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## **A Myth Analysis of Beauty Concept on Avoskin Skincare Advertisement**

Destri Mutiara Rezky<sup>1</sup>

Sekolah Tinggi Bahasa Asing Persada Bunda<sup>1</sup>

[destrimutiaraaaa@gmail.com](mailto:destrimutiaraaaa@gmail.com)<sup>1</sup>

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### **ABSTRACT**

Myth here is concerned with the notion of ideal beauty concept on those advertisements, which is referred to as beauty myth. The concept of beauty myth has existed for a long time. The existence of capitalists who exaggerate the beauty standard for women causes women to become obsessed with something they do not naturally possess. They play a very important role in society, as a genre of folklore. In advertising, the meaning process occurs at two stages, namely denotative and connotative. Based on explanation above, this research purpose to identify the denotation, connotation, and myth of beauty concept contained in Avoskin skincare advertisements taken from official Instagram brand. In this research, researcher used semiotic theory to explore the meaning of signs in each advertisement scene from Roland Barthes. The research method used descriptive qualitative research, it means research that focuses on describing and interpreting the data analysis process. The data collection technique is documentation, by means of screenshots in each scene that appears in the advertisement. The results and conclusions of this research is the researcher identify several meanings of denotation, connotation and beauty myths in each scene in the advertisement. The most common beauty myth found in these three advertisements is symbolized by attitudes, behaviour, human facial expressions, and natural conditions. It can be concluded that beauty is not only based on the physical but can be symbolized in different forms.

### **KEYWORDS**

Myth; Beauty  
Concept;  
Advertisement;  
Semiotics

### **ABSTRAK**

*Mitos di sini berkaitan dengan gagasan tentang konsep kecantikan ideal pada iklan-iklan tersebut, yang disebut sebagai mitos kecantikan. Konsep mitos kecantikan sudah ada sejak lama. Adanya kaum kapitalis yang membesar-besarkan standar kecantikan perempuan menyebabkan perempuan terobsesi dengan sesuatu yang secara alami tidak mereka miliki. Mereka memainkan peran yang sangat penting dalam masyarakat, sebagai genre cerita rakyat. Dalam iklan, proses pemaknaan*

### **KATA KUNCI**

Mitos; Konsep Cantik;  
Iklan; Semiotik

*terjadi pada dua tahap yaitu denotatif dan konotatif. Pengiklan sering menggunakan level mitos ini untuk menarik emosi konsumen dan mengaitkannya dengan produk mereka. Mencermati pertimbangan di atas, penelitian ini bertujuan untuk mengidentifikasi denotasi, konotasi, dan mitos konsep kecantikan yang terdapat dalam iklan skincare Avoskin yang diambil dari official instagram brandnya. Peneliti menggunakan teori semiotik untuk mengeksplorasi makna tanda yang ada di setiap scene iklan dari Roland Barthes. Metode penelitian yang digunakan adalah penelitian deskriptif kualitatif, yaitu penelitian yang berfokus dalam mendeskripsikan dan menginterpretasi proses analisis data. Untuk teknik pengumpulan data adalah dokumentasi, dengan cara tangkapan layar di setiap scene yang muncul pada iklan. Hasil dan kesimpulan dari penelitian ini penulis mengidentifikasi beberapa makna denotasi, konotasi dan mitos kecantikan di setiap scene dalam iklan. Mitos kecantikan yang paling banyak ditemukan pada tiga iklan ini disimbolkan dengan sikap, perilaku, dan ekspresi wajah manusia, serta keadaan alam. Hal ini dapat disimpulkan bahwa cantik itu tidak hanya berdasarkan fisik namun bisa disimbolkan dengan bentuk yang berbeda.*

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## INTRODUCTION

A woman is regarded “beautiful” if she has a fair complexion, a slim shape, is fashionable, and has feminine attributes such as nurturing, calm, and attitude. Parents frequently advise their boys to look for a wife who is beautiful, loving, kind, and has a pleasant attitude. Based on these understandings, we are able to conclude that what our culture considers “beauty” is based on both how a woman looks physically and her behavior.

Beauty on the other hand, cannot be quantified. It depends on who looks at it because everyone has a different definition of beauty. Many factors, such as environment, education background, and even mass media, influence people’s perceptions of beauty. People’s opinions may differ because they are influenced by the modern era’s expansion of globalization through mass media. Ideas from one’s own culture, such as the concept of beauty, spread more easily to other parts of the world. Furthermore, the media plays an important role in influencing aspects of life such as behaviour and lifestyle. As a result, people have a standard for their own beauty, such as eye size, skin color, and lip shape. As a result, beauty is basically limitless in its description, but it has a specific standard among people.

