



## RELIGIOUSLY GLOWING: BLENDING RELIGIOUS EXPRESSION IN SKINCARE ADS

### BERSINAR SECARA RELIGIUS: MEMADUKAN EKSPRESI KEAGAMAAN DALAM IKLAN PERAWATAN KULIT

Alia Nisa Alexandrina Raushafikr<sup>1</sup>, Feby Diah Kusumawati<sup>2</sup>, Fransiska Dina Rachmanda<sup>3</sup>,  
Fatimah Nur Kasanah<sup>4</sup>

<sup>1,2,3,4</sup>UIN Raden Mas Said Surakarta

JL. Pandawa, Pucangan, Kartasura, Sukoharjo, Jawa Tengah, 57168, Indonesia

Email: aliaalexandrina@gmail.com<sup>1</sup>, febydiah3509@gmail.com<sup>2</sup>,

fransiskadinarachamnda@gmail.com<sup>3</sup>, fatimahnurk1810@gmail.com<sup>4</sup>

#### Abstract

*In Indonesia, many skincare product advertisements have religious themes. This research focuses on religious expressions used in Wardah, Safi, and Kahf skincare product advertisements. The three skincare product advertisements combine religious expressions through concepts, symbols and stories. This research also examines the meaning of religious expressions in Wardah, Safi and Kahf advertisements. The theory used in this research is the theory of the relationship between religion and advertising by Stefanie Knauss (2016). This research aims to prove the function of religious expressions in Wardah, Safi, and Kahf skincare product advertisements with descriptive qualitative methods through observation and analysis of the three advertisements. From the research results, the writer found that religious expressions in the form of transforming religious concepts, symbols, or stories in Wardah, Safi, and Kahf skincare product advertisements attract consumers, especially Muslim consumers in Indonesia. This research can be used as a reference base and foundation for studies that analyze the meaning of religious expressions in skincare product advertisements.*

**Keywords:** advertisement, glowing, religious function, religious expression, skincare

#### Abstrak

*Di Indonesia banyak iklan produk skincare yang mengusung tema keagamaan didalamnya. Penelitian ini berfokus pada ekspresi keagamaan yang digunakan dalam iklan produk skincare Wardah, Safi dan Kahf. Ketiga iklan produk skincare tersebut memadukan ekspresi keagamaan berupa konsep, symbol dan cerita. Penelitian ini juga meneliti tentang makna dari ekspresi keagamaan dalam iklan Wardah, Safi dan Kahf. Teori yang digunakan dalam penelitian ini adalah teori hubungan antara agama dan periklanan oleh Stefaanie Knauss (2016). Penelitian ini bertujuan untuk membuktikan fungsi ekspresi keagamaan dalam iklan produk skincare Wardah, Safi dan Kahf dengan metode deskriptif kualitatif melalui pengamatan dan analisa terhadap ketiga iklan tersebut. Dari hasil penelitian, penulis menemukan bahwa ekspresi keagamaan dalam bentuk transformasi konsep, simbol, atau cerita religius dalam iklan produk skincare Wardah, Safi dan Kahf untuk menarik minat konsumen terutama bagi konsumen muslim di Indonesia. Penelitian ini dapat digunakan sebagai dasar referensi dan landasan*

*untuk penelitian-penelitian yang berfokus pada analisa makna yang terkandung dalam ekspresi keagamaan dalam iklan produk skincare.*

**Kata kunci:** *ekspresi keagamaan, fungsi keagamaan, iklan, bersinar, perawatan kulit*

## Introduction

Since the 1960s, many advertisements have referred to glowing or blooming skin (Brown & Knight, 2015). In Indonesia many skincare products carry religious themes in their product advertisements, considering that the majority of Indonesian people are Muslims and prefer skincare products that are guaranteed to be halal. The term glowing is very well known in the skincare advertising industry, especially nowadays when many women want a glowing face, so they will choose skincare products to make their skin glow (Andini et al., 2022). Some skincare products well-known for depicting a combination of religious expressions in advertisements are Wardah, Safi, and Kahf.

