 2014), communication is by answering the question "Who delivered, what was conveyed, through what channel, to whom, and with what effect." The definition of communication is heavily influenced by other disciplines, where the experts define it according to their respective understandings and perspectives.

According to Richard M. Perloff (in Maliki & Susanti, 2019), a communication campaign is to inform, convince, or motivate changes in audience behavior that is sufficiently well defined and broad. It's generally for non-commercial benefits for the community and/or society in general, usually in a certain period through organized communication activities involving mass media and the internet and often complemented by interpersonal communication.

The term branding can be equated with labeling, which has the power to help sales (Rangkuti, 2018). The term brand appears when product competition is getting sharper, which causes the need to strengthen the role of labels to group products and services so that they are different from other products or services. Technically if a marketer creates a new name, logo, or symbol for a product, he has created a brand. So, the brand is a seller's promise to consistently provide buyers with certain features, benefits, and services. The best brands will provide quality assurance (Rangkuti, 2018).

Body tape and silicone are products under the auspices of Things Untouched, making a marketing strategy before releasing a product to think about the problem of how many people want products from Things Untouched according to consumer needs. Things Untouched always puts what consumers want and need. The topics that Things Untouched discuss always put consumers' minds first on whether this is relevant to them. Products from the Things Untouched brand vary widely, such as body tape, silicone covers, nipple covers, fashion tape, eyelashes, eyeliner, and cosmetic bags. The products that are most in-demand by consumers from Things Untouched are body tape and silicone covers. Body tape, silicone covers, nipple covers, and Things Untouched fashion tapes are needed by women to be comfortable to wear for clothes such as dresses and revealing clothes and any clothes such as formal or informal events. And the eyeliner is very easy for women to wear because of the stamp.

This study uses the situational theory of the public. James E. Grunig, a professor of public relations at the University of Maryland, United States of America, initiated this research. Grunig seeks to identify issues surrounding the public. He called them situational issues. Grunig argues that communication research is more concerned with marketing products than the public (companies). The situational theory of the public encourages the formation of their publics, as people regulate transactions with consequences for their organizations. Dan Grunig emphasized that these publics were the optimal targets of the communication campaign. Public relations practitioners can use this theory to identify and classify the public based on public perceptions, attitudes, and behavior about the organization. According to Grunig (1979), quoted in Kriyantono (2015), the situational of the public (STP) theory has several basic assumptions, namely:

1. Different individuals are assumed to have more consistent behavior and tend to be the same if they are in the same situation.

2. A person's perception of a situation will determine when, why, and how he responds and communicates the situation.

3. Each individual will try to adapt to a situation in a certain way, according to his perception and characteristics.

4. The public is situational, depending on the situation at hand. Someone actively seeks information about certain issues, but others choose passively. It depends on how much the issue affects its importance.

5. Because it is situational, the problem or issue is dynamic, so the public is also dynamic. Problems come and go alternately and are only considered relevant by individuals who experience problematic situations related to organizational activities. Based on this assumption, publics may appear or disappear as circumstances change, and organizations are considered to rarely have permanent publics.

The author uses this theory because public relations practitioners can use the situational theory of the public to identify and classify the public based on public perceptions, attitudes, and behavior about the organization, both towards its programs, products, and when a crisis occurs. It's very appropriate because in every step of Public Relations, one first needs to find facts or analyze the existing situation. After getting the facts from the results of the situation analysis, then a Public Relations officer needs to design a plan and program so that when taking action, there is no wrong step or wrong speech. After the plans have been arranged neatly, Public Relations take action and publish or communicates the programs. And the fourth step in implementing a strategy is a Public Relations officer needs to evaluate what has been done to measure success. Whether the steps that have been carried out are successful or vice versa can reflect whether the results of the strategies that have been carried out are increasing or decreasing.

Material and Methodology

The object of research is an attribute, nature, or value of a person, object, or activity that has a certain variation determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2019). The object of this scientific research is body tape, and silicone covers products created by Things Untouched. The research subject is an informant, which means people in the research setting are used to provide information about the situation and condition of the research setting (Moleong, 2017). The subjects in this scientific writing research are Public Relations of Things Untouched, Marketing of Things Untouched, and women who use body tape and silicone cover products from Things Untouched.