However, the concept of beauty varies depending on the geographical and cultural context in which the woman lives (Wolf, 2002:12). As it was in medieval Iberia. In this country, a feminine woman is defined as having long, blond hair or light-coloured and hairless skin (Da Soller, 2005:1-2), whereas porcelain-like skin is valued as a beautiful woman in China. Scarification of the skin is a beauty process in parts of Africa, unlike in Iberia and China. In other words, because beauty is a construction that varies from culture to culture and changes over time, there are many different definitions of beauty in human culture (Frith, Shaw & Cheng, 2005:1).

Beside female’s body, beauty also requires female’s behavior if a woman want to be an ideal one. Beauty pageant is the example of media which contributes to create “beauty”

definition through their jargon: brain, beauty, behavior. Beauty pageant glorifies woman body and pick one definition of beauty: young, slim/slender, fair skin, flawless face, and has straight black hair. Beauty pageant also promotes and socializes that woman should have feminine character and refuse masculine character on woman (Sulistyaningrum, 2011:4).

Women are motivated to imitate what they perceive to be ideal beauty by the concept of beauty. According to Damean (2006:89) these concept (of beauty) serve as social role models, appropriate and inappropriate patterns of behaviour, style, and fashion, as well as a subtle impulse to imitate and identify with certain identities. In short, women believe whatever the media portrays as beautiful and imitate it in an attempt to be beautiful. Women's mindset about beauty is what is often called a myth. Things that have settled in the mind that beauty must be in accordance with the standards described above.

Based on the explanation about the concept of beauty above, the researcher is interested in discussing about myth of beauty concept on Avoskin skincare advertisements. For many people, skincare products have become a primary necessity that must be met. Because of this condition, skincare product companies must devise a creative promotion strategy to attract customers. Beauty/skincare advertisements also have a major influence in influencing and reconstructing public standard, especially women, about the concept of beauty.

The researcher wants to assert the framework of semiotics used in advertisements which can help the audiences comprehend the message of the advertisement addressed to them. The researcher used the theory of semiotic by Roland Barthes. The research is expected to give new insight in semiotic field, especially about myth of beauty concept depicted in the advertisement.

Based on the researcher question above, the objectives of the research would supposed to: 1) To identify the denotative, connotative, and myth of beauty concept found in Avoskin advertisement of the skincare product; 2) To identify the denotative, connotative, and myth of beauty concept found in Avoskin advertisement of the skincare product.

## **Related Theories**

### *Roland Barthes' Theory*

Barthes (1988) defines semiotic and semiology as having the same meaning. The term is used because of someone's thought. The terms "semiotics" and "semiology" are used by individuals who agree with Peirce and Saussure, respectively. Saussure's semiotics, which dealt with signifier and signified in a sign, is referred to as the semiology (or semiotic) of Barthes. According to Barthes, language is a system of signs that reflects the presumptions of a specific culture at a certain period. Semiotic in Barthes' terms semiology basically is about how humanity interprets the things. Interpreting means that objects do not only bring the information, but also constitute a structured system of signs. In other words, an object tries to communicate by conveying its meaning when someone looks at it.

Sobur (2015) adds that there are denotation and connotation in semiotic. Barthes introduces these terms. Barthes is a structuralist thinker who uses linguistic and Saussurean' semiology. Barthes is the semiotics thought successor of Saussure. Barthes expands his semiology with denotation and connotation (semiotics). The existence of denotation and connotation is the difference between Saussure and Barthes semiology, though Barthes still uses Saussure's term signifier-signifier. To mark society, Barthes contains myth into his semiotics. Myth is on the second level of the sign. This means that once sign-signifier-signified is formed, that sign becomes the new sign. The new sign in the first level is known as the denotation or terminology system, whereas the sign in the second level is known as the connotation. When a sign has denotation meaning, it develops into connotation meaning, and the connotation becomes a myth. After interpreting denotation into connotation meaning, myth

is revealed. The thought expressed by Barthes is known as a two-stage signification, which consists of the first stage of significance, namely denotative meaning, and the second stage of significance, namely connotative and mythical meanings, as shown in the figure below.