The three skincare products combine

religious expressions in their advertisements, including religious symbols, language, objects, or rituals. One example of religious expressions used in Wardah advertising is the tagline #Halaldariawal, which convinces consumers of its halalness (Suryawardhani, 2018). Safi skincare products combine religious symbols in the form of the muraqabah waqf (three dots) sign in the name of Safi products above the letter 'i', which symbolizes the three main principles of its product: *halal*, *natural*, and *teruji*. Apart from that, Safi is also synonymous with the model of a woman wearing the hijab. The name of the Kahf skincare product is taken from the name of one of the letters in the Al-Quran Surah Al-Kahf, which means cave. In their advertising video, there is a scene where the actors perform prayers in the mosque, a religious ritual for Muslims.



Figure 1. Kahf advertising poster to show religious rituals



Previous studies talked about visual and verbal elements (Levinda, 2018), different signs and meanings (Sakinah, Alfiqrei, and Hanifah, 2020), halal skincare products (Wardani, Susanto, 2020), local halal cosmetic products (Najib et al., 2022), the commodification of religious values (Rizqiani, Ayu, and Fajar 2023). Previous studies left a gap in the discussion of skincare in the religious expression context. This article focuses on religious symbols that appear in advertisements for three skincare products: Wardah, Safi, and Kahf. The research issues of this research are: (1) What religious expressions are blended in the skin care advertisements, and (2) What meanings do the blended religious expressions attempt to signal through the skin care advertisements. The theory that we use to address the questions is religious meaning contained in an advertisement is contained in the theory put forward by Knauss (2016). According to Knauss (2016), advertisements frequently include deep theological connotations that extend beyond mere product details. These meanings can be grouped into seven categories: 1) Self-development; 2) Overcoming human limitations; 3) Understanding of humans; 4) Communication of values and ethics; 5) Building community; 6) Attributing

divine attributes; and 7) Establishing relationships between nature, technology, and humans. There are recognizable religious components in each of these categories, even though they aren't always obvious.

Advertising is a type of indirect communication that is used to inform the general public about a product or service. Advertising can be found in various forms, such as television advertisements, billboard advertisements, radio advertisements, magazine advertisements, and online advertisements (Sawetsiri, 2017). Online advertising is one form of advertising that is easy to reach by everyone around the world. Supported by increasingly sophisticated technological developments that facilitate access to communication and information. Many platforms can be used to run advertisements, including YouTube. YouTube is a video-sharing community, which means that YouTube users can upload and view all kinds of online video clips utilizing any web browser (Miller, 2009). According to "We Are Social", there are 150 million internet users in Indonesia every day, and 88% of them watch videos on YouTube (Puwandi, DE, & Brasali, 2020).

YouTube presents a lot of information to users, such as news, trends, skincare, education, etc. YouTube is widely used by



beauty influencers and health professionals, such as dermatologists, to educate and advise consumers on the proper use of products, so this platform plays a significant role in skincare advertising (Joshi, Reji, & Korrapati, 2022). YouTube also serves as a tool for marketers to promote their products or services (Ahmad et al., 2020). In promotional activities on YouTube advertisements, skincare companies will display their products through visuals and messages that have been prepared and planned to attract consumer attention, increasing product brand awareness, and hopefully increasing product sales. Determining product posts intended for promotional activities must consider several aspects, namely the type of post, the visuals displayed, the message conveyed, and the use of other supporting features (Damastuti, 2021).

Skincare is a special treatment for facial skin using certain products. Skincare is also very important to maintain health and provide nutrition to the skin, because beautifying yourself is not just about wearing make-up; you also have to be able to repair it and prevent many skin problems experienced by every woman. Skincare products are beauty products that address various problems experienced by the skin, such as

overcoming acne problems, eliminating acne scars, disguising and removing spots on the face, whitening the skin, improving dull skin, and delaying aging (Tresna, 2010). In skincare advertising, religious expression is one of the branding elements often used in advertising skincare products.

The presence of religious expressions can influence the audience to buy and use these skincare products, especially for people who adhere to Islam. Religious expressions used in advertising can be in the form of using and transforming religious concepts, symbols, or stories (Knauss, 2016). The relationship between skincare and religious expression has been studied in the context of halal skincare products and the influence of religious beliefs on consumer behavior. Research has shown that religious beliefs, particularly in predominantly Muslim countries like Indonesia, can impact consumer consciousness and purchasing decisions regarding halal cosmetics and skincare products. The mediating role of brand love and preference variables has also been explored in understanding the relationship between religious beliefs and skincare choices. These studies indicate that religious values and beliefs can influence individuals' choices about skincare products,

particularly in the context of halal and Islamic branding. Overall, the relationship between skincare and religious expression in skincare advertisements involves elements that attract consumer attention, such as halal, to reach a wider audience and increase the appeal of skincare products.