This study uses a descriptive qualitative approach. According to Moleong (2017), it is a study that intends to understand the phenomena experienced by participants, such as behavior, perceptions, motivations, actions, and others. So that in this study, the data collected is obtained from qualitative data collection instruments. In this study, a qualitative approach is shown to interpret and provide an overview of the positive beauty trend phenomenon. The paradigm used in this research is the constructivist paradigm. The constructivist paradigm is a paradigm that is almost the antithesis and objectivity in the search for reality or scientific understanding. This paradigm views social science as the systematic analysis of socially meaningful behavior through direct and detailed observation of social actors involved in creating, maintaining, or managing their social worlds.

Result and Discussion
Beauty Standard

Society, in general, is introduced to certain images and standards to judge the beauty of women, namely slim body, tall, clean white skin with a smooth face. Trying to reveal what new media is, in this case, the media as a place to carry out campaigns on Instagram social media. As the expected assumptions are as follows:

1. The media influence every action of the audience
   This assumption emphasizes that we cannot escape from the media. It can't be separated from the media in everyday life because the media will cover our entire existence. The media also can change society through the radio we listen to and the television we watch.
2. Media shapes perceptions and regulates audience experiences
   This assumption assumes that the media directly influence us. Theorists believe that the power of the media is sufficient to shape how we see the world. The media often manipulate us without realizing it. Our attitudes and experiences are directly affected by the information we receive from the media. Even our faith will be affected.
3. Media unites the whole world.

McLuhan uses the term global village to describe how the media can unite the world into a political, economic, social, and cultural unity. Specifically, electronic media can be a bridge between cultures. McLuhan revealed the impact of this global village, namely the ability to receive information instantly. As a result, the public began to pay attention to events that had occurred in the world, not only events that had occurred in the country.

With the criteria made by the media, women feel disturbed by the beauty, as said by the informant Alvira Angelina:

"I feel very disturbed because the issue of beauty standards circulating, our confidence in ourselves begins to decline. At first, we were free to express ourselves, but with this beauty standard, we are afraid of people's expectations of us. Because of the beauty standard, people depend on other people's judgments, which causes a loss of self-confidence." (Informant 4, Alvira Angelina, Consumer).

This then greatly affects the assessment of whether a woman is attractive or not, with women having to be in the beauty standard criteria in the media to make an effect on women, as said by Alvira Angelina:

"Influential because it affects my daily life. When I want to upload something about my daily life, I must always look beautiful, at least with eyebrows. Because of the beauty standard, people depend on other people's judgments, which causes a loss of self-confidence." (Informant 4, Alvira Angelina, Consumer).

Campaign Things Untouched

One of the efforts to make social change is through one of the many Public Relations activities, namely campaigns. A campaign is a series of planned communication actions to create a certain effect on many audiences, carried out continuously over a certain period. The formation of a campaign activity because of communication. The campaign referred to in this study is a positive body campaign. As described in Chapter II, the situational theory of the public can be used by public relations practitioners to identify and classify the public based on public perceptions, attitudes, and behavior about the organization, both towards its programs, products, and when a crisis occurs. As the expected assumptions are as follows:

1. Different individuals are assumed to have more consistent behavior and tend to be the same if they are in the same situation.

2. A person's perception of a situation will determine when, why, and how they respond and communicates the situation.

3. Each individual will try to adapt in a certain way, according to their perception and the characteristics of the situation.

4. The public is situational, depending on the situation at hand. Someone actively seeks information on certain issues, but others choose passively. It depends on how much the issue affects its importance.

5. Because it is situational, the problem or issue is dynamic, so the public is also dynamic. Problems come and go alternately and are only considered relevant by individuals who experience problematic situations related to organizational activities. Based on this assumption, publics may appear or disappear as circumstances change, and organizations are considered to rarely have permanent publics.