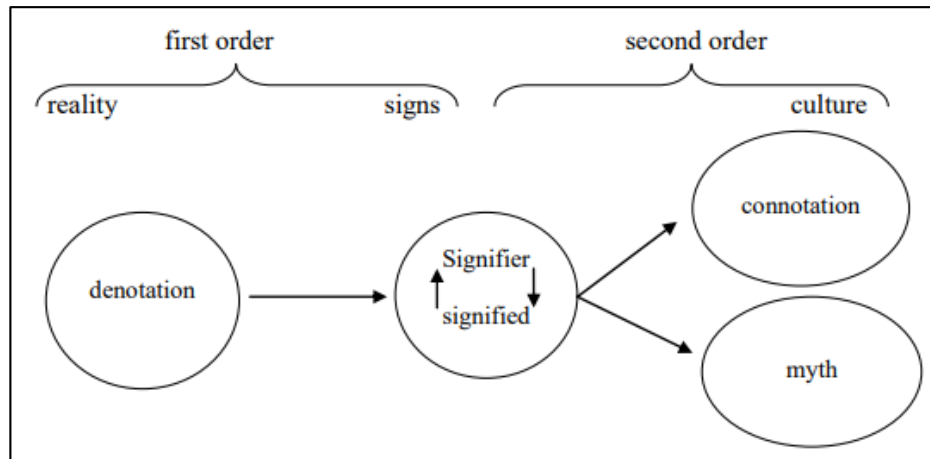


Figure 1: two-stage signification

Barthes (1988) explains the first stage of signification through this figure, which is the relationship between signifier and signified in a sign to external reality, which he refers to as a denotation. The sign's denotation is its clearest and most obvious meaning. In other words, the denotation of a sign is what it depicts on an object.

Barthes (1988) term for the second stage of significance is connotation. This describes the interaction that occurs when the sign interacts with the reader's feelings or emotions as well as cultural values. Connotation is a subjective meaning that includes the words chosen. For example, "green table" can refer to the distribution of legal decisions and testimony.

The two signs' signification is accomplished through myth. Myth refers to how culture explains or comprehends various aspects of reality or natural phenomena. Myth is a product of an already dominant social class. Sobur (2015) divides myths into two categories: primitive myths about superstitions, life and death, and gods. There are also contemporary myths about social and cultural life, such as masculinity, femininity, success, and knowledge.

### *Myth of Beauty Concept*

In terms of how to create meaning in selected skincare advertisements, myth here is concerned with the notion of ideal beauty concept on those advertisements, which is referred to as beauty myth. The concept of beauty myth has existed for a long time. The existence of capitalists who exaggerate the beauty standard for women causes women to become obsessed with something they do not naturally possess. This obsession with what women wants is the result of the beauty myth.

Beauty is a currency system similar to the gold standard (Wolf, 2002:12). Politics, like any other economy, determines it, and in the modern west, it is the last, best belief system that maintains male dominance. Assigning value to women in a vertical hierarchy based on a culturally imposed physical standard is an expression of power relations in which women are forced to compete unnaturally for resources that men have appropriated for themselves.

The explanation above makes clear the reason behind many women worry too much about their beauty and the true meaning of beauty becomes changed. It is aggravated by the social acceptance of capitalist ideology regarding the ideal beauty concept. According to Wolf, the

beauty myth is not about women, but about conforming to men's institutions and society's expectations. This is also linked to a lack of self-esteem caused by a negative self-image.

Woman's early education in myth makes her susceptible to adult women's mass culture heroine's models in women's magazines (Wolf, 2002:61). When women think of the myth, they usually think of these models first. The myth not only isolates women generationally, but it also tries to isolate them from all women they do not know and like personally because it encourages women's wariness of one another based on their appearance. Women become addicted to what magazines have to offer. The presence of Hollywood artists lends credence to the myth. Women's magazines simply reflect their own predicament. So, when a woman's favourite artist becomes the face of a product that can help her solve her problem, she will do everything she can to wake up looking like her idol. In short, they are victims of the beauty myth.

The concept of beauty consists of two types, namely outer beauty and inner beauty. Outer beauty is the beauty of the face and body and inner beauty is described from the goodness of behaviour that radiates from within (Tilaar, as cited in Wijayanti, 2020). Beauty is a value, an expression of an ideal, a symbol of perfection and the embodiment of something good or attractive (Santayana, 2012:11). It has a similarity with Anshori and Melati's (2015) opinion that beauty is not only physical, but beauty can be seen from behaviour, sincerity, friendliness, independence, morals, politeness, and comfort. According to Kniffin and Wilson (2004), non-physical factors influence the perception of physical attractiveness. They said, if you want to increase your physical attractiveness, then be a valued social partner. Behave and speak in an attractive and respectable manner.