Religious expressions applied to advertising have meanings related to self-development; offer meaning in the face of human limitations; contribute to an understanding of what it means to be human; communicate values and ethics; envision or ` build community; attribute divine attributes to products or individuals; and negotiate the relationship between nature, technology, and humans. Such religious expressions have the function of helping create an emotional connection between brands and consumers; advertising that uses religious symbols or spiritual values can influence consumers' perceptions of the brand (Knauss, 2016). The relationship between religious expression and religious function can be understood through various aspects, such as the impact of religious beliefs on consumer behavior, the role of spirituality in environmental protection, and the connection between spirituality and pro-environmental behavior. In addition to helping create emotional

connections, religious expressions also play an essential role in self-expression and the relationship between nature, technology and humans. Advertisements that use religious expression as a mediator of divinity, sacredness, and ultimate care express themselves as immanent cultural institutions that reflect the social outcomes of desire (Sheffield, 2006). When someone buys a product, they indirectly buy a symbol that identifies who they are.

## Method

This study uses a descriptive qualitative research design to examine the relationship between religious expressions in advertisements and the messages they convey. The data comes from several advertisements from each brand on YouTube for Wardah, Kahf, and Safi. The data describes the relationship between religious expressions in ads and the message to be conveyed, which will be presented in a table. The data consists of textual and visual elements from Wardah, Kahf, and Safi advertisement videos. Textual data is obtained by taking screenshots and transcribing taglines or messages that contain elements of religious expressions that appear in advertisements. Such as the use of halal taglines in ads.

Table 1. Componential table religious expressions

Element	Concept	Symbols	Stories
	Emotional connection between brands and consumers		
Wardah	4	1	1
Safi	2	3	1
Kahf	1	1	1

The visual data is obtained by taking screenshots of scenes or symbols that appear in ads that show religious expressions such as using the right hand to apply products, models who use hijab, and religious activities such as prayer and ablution. Through the review of these data, the combination of religious expressions in advertisements can be analyzed to find the meaning combination of embedded in the advertisements.

The study utilized data analysis techniques from Spradley (2016), specifically domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis. During the domain analysis, Knauss's (2016) theory was applied to examine the use of religious expressions in skin care advertisements and the intended meaning conveyed through mixed religious expressions.

## Result and Discussion

This study presents the findings of religious expressions that appear in skin care product advertisements and the implied

meaning of the combination of religious expressions in these advertisements. The findings reveal data evidence of religious expressions focusing on religious concepts, symbols, or stories and transforming religious meanings in advertising.

Modified religious overtones in skincare product advertisements characterize the concept of religion-oriented advertising. References to religion are mostly made at the copy level through the citation of concepts such as infinity and can only be made visually through religion-related iconography (Knauss, 2016). Advertising that implements religious expressions cannot be separated from religious or cultural symbols considered sacred, which show the image of religiosity of the advertised product. The use of religious symbols, especially the Islamic religion, is intended to attract Muslim consumers, where Muslim consumers will use products that are guaranteed halal. Islamic religious symbols used in advertising are the model clothes used such as hijab and *gamis*, halal symbols that show the product is guaranteed halal,

and the words spoken in the advertisement.

Advertising can also contain religious stories and messages that can persuade consumers.

Incorporating religious expressions in skincare advertising is described as incorporating religious and cultural elements into advertising promotions to appeal to diverse consumers by connecting consumer values and beliefs. This strategy incorporates symbolism, themes, and religious or cultural traditions depictions. Some aspects of integrating religious expressions in skin care advertisements are; first, the use of religious and cultural symbols, in advertisements combining symbols, of religious and cultural traditions that can build consumer trust in the brand company; second, the use of natural ingredients, by utilizing natural ingredients such as aloe vera which has long been known for its benefits to moisturize the skin and as an ancient treatment. Natural ingredients can cure diseases to restore balance (McMullen & Dell'Acqua, 2023); third, education, advertising can serve as an educational medium to raise awareness about the benefits of religious and cultural practices, such as the importance of self-care and the use of natural ingredients in skin care products.

## Religious Expressions

Religious expression in advertising involves incorporating religious elements to promote a product to attract religious consumers. Religious consumers use product information through halal labels to avoid risks (Amalia, 2019). The use of religious expression in advertising is also in the form of transforming religious concepts, symbols, or stories (Knauss, 2016).

