

INTRODUCING NEW ASPECTS OF BEAUTY TO GENERATION Z WOMEN: CASE STUDY OF WARDAH BEAUTY PRODUCTS' VISUAL ADVERTISING

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ABSTRACT

Visual advertising in the form of video commercials is one of the most influential means of promotion, because its reach is very broad. Many product advertisers want to convey a message to their viewers to be the center of attention, one of which is Wardah beauty products. A product that uses the "halal" label and often includes religious elements such as Muslim models. Wardah cosmetic products try to convey a message to viewers about beauty through Wardah advertisement that women can have an impact and benefit in all aspects of life ranging from the environment, social, to others, even the world. This article discusses the effects of visual advertising from the Wardah brand of cosmetic products on Indonesian women, particularly Generation Z women. The study used a descriptive qualitative approach by using visual analysis on the video advertising and interviewing targeted participants from five Indonesian Generation Z women and then comparing, combining, conceptualizing and drawing conclusions from the interview results using SWOT analysis approach. The study found that Wardah "Beauty Moves You" advertising campaign introduced new aspects of beauty for women that put forward the values of progressive, modern, modesty, courage, and usefulness—which are found to be favorable from the perspectives of the study's Generation Z women participants.

Keywords: visual advertising, beauty product, visual analysis, Generation Z, Indonesian women

ABSTRAK

Iklan visual adalah bentuk promosi berbentuk video yang merupakan salah satu upaya pemasaran yang berpengaruh karena dapat menjangkau pangsa pasar yang luas. Banyak upaya pemasaran dilakukan untuk menyampaikan pesan kepada para penonton untuk menarik perhatian, salah satunya adalah video promosi oleh produk kecantikan Wardah. Lini produk ini merupakan produk berlabel "halal" yang mengikutsertakan elemen religious seperti model Mulsimah yang berhijab. Produk kosmetik merek Wardah melalui kampanye "Beauty Moves You" berupaya menyampaikan pesan pemasaran bahwa perempuan dapat memberi dampak bermakna dalam berbagai aspek kehidupan, baik dari sisi bisnis, sosial kemasyarakatan, lingkungan, dan sebagainya. Artikel ini mengeksplorasi dampak iklan visual produk kosmetik merek Wardah terhadap perempuan Indonesia, khususnya Generasi Z. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis visual dan teknik wawancara terhadap lima perempuan Indonesia dari Generasi Z, kemudian membandingkan, mengkombinasikan, mengkonsep, dan menyimpulkan hasil wawancara tersebut dengan pendekatan analisis SWOT. Penelitian ini menemukan bahwa kampanye visual Wardah "Beauty Moves You" memperkenalkan aspek baru terkait kecantikan perempuan yang mengedepankan nilai progresif, modern, kesederhanaan, keberanian, dan kebermanfaatannya—yang dinilai positif oleh perempuan generasi Z.

Kata kunci: iklan visual, produk kecantikan, analisis visual, Generasi Z, perempuan Indonesia

I. INTRODUCTION

The advancement of information technology has been growing rapidly and causing an increase in the number of

technology users. The use of technology, including in the field of advertising, has a great impact on product sales and the

product's appeal to consumers. Visual advertising can be one of the ways to take advantage of the current technological advances as a means of promoting products that will be widely marketing. Short visual advertising is usually found on various social media such as Twitter, Instagram, YouTube, etc. Doing promotions using visual advertising can be an effective way to inform or influence wider audiences to buy the goods offered (Indira and Janottama, 2017).

One of the industries that has adopted the use of technology in the form of visual advertising as a is the cosmetics industry. Cosmetic products have become one of the necessities for modern women's daily use. This is seen from the continued increase in sales of cosmetic products in Indonesia from year to year, both domestic and foreign products. In this case, being a woman seems to be required to have a beautiful face and perfect physique in order to be recognized by society. Women are indeed identified with beauty so as to form women's perception of recognized beauty standards in society. Being a woman means being beautiful and not beautiful is not very woman and beautiful is a word referring to physical nature, so beauty is just decoration, not true elegance (Melliana, 2006).

In general, women's beauty advertisements displayed in the media are able to lead public opinion, especially generation Z women to be interested in the products offered, even though the symbolisms used may be subtle (Susanto, 2014). The tendency of visualizing physically perfect female figures in the beauty advertisement displayed is able to attract the interest of many consumers, especially women of the Z generation.

Previous research studies have discussed beauty campaigns in commercial advertising. Syafikarani et al (2021) researching about women's perception of beauty in Dove's "Real Beauty Sketches" campaign to shape positioning. Moreover, Sari (2018) researching about Displayed

Imagery: Representation of Today's Ideal Female Identity in Television Commercials Wardah Cosmetics. In another study, (Susanto, 2014) studied the subtle use of connotation and symbolisms in the video advertising campaign True Match by L'Oréal.