Things Untouched formed the campaign and is already doing it named "My Body Is Mine." Before establishing a Public Relations campaign, one must determine the strategy. Jessie Tan as Public Relations, said:

"Discussion team to collect ideas. The strategy is to make it personal by interviewing each model. So, I don't want to make it too commercial but to highlight the stories/personal experiences of the models." (Informant 1, Jessie Tan, Public Relations Things Untouched).

"The first thing to do is live with people who are passionate about this and also create relatable content. We try to present real people with real bodies without filtering anything because we want to show real skin too." (Informant 1, Jessie Tan, Public Relations Things Untouched).

Branding Things Untouched

Things Untouched is a new, solution-focused approach to simplifying beauty. Beyond just a brand, Things Untouched also aims to amplify women's voices to ensure an equal future for all. The following are the results of Jessie Tan's first informant interview as the Founder and Public Relations of Things Untouched:

"Now in terms of branding, fans of brands that impose beauty standards will eventually lose their fans compared to companies that provide products that adapt to various types of beauty." (Informant 1, Jessie Tan, Public Relations Things Untouched).

Judging from the presentation delivered by Jessie Tan as the Founder and Public Relations of Things Untouched, it can be concluded that if a brand imposes beauty standards, the demand will decrease. The researcher also asked about the second informant's point of view, the Marketing of Things Untouched Dewi Ichsani, in terms of branding.

"From a branding perspective, we want brand activities to reflect our purpose in this world, where we don't just want to sell, but we want to be agents for positive change. The branding is more about what we want our customers to feel." (Informant 2, Dewi Ichsani, Marketing Thing Untouched).

Things Untouched Products

Products are goods or services that can be traded. Things Untouched offers the first Body Tape in Indonesia. Things Untouched creates various products: body tape, silicone covers, nipple covers, fashion tape, eyelashes, eyeliner, and cosmetic bags. In marketing, a product is anything that can be offered to a market and can satisfy a want or need. The following are the results of the interview with the second informant, Dewi Ichsani, Marketing of Things Untouched:

"We want to bring products and activities that are relatively untouched, like products that are not yet available here which are very useful and bring education to others that are rarely discussed." (Informant 2, Dewi Ichsani, Marketing of Thing Untouched).

The researcher also again asked Dewi Ichsani, Marketing of Things Untouched, from another point of view.

"Before releasing a product, we must think that this is always a branding strategy. We always think about our customers. What do they need and the topics we discuss, we think about whether this is relevant to them" (Informant 2, Dewi Ichsani, Marketing of Things Untouched).

Looking at the message conveyed by the second informant, Dewi Ichsani, Marketing of Things Untouched, it can be concluded that Things Untouched makes a product release by prioritizing consumer needs.

This research is related to the positive beauty communication campaign responding to beauty standards. Referring to observations, direct observations, and in-depth interviews with four informants in the "My Body Is Mine" Campaign created by Things Untouched, this campaign was carried out through silicone covers. The campaign was carried out on the Things Untouched's Instagram. The thing that became the basis for developing a positive beauty Things Untouched communication campaign was to focus on a positive beauty campaign, namely My Body Is Mine and product branding in a campaign. Developing and carrying out this positive beauty campaign requires beauty standards, campaigns, branding, and products to achieve the desired success of a campaign.

The theory used by the Situational of the Public Theory researchers seeks to identify problems around the public. Grunig argues that communication research is more concerned with marketing products than the public (companies). The situational theory of the public encourages the formation of their publics, as people regulate transactions with consequences for their organizations. Grunig emphasized that these publics were the optimal targets of the communication campaign.

Research related to the Situational of the Public Theory is how Things Untouched identifies beauty standard problems that exist in public in encouraging the formation of the public to regulate an issue situation. A positive beauty campaign, "My Body Is Mine," is campaigned through silicone covers. In this campaign, communication attitudes and behaviors encourage positive beauty trends.

The first assumption is that different individuals have more consistent behavior and tend to be the same if they are in the same situation. With this assumption, Things Untouched conducts campaigns with the theme my body is mine consistently to provide benefits and education so that they believe that

every person or consumer must be confident at all times. So, it can be concluded that the Things Untouched brand innovates to attract consumers' attention by conducting a positive beauty campaign.