### 1. Concept

The concept of religion is broad, encompassing theological reflections based on specific traditions and the study of religious practices, experiences, and their meaning. This approach allows for a comprehensive understanding of religion in the context of film, as it includes the analysis of religious concepts, symbols, and stories (Knauss, 2016).

Two key themes in Wardah advertisements are the promotion of halal beauty products and the concept of beauty as a movement of change. The advertisements emphasize the importance of halal values in their products, a significant selling point for Muslim consumers who prioritize halal products (AL Siregar, 2017).





Figure 2. Wardah advertising poster to show the concept.



Figure 3. Safi product logo to show the symbol.

The "Beauty Moves You" version of the Wardah advertisement aims to inspire women to trust and buy Wardah's beauty products by presenting beauty as a source of inspirations and change (Agristi, 2022).

The "Beauty Moves You" advertisement campaign introduces new aspects of beauty for women that promote the values of progressive, modern, modesty, courage, and usefulness. This campaign is found to be favorable from the perspectives of the study's Generation Z women participants. The advertisement promotes the idea that everyone should be free in appearance and that beauty has no standard (Agristi, 2022). The campaign also emphasizes the importance of confidence and believing in oneself, which are key values for the target audience.

## 2. Symbol

According to Maguire and Weatherby in Knauss (2016), religious symbols are depictions of houses of worship, depictions of clergy members, and elements that feature one of the words or symbols such as spiritual, religious, God, soul, or angel.

The symbol is the three dots in the Safi Indonesia logo, which symbolize the three main principles of its products: *halal*, *natural*, and *teruji*. This logo reflects awareness of *halal* products, the use of *natural* ingredients, and *teruji* by maintaining quality through a clean production process. A study shows that awareness of halal products positively influences purchasing decisions for Safi products. Therefore, the three dots in the Safi Indonesia logo represent the brand's



commitment to *its halal, natural, and teruji* products.

### 3. Story

Advertising can also contain a story that contains religious messages that can persuade consumers. Sullivan in Knauss (2016) identified the use of exemplary stories regarding function and content between advertising and Christianity.

Story on Kahf presents story-based advertising. There is a group of young men who immediately break their fast after hearing the *Adhan*, and before eating they recite a prayer together. The story has a deep philosophical

connection with the name Kahf itself. *Surat Al-Kahf* tells the story of a group of young men who entered the cave because they were united by faith and belief (Subakat, 2020).

Based on the componential table, the analysis results regarding the types of religious expressions and the functions of religious expressions have a total score of 15. The componential table shows that the concept of religious expressions in Wardah advertisements has the highest score of 4, which shows the types of religious expressions that appear most in Wardah advertisements in the form of concepts to show the functions of religious expressions in these advertisements.



Figure 4. Upon hearing the Adhan immediately breaks the fast to show the story's relationship to the advertisement.



Figure 5. Before eating recite a prayer to show the story's relationship to the advertisement.

## Meaning of Religious Expression

Advertising is inseparable from the meaning in it, as well as the religious expressions contained in an advertisement. Höpflinger in Knauss (2016) states that advertising is not solely intended for religious functions or mediating religious experiences, but advertising also contributes to the formation of meaning and identity as well as the communication of norms and values in the structure of economics and consumerism.

Knauss (2016) categorizes the meanings of religious expressions into seven categories: relating to the self and self-development; offering meaning in the face of human limitations; contributing to an understanding of what it means to be human; communicating values and ethics; imagining or building community; attributing divine attributes to products or individuals; and negotiating the relationship between nature, technology, and humans.

### 1. Relating to self and self-development.

Relating to self and self-development is the connection of issues related to self, self-actualization, and self-development with products displayed only to bring out or perfect what already exists in a person, contributing to their achievement. The scene in the Kahf advertisement proves this concept.

In the Kahf ad, there is a depiction of the cast experiencing a significant financial downfall. This is proven by a piece of paper that shows that sales data has slumped, causing losses. Then, Kahf's facial wash product was used to clean his face before ablution. This action illustrates the assumption that using the product can create a perception of physical cleanliness and clarity of mind, especially in the context of readiness to worship and face challenges. Thus, the advertisement seeks to associate the product with the concepts of religion, cleanliness, and readiness to face problems or awaken.