This paper seeks to analyse "Wardah Beauty Moves You" advertisement, not only as a series of beauty displays, but also as a campaign to be more innovative. Yudoko (Yudoko, 2015) suggested that advertisements on beauty products are not only shown to influence the public to buy the product, but also to reveal certain values hidden in the advertisement displayed. Another study noted that advertising for beauty products can also be used to portray the advertisers' understanding of women and the complexity of their skins, but als to suggest women's self-worth is a form of empowerment (Susanto, 2014).

This study aims to analyze the visual media for beauty products in the form of video advertising, particularly "Wardah Beauty Moves You" video advertisement campaign. The study also seeks to show the responses and attractions of generation Z women towards beauty products. Based on the description, the authors aim to show how Generation Z women respond to products, and how interested they are in buying beauty products after viewing the advertisement.

II. RESEARCH METHOD

This research used the descriptive qualitative approach. Qualitative research refers to a method to describe the response of women's interest in Wardah advertisements by transcribing what the participants said during the interviews and then comparing, combining, conceptualizing and drawing conclusions from the results of the interviews. The data of this research was collected from from interviews with five generation Z women and analysed qualitatively.

There are several recent studies analyzing how visual media is used in

advertising campaigns, mostly done by combining the approaches of visual analysis in the form of visual grammar followed by qualitative analysis with a limited number of participants using photo elicitation interview technique (Christian et al., 2022; Haingu et al., 2022; Hutami et al., 2022; Putera et al., 2022; Susanto, 2019, 2018). In this study, the authors used a similar approach of visual analysis followed by photo elicitation interviews, but with a different approach for analyzing the data.

The steps used by the authors were firstly, the authors determined which video to be used in the study. The authors analyzed the video using a qualitative approach, namely by developing semi-structured interview questions for generations Z women. In this case, author have interviewed five participants who are representatives. The authors asked several questions such as what was first seen from the video advertising displayed, what stood out from the video advertising, what were the videos, and how respondents felt after seeing the video advertising. Then the authors compared and made conclusions from result of interviews used SWOT analysis.

SWOT Analysis is a technique developed at Stanford in the 1970s, frequently used in strategic planning. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats and is a structured planning method that evaluates those four elements of an organization, project or business venture. A SWOT analysis is a simple, but powerful, framework for leveraging the organization's strengths, improving weaknesses, minimizing threats, and taking the greatest possible advantage of opportunities. SWOT analysis helps to identify of what is happening internally and externally. In this research, SWOT analysis is used in analyzing the effects of the visual

advertising in the form of advertising video, from the perspective of the target audience (i.e., Generation Z women). A previous study of visual advertising has shown that analyzing the effects of video advertising on the target audience is important in determining the ad campaign's effectiveness (Susanto, 2019).

III. RESULTS AND DISCUSSION

In this discussion, we will discuss WARDAH "Beauty Moves You", an advertisement that aired on television and YouTube on October 1, 2021, promoting beauty products and campaigning for brave women in Indonesian (Maris, 2021).

In the first part of this research, the authors analyzed the video using a qualitative approach and SWOT analysis in which this qualitative research was conducted to explain and analyze phenomena, events, social dynamics, attitudes, beliefs and perceptions of a person or group towards something. The process of this qualitative research starts from compiling the basic assumptions and rules of thought that will be used in the research. Data analysis in qualitative research is interpreted as an effort to systematically search and organize notes from observations, interviews, and others to increase research understanding of the case we are studying and present it as findings (Anwar, 2021). And in this SWOT analysis, it aims to obtain a clear understanding about a real problem.

In the initial scene of the advertisement, Wardah showed several figures of women who are members of the Wardah "Beauty Moves You" campaign with different careers. Here, Wardah shows one by one the figures of Brave Beauties with the careers they are involved in. Here Wardah displays modern aspects by showing interesting backgrounds (Figure 1).