The second assumption, a person's perception of a situation will determine when they respond, why they respond, how they respond, and communicates the situation. This second assumption is evident from the perceptions of the Things Untouched brand, which can reach large consumers of all ages because the information comes from the "My Body Is Mine" campaign.

The third assumption is that each individual will try to adapt in a certain way, according to his perception and situation characteristics. This third assumption is proven to be able to adapt by carrying out marketing strategies made by the Things Untouched brand, one example of which is by providing the fact of a product image that the product has good or bad quality. So, it can be concluded that the Things Untouched brand can adapt by providing quality products based on existing facts (required).

The fourth assumption is that the public is situational, depending on the situation. Someone actively seeks information on certain issues, but others choose passively. It depends on how much the issue affects its importance. This assumption can be proven by providing positive beauty information that followers of @things.untouched can consume because the information the Untouched brand provides is accurate and factual to the existing reality.

The fifth assumption is that because it is situational, the problem or issue is dynamic, so the public is dynamic. Problems come and go alternately and are only considered relevant by individuals who experience problematic situations related to organizational activities. Based on this assumption, publics may appear or disappear as circumstances change, and organizations are considered to rarely have permanent publics. With the "My Body Is Mine" campaign, followers of @things.untouched are starting to become aware of positive beauty and ignore the beauty standards made by the media.

The supporting theory used in this study is closely related to media ecology theory. In this study, the theory that underlies the proof of social media such as Instagram as freedom of expression is media ecology, which holds that the media generally acts to shape and organize culture. McLuhan's media ecology theory deals with the intersection between technology and human relations and how media affect human perception and understanding. Media ecology theory is centered on the principle that technology will remain at the center of attention for all areas of the profession and life.

The influence of media technology on society is the main idea behind Media Ecology Theory, as demonstrated by the use of Instagram. Social media is a new online-based media that aims to interact with audiences or followers and introduce positive beauty campaigns. The author can conclude that Instagram social media is a medium for creativity and opinion, from posting creative content, engaging with audiences and forums, to expressing everyone's opinion.

Conclusions

One of the benchmarks in the general assessment of the world community is the beauty standard. This perception is introduced with certain images and standards to assess the beauty of women, namely slim body, tall, clean white skin with a smooth face. It then directs human judgment to the physical criteria most people like, called "beautiful" for women. It then greatly affects the judgment of whether a woman is attractive. Women who meet the "Beauty Standards" are considered more attractive and worthy of admiration and are often considered far better than women who are fat, black, have curly hair, and other criteria that do not conform to general beauty standards. Meanwhile, beauty doesn't have to be slim; white skin doesn't have acne, and has straight black hair. Relatively beautiful, whether they have a curvy body, petite body, tan skin, freckles, slanted eyes, and curly hair.

Women begin to realize and accept women themselves to feel beautiful and apply to themselves. Assuming that the definition of beauty inherent in him is not necessarily measured and determined by others. The definition of beauty will be fully returned and created their self. Women are starting to realize that the current beauty standards have had a negative impact, especially on women viewing themselves as individuals and as part of society. This awareness began to be widely voiced, especially through social media. What is hoped is that it will slowly change the way women look at women physically, or it can be said to eliminate generalizations of beauty standards. One of the efforts to make social change is through one of the many Public Relations activities, namely campaigns. The campaign referred to in this study is a positive body campaign through social media. One local brand, Things Untouched, created a positive beauty campaign with the campaign name My Body Is Mine. The campaign was carried out through silicone covers things untouched products.

Based on the research that has been done, it can be said that the positive beauty campaign My Body Is Mine is based on social problems that occur in women, especially in Indonesia. The social problem, in this case, is how they lack acceptance and love for themselves. The My Body Is Mine campaign was designed and planned from this problem. Starting from team discussions to discuss themes and products for the campaign, looking for models to join this campaign, to doing photo shoots. The results of this campaign can be said to be positive because most of the feedback from this campaign obtained from interviews was positive. The message conveyed by Things Untouched is well received by the audience and can change women's minds. Through this campaign, Things Untouched also supports women who have not been able to accept their bodies.

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