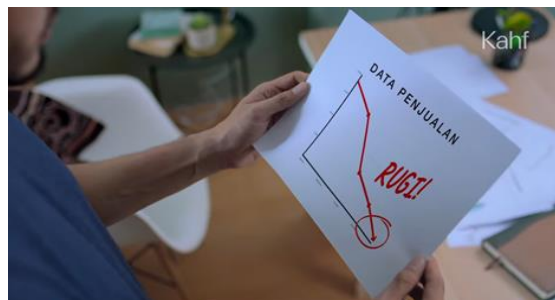


Figure 6. Loss of data to show Relating to self and self-development.



Figure 7. Half-dull and bright face to show the product can solve the problem.

## 2. Offering Meaning in the Human Dimension.

This is the concept of complex meanings related to managing limitations and suffering in human life, which the product promises to overcome or at least alleviate. The scene in the Safi ad evidences this concept. The ad shows a face with the condition that part of the face is bright and the other part is dull. The model wearing a hijab aims to represent Muslim women who use their products.

The representation of hijab-wearing women in Safi advertisements is intended to attract hijab-wearing consumers and reflect beauty values that are in accordance with religious views. There is also a 5-star symbol, meaning that the product is good if the star is 5.

So, this advertisement assumes that Safi is a good product for brightening the skin. The writing "2 levels in 5 days" explains that the product can brighten the skin by 2 levels from before for 5 days. Changes in problematic faces from previously dull to

bright indicate that this product can overcome problems, especially problems with dull skin. In addition, the model wearing a blue hijab in the Safi advertisement has a certain meaning. The color blue is often associated with peace, trust, and elegance. In the context of skincare, selecting this color may intend to highlight the concept of calm, reassuring, and elegant beauty. In addition, the color blue can attract attention and create a sense of posture.

## 3. Contributing to the understanding of what it means to be human.

Besides implicitly acknowledging the fact of deterioration and death by providing ways to deal with it, the ad also offers insight into another dimension of human life. Wardah's ads evidence this concept.

In the Wardah advertisement, the tagline *#halaldariAwal* appears. This tagline relates to Wardah, emphasizing the importance of halal ingredients in cosmetics and how they can provide a sense of security



Figure 8. Halal tagline to show the importance of halal ingredients in cosmetics.



Figure 9. Shake hands to demonstrate values and etiquette.

for Muslim women. In the picture above, the product photo is set in a laboratory, which proves that Wardah is well-researched to ensure the halalness of the product ingredients. With the white Wardah holder and silver lid, it can be assumed that the packaging is designed to give consumers a clean, elegant, and modern impression. Wardah's green place has a soothing and natural meaning.

#### 4. Communicating values and ethics.

This concept focuses on ethics and moral values, such as guilt, virtue, envy, or simply "being good". This concept can be proven in the Kahf ad scene, which shows the two actors shaking hands.

This concept can be proven in the Kahf

ad. In the footage above, the two advertising models are seen shaking hands. Shaking hands is an act that symbolizes ethics and manners in the cultures of many societies around the world. It can be considered a symbol of greeting and respect, showing that a person is ethical, polite, and humble when meeting others. Thus, the handshake scene in the Kahf advertisement can represent the moral values and manners upheld in society. In addition, both models wear long clothes, which can imply religious values, especially those related to Islamic clothing. This can reflect an appearance that covers the aura and is in accordance with religious norms. scene, which shows the two actors shaking hands. Long shirts can also symbolize

adherence to religious principles, and this selection can be interpreted as an attempt to create an image that is in accordance with Islamic ethical values in daily life. Furthermore, it can be seen that both models have beards, where the beard has an implied meaning that contains religious symbolism or spirituality. Beards in this context may reflect adherence to the Prophet's sunnah. By using bearded models, Kahf likely wants to convey the impression of religion, obedience, or even policies based on religious values. Then there is the Volkswagen car, often associated with images of reliability and innovation and values such as adventure, freedom, and an active lifestyle. In the picture above, it is assumed that, according to the meaning of the car, it can support the character-building of the advertising model.

##### 5. Imagining or establishing community.

It is the concept of how advertising builds community and underscores the need

and value of relationships, using two visual motifs associated with religion to give importance to the idea of relationships and social responsibility. This concept is found in Wardah advertisements.