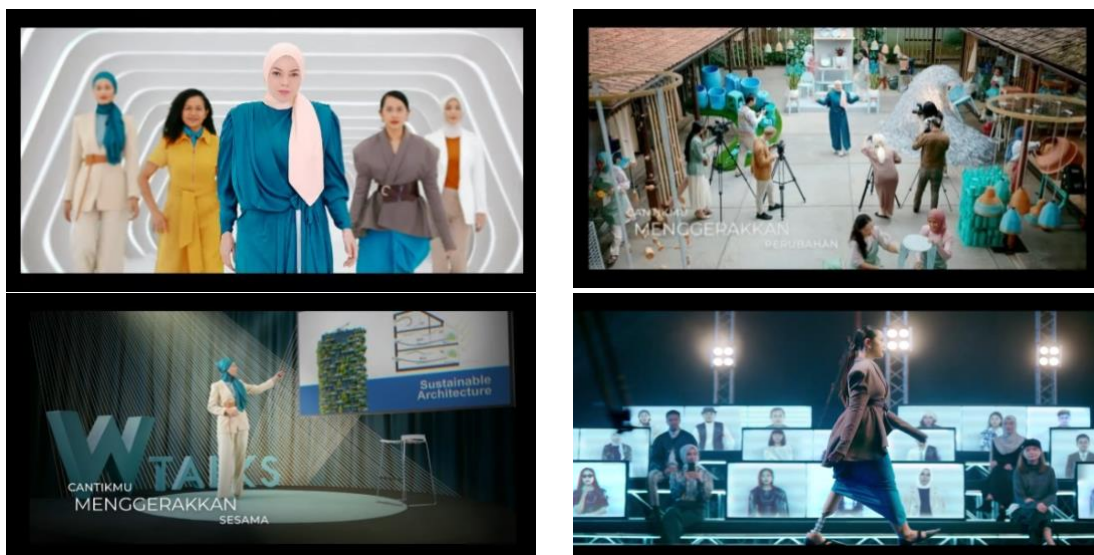


Figure 1 (a, b, c, d). Scenes in the "Wardah Beauty Moves You" video advertisement showing women's background differences. Source: <https://youtu.be/aGw4HwPRHsU>

The next scenes show the beauty products themselves, where beauty products in the form of lipstick and facial serum are shown in modern packaging (Figure 2). In the trailer, we can see that Wardah "Beauty Moves You" puts forward

the concept of Halal Beauty Innovation which ensures that there are no harmful ingredients for consumers. And in the trailer it is shown that these products are made using sophisticated and modern tools.



Figure 2 (a, b, c). Scenes of video advertisement showing products from Wardah "Beauty Moves You". Source: <https://youtu.be/aGw4HwPRHsU>

After analyzing the advertisement, the authors conducted interviews with several generation Z women consumers who watched the advertisement for the product as information. Information must meet certain requirements, namely as a source of information and representatives of people who have seen advertisements for beauty products. In this case the authors have interviewed as many as five lay people who are representatives, the authors asked several questions to the participants.

For the results of the interview answers given by the informants or representatives, they answered that they had watched this video before, most of them watched this video from YouTube, the first thing they saw was the logo of the advertised product because at the beginning of the video they showed the logo of the beauty product itself.

The next feature that stood out the most from this video for the respondents were the five female figures who have different careers and dare to come forward to change the world, this female figure is also the difference in the video. The informants said that this video had a positive impact on the community because the product in the video provided the latest innovation by carrying the concept of Halal Green Beauty Innovation.

Here is the SWOT analysis that we did, Strength in this analysis is the advertisement itself has the power to persuade the public to buy an item advertised. The more often the ad is played, the easier it will be for people to remember and recognize the ad. When these beauty or cosmetic products are advertised repeatedly and what is conveyed in the advertisement is a picture of women who dare to be different and to motivates to audiences especially women to express themselves more.

The weakness in this beauty ad is the erosion of the audience, most of them if there is an ad on YouTube they often miss the ad. Viewers of advertisements on

television also often switch to other channels when advertisements are shown.

In this modern life we are very dependent on advertising, this advertisement provides an opportunity to sell or offer products to the public. Without advertising the producers and distributors will not be able to sell their goods while on the other hand the buyers will not have adequate information about the products, goods and services available in the market. Advertising itself is an effective communication medium in conveying information about the products offered, therefore this product advertisement has the opportunity to provide information to the public.

The threat of this advertisement, the obstacle that occurs in advertisements is that advertisements tend to reach audiences en masse, so that the selection for certain interests is difficult to distinguish. Making the ad itself takes a long time so this ad cannot be broadcast live. Advertisement viewers themselves often skip the ad so that the information contained in the ad is not conveyed, because of limited attention span and because they realize that they are being “sold” something by advertisers.

The finding from the interviews with Generation Z women participants regarding their reactions and responses are consistent with the findings from (Susanto, 2019) and (Hutami et al., 2022), that video advertising may often struggle with conveying the intended meanings because viewers realize that what they are viewing is commercial intended to sell a product or create a favourable view towards a company. However, through this advertising campaign, Wardah as a cosmetics company is still trying to convey a message on the new aspects of beauty products that contain the values of progressive, modern, modesty, courage, and usefulness.

IV. CONCLUSION

From the results of the study, it was found that the majority of participants who had been interviewed had seen the

advertisement displayed. In the advertisement displays one of the models that often appear in Wardah advertisement. In addition, this ad also features women who have different work backgrounds and dare to perform for the sake of a better world change. The authors also found the thing that is interesting is one of the science that features disabled women who appear on the catwalk. The woman proved that they were also able to do things they deemed unable to do. The authors also want to convey that women are also able to move in any field in accordance with their respective passions.

In this study, the authors also realized the shortcomings and limitations in conducting the study because the author in conducting the study was only limited to five participants in East Java and Bali regions, so that the results obtained did not represent the overall responses of Indonesia's Generation Z Women. For this reason, the authors suggested to the next researchers related to visual advertising, beauty products and visual analysis to be able to develop research from other sectors so that can compare the results of the study with previous research.

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