Wardah's advertisement creates a community between Muslims and non-Muslims through the representation of models wearing hijab and those not wearing hijab. This ad shows diversity and inclusivity, promoting beauty that can be felt by everyone, regardless of religious background. In Wardah's advertisement, there are representations of models wearing hijab and other models not wearing hijab, creating the impression that everyone can feel beautiful, without exception. This ad also shows Wardah's commitment to creating halal beauty products that everyone can enjoy, which align with the values of usefulness and sustainability. Thus, Wardah's advertisement offers beauty products and seeks to build an inclusive beauty reality in society.



Figure 10. The model wears a hijab and does not show community building.

6. Attributing divine attributes to products or individuals.

This concept refers to the idea that divine attributes have a positive impact on both the product itself and the user of the product. For example, this concept appears in Wardah advertisements. In the picture above, the advertising model uses a hijab. It can be interpreted that this product is suitable for use by the Muslim community, and by using a model wearing a hijab, this product can attract the buying interest of Muslim consumers. This concept shows how divine attributes can be linked to products and their use, and how they can influence consumer perceptions and preferences.

In addition, the meaning behind Wardah's model wearing a white hijab in a simple style is that it reflects elegance, simplicity, and purity. The color white is often associated with purity and cleanliness, while the simple hijab style highlights beauty without excess. The overall look may portray an image that is clean, elegant, and in line with the beauty values carried by the Wardah brand.

7. Negotiating the relationship between nature, technology, and human beings.

Negotiating the relationship between nature, technology, and human beings, this concept about advertising connects nature, technology, and humans. This concept is found in SAFI advertising.



Figure 11. The hijab indicates a submission to God.



Figure 12. Test materials to demonstrate the relationship between nature, technology, and humans.



In this advertising scene, Safi illustrates the relationship between nature, technology, and humans by using technology to create products that combine halal, natural, and tested ingredients. As evidenced in the picture above, the advertising model is seen researching the ingredients used to make Safi products. The picture above is also set against a laboratory background, intended to give the impression of science and expertise in developing their products. This can reflect that Safi products are based on scientific research and innovation in the field of skincare. The placement of the laboratory also conveys the message that Safi is very committed to the quality and safety of its products, as well as emphasizing the technological and sophisticated side of their skincare formulations. Furthermore, the Safi advertising model wearing a white shirt with a hijab tied around the neck may be intended to create an impression of freshness, cleanliness, and elegance. The color white is often associated with cleanliness and elegance, while the hijab model tied around the neck can accentuate a touch of elegant and modern style. The overall look reflects that Safi provides effective skincare products and suits a clean and refined lifestyle. With this, Safi highlights the integration of nature's

wisdom, technological advancements, and human needs for safe and quality products. Safi also shows how humans can utilize technology to maintain a balance with nature while meeting their needs responsibly.

This research describes the religious expressions found in skincare advertisements. Religious expressions in skincare advertisements use religious forms or transformations such as symbols, concepts, or stories (Knauss, 2016). While religiosity itself is defined by Emmons & Paloutzian in Ying, Y. W (2009), it refers to membership and adherence to the teachings of organized social institutions that offer a coherent worldview and determine desired behavior. According to Freebase in Mahudin et al. (2016), religiosity is a comprehensive sociological term that refers to various aspects of religious activity, dedication, and belief. According to Huber in Tentero et al. (2021), religiosity refers to the depth of religious meaning within a person. The definition of religiosity is absurd, and the definition of the word religiosity cannot be clearly defined, as stated by Holdcroft (2006), who states that religiosity is a complicated and difficult concept to define. The concept of religiosity has several dimensions, according to Barnett et al. in Asih, et al.



(2020) the concept of religiosity has three dimensions: the cognitive dimension (religious knowledge and beliefs), the effect dimension (religious emotions), and the behavioral dimension (going to places of worship, participating in religious activities, and so on). These dimensions are often used to measure a person's level of religiosity.

The concept of religious expression in skincare is gaining attention, with some people likening their skincare routines to religious practices. This analogy emphasizes the dedication and commitment required for a skincare routine to yield results. The use of language and concepts native to religion in the beauty industry, such as rituals and community, reflects a convergence between beauty and religion. Additionally, there is a growing interest in halal skincare products, particularly among Muslim consumers, with studies exploring the impact of religiosity on purchasing decisions for halal cosmetics in Indonesia. This suggests that for some individuals, skincare has become more than just a beauty regimen; it has taken on a more profound, almost spiritual significance.

The use of Islamic symbols and language in Wardah's advertisements is seen as a form of *dakwah*, or Islamic preaching, as it promotes Islamic values and identity. The

brand's advertising uses religious discourse to produce the religious ideology claimed by the brand. The advertisement shows a model wearing a hijab, which is a symbol of Muslim identity and is related to the religious values of Muslims who hold a firm belief in consuming halal products. The brand slogan is "Wardah Halal Cosmetics," and the tagline is #Halal. From the beginning, we have been pioneers of halal cosmetics in Indonesia. The brand advertisement uses a hijab-wearing actress as a brand ambassador to show that Wardah accommodates the conditions of Muslim women who wear hijab and want to use cosmetic products. Wardah's success in the Indonesian market cannot be separated from its commitment to producing halal cosmetics. Overall, the use of religious expressions in Wardah skincare advertisements aims to attract Muslim consumers and promote Islamic values.

Then the religious expression in Safi's advertisement explains the use of Islamic symbols and language expressions in the media and public places to attract the attention of Muslims in Indonesia. Safi's advertisement, which reflects a truly beautiful woman, also represents Safi's skincare products. In this advertisement, the concept of the Islamic religion is used to

attract the Muslim market in Indonesia. Religiosity is a response, observation, thought, feeling, and attitude towards obedience colored by a sense of religion. In creating marketing communications and advertising campaigns, marketers consider religious aspects. Islamic advertising is a new concept for the world that aims to attract the Muslim market in Indonesia.

Religious expression in Kahf advertisements is represented through a storyline that shows the challenges in every life choice. Kahf advertisement tells the process of every life choice and displays some activities related to religious expression. Religious expressions are shown in this advertisement, such as hastening prayer when hearing adhan and always praying in every process so that there is a blessing in it. Kahf advertisements indirectly encourage Muslim consumers to use Kahf products that offer halal and natural skin care products which are one of the choices to get blessings.

## Conclusion

Skincare product advertisements in Indonesia since the 1960s have used the term “glowing” to attract consumers, especially those who prioritize religious sharia. Various

skincare products, such as Wardah, Safi, and Kahf, incorporate religious expressions in their advertisements by incorporating religious symbols, language, objects, or rituals, reflecting trends in Indonesia to become skincare products that align with consumers' religious values and beliefs. This relates to the issues in this study regarding what religious expressions are incorporated in skincare advertisements and what meanings the incorporated religious expressions convey through skincare advertisements. From these two problems, this study has found that religious expressions are combined in skin care advertisements, as stated by Knauss (2016), in the form of the transformation of religious concepts, symbols, or stories. Then the meanings that religious expressions that are mixed through skincare advertisements want to convey are messages related to self and self-development, offering meaning in the face of human limitations, contributing to the understanding of what it means to be human, communicating values and ethics, envisioning or building communities, attributing divine attributes to products or individuals, and negotiating the relationship between nature, technology, and humans.

Theoretically, this research is useful as a reference base for future studies on religious

expressions in the context of another religious research. In addition, this research can be used as a frame of reference or foundation for similar studies that focus on analyzing the meaning contained in religious expressions combined with advertisements. This research also examines the disclosure of the meaning conveyed through religious expressions applied in the context of advertisements, making it a strong basis for exploring and understanding the meaning to be communicated through advertisements. And practically, the findings of this research can be used as a foundation for developing advertisements that include elements of religious expression. Thus, this research can be a practical reference for parties involved in the advertising industry to create more effective advertisements by understanding and wisely integrating elements of religious expression. Therefore, this research contributes to theoretical understanding and has practical applications that can improve the quality of religious advertisements.

## References

- Ahmad, A. H., Idris, I., Wong, J. X., Malik, I. S. A., Masri, R., & Alias, S. S. (2020). Creating brand awareness through YouTube advertisement engagement. *Test Engineering & Management*, 83(4), 7970-7976.
- Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess di Bangkalan). *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 96-104.
- Asih, D., Setini, M., Dharmmesta, B., & Purwanto, B. (2020). Religiosity and spirituality: Conceptualization, measurement and its effect on frugality. *Management Science Letters*, 10(16), 4023-4032.
- Brown, A., & Knight, T. (2015). Shifts in media images of women appearance and social status from 1960 to 2010: A content analysis of beauty advertisements in two Australian magazines. *Journal of aging studies*, 35, 74-83.
- Damastuti, R. (2021). Membedah feeds instagram produk skincare lokal (analisis isi kuantitatif akun instagram Avoskin). *Perspektif Komunikasi: Jurnal Ilmu Komunikasi Politik dan Komunikasi Bisnis*, 5(2), 189-199.
- Fauziah, S. N., Barkah, C. S. A., Aulina, L., & Sukoco, I. (2022). Youtube Advertisement



- Sebagai Implementasi Komunikasi Bisnis Pada Produk Skincare Lokal. *Scriptura*, 12(2), 82-91.
- Joshi, M., Korrapati, N. H., Reji, F., Hasan, A., & Kurudamannil, R. A. (2022). The Impact of Social Media on Skin Care: A Narrative Review. *Lviv clinical bulletin*, 1-2.
- Knauss, S. (2016). Get to Know the Unknown: Understanding religion and advertising. *Journal of Media and Religion*, 15(2), 100-112.
- Lestari, R. D., Sugeng, A. S. P., & Harits, F. (2023). Commodification Of Religion's Value on Instagram Content-Study Case: Safi Indonesia. *Jurnal Indonesia Sosial Teknologi*, 4(10), 1869-1878.
- Miller, M. R. (2009). *Sams teach yourself YouTube in 10 Minutes*. Pearson Education.
- Mohd Mahudin, N. D., Mohd Noor, N., Dzulkifli, M. A., & Janon, N. S. (2016). Religiosity among Muslims: A scale development and validation study. *Makara Hubs-Asia*, 20(2), 109-121.
- Najib, M. F., Kusdiana, W., & Razli, I. A. (2022). Local Halal Cosmetic Products Purchase Intention: Knowledge, Religiosity, Attitude, and Islamic Advertising Factors. *Journal of Islamic Economic Laws*, 5(2), 177-198.
- Puwandi, P. H., DE, G. T., & Brasali, N. (2020). The factors affecting consumer response towards online video advertisement: YouTube as a platform. *International Journal of Multicultural and Multireligious Understanding*, 7(2), 375-390.
- Reyhan, D. G. (2020). Produsen Wardah Luncurkan Brand Baru, Khusus buat Pria.
- Sakinah, R. M. N., & Hanifa, L. N. (2020). Analysis of icons, indexes, and symbols in YouTube advertisement of Wardah perfect bright creamy foam facial wash. *Apollo Project*, 9(1), 1-18.
- Sawetsiri, S., & Chatpunnarangsee, K. (2017). A Study of Moves, Linguistic Features, and Advertising Strategies in Women's and Men's Online Skincare Product Advertisements. *Thammasat University*.
- Sheffield, T. (2017). The religious dimensions of advertising in the culture of consumer capitalism. *Religion and media; Volume 3: Material mediations*, 73-102.

- Spradley, J. P. (1980). *Participant Observation*. Harcourt Brace Jovanovich College Publishers. Florida: Orlando.
- Sumanti, A. K. (2020). *Hubungan Tingkat Religiositas dan Tingkat Depresi dengan Penghargaan Diri pada Warga Kristiani di Australia Selatan* (Doctoral dissertation, Sekolah Tinggi Teologi SAAT Malang).
- Suryawardhani, L. H. (2018, July). Religiosity in Multimodality: A Case Study of Wardah Advertisement. In *International Conference on Language Phenomena in Multimodal Communication (KLUA 2018)* (pp. 373-377). Atlantis Press.
- Tentero, J. M., Tumanggor, R. O., & Tasdin, W. (2021, August). The Role of Religiosity in the Psychological Well-Being of Young Adulthood Women with Acne Problems. In *International Conference on Economics, Business, Social, and Humanities (ICEBSH 2021)* (pp. 114-120). Atlantis Press.
- Wardani, K., & Susanto, A. (2020). The impact of brand image and perceived price on imported halal skincare purchase decision: study on Safi's consumers in Central Java, Indonesia. *International Journal of Science and Business*, 4(10), 108-120.
- Windarti, S., Faidah, M., Usodoningtyas, S., & Dwiyantri, S. (2022). Kebiasaan Pemakaian Skincare Santri Putri Pesantren Kyai Syarifuddin Lumajang. *E-Jurnal*, 11(1), 123-130.
- Ying, Y. W. (2009). Religiosity, spirituality, mindfulness, and mental health in social work students. *Critical Social Work*, 10(1).