The concept of beauty was changed in over time, and it called with dialectic of beauty construction. The shifting dialectics of beauty construction can be seen in the various definitions of beauty over time. During the Renaissance (medieval), the definition of beauty was linked to divinity or religiosity; in the nineteenth century, an aristocratic woman was said to be beautiful; and in the twentieth century, the concept of female beauty was based on ethnic background and race, as well as femininity. While the construction of beauty in this decade refers to freshness, it leads to something smooth and neat, all of which shift to fresh (Abdullah, 2006:136).

### **Related Findings**

There were three previous studies related to this research. The first was a thesis written by Damayanti (2016). The title of this research was "Revealing the Beauty Myth Infused in the 1966 Version of Maybelline Eye Makeup Advertisement". The purpose of this research was to know sign found and revealing how are the beauty myth infused in the Maybelline Eye Makeup advertisement. From this analysis, the writer has been proven that the advertisement spread the beauty myth and women become victims of it. The scenes of Maybelline eye makeup advertisement shows that women also become victims of a patriarchal, commercialized, oppressive beauty culture. The similarities between this study and the researcher were: the first, this research both uses beauty product advertisement as the research object. The second, this research both uses semiotic as the theory. The differences are: The first, this research use Saussure's theory, while the researcher use Roland Barthes's theory. The second, kinds of advertisement used was different, in this research used the Maybelline Eye Makeup advertisement, while the researcher used the selected skincare advertisements.

The second research was written by Vela (2015) study entitled "The Portrayal of Beauty Myth in Me Vs. High Heels Film by Pingkan Utari: A Feminism Analysis". The Purpose of this research was to analyze the influence of beauty myth toward the main character in Me vs.

High Heels Film. From this analysis, the writer found that the film in one hand promotes beauty myth but on the other hand provokes women to release themselves from the influence of beauty myth and create a new definition about beauty. The similarities between this study and the researcher were: this study both uses beauty myth analysis. The differences are: the first, this study use film as an object, while the researcher use advertisement as a object analysis, the second this study use feminism theory, while the researcher use semiotic theory.

The third research was conducted by Habibah (2018). The title of this research was “Beauty Concept on Male Body Treatment Advertisement”. The purpose of this research was to know how is beauty concept constructed in male body treatment advertisement. The result of this study shows that textual feature is commonly used in the male body treatment advertisement is adjective. It has important role in describing the result of the product advertised. Moreover, through advertisement can convince audience about the standard and concept of men’s beauty such as white and moist skin, fragrant body and free from pimples. This similarities between this study and the researcher were: the first, discuss about the beauty concept. The second, this research both used advertisement as the research object. The differences were: the first, the theory used was different, in this study used the Fairclough, while the researcher used the Rolland Barthes as a theory.

## **METHOD**

In conducting this research, the researcher needed research design. The researcher used qualitative research method. This research was done under the context, meaning, and structure of thesis sentence. Sukmadinata (2009:53-60) Qualitative research is a type of research that is used to describe and understand phenomena, events, social activities, attitudes, beliefs, perceptions, and individuals as well as groups. It means, qualitative methods of study are designed to help the researcher understand the social and cultural meaning of individuals. Sukmadinata (2009:18) according to the definition, descriptive research seeks to define a condition or phenomena in its own right.

Based on the explanation above, this research used descriptive qualitative method because the analysis was subjective and the result of the analysis was described systematically in the text, so that was a detail of researched phenomenon. The kind of research discussed through textual analysis in this research were the myths that were found in selected skincare advertisement.

## **Source of Data**

The primary data of this research was collected from the skincare product advertisement from the Avoskin official Instagram account. The Avoskin skincare is brand to be analysed, because the advertisement has different concepts from the others. The concepts of the advertisement refer to nature while the other product advertisement concepts usually always refer to individual beauty. In addition, the researcher choses the product advertisement because the researcher is also a user of these product brand, and indeed feels good effects when using it. Identification of this research objects were myth analysis by Rolland Barthes theory in the selected skincare advertisements. The advertisements lasted for one until two minutes and were shown in Instagram.

## **Technique of Collecting Data**

Technique of collecting data is very important part in any form of research. Burhan (2006) also explains that in the qualitative there are four methods to collect data: questionnaire, interview, observation, and document method. In this research, to take the data the research users documentation method. The documentation is intended to obtain data directly from books or other documents. The data of this research collected by downloading the copy of the Avoskin skincare advertisement from officially instagram. The researcher watched the video several times to closely observe the data. The data are in the form of screencapture of the advertisement scene and the voice-over narration. The researcher found there are nine biased scenes along with the narration within the Avoskin's advertisement.

### Technique of Analysing Data

After the researcher obtained data from the documented results, researcher analysed the data. Working with data, organizing data, fragmenting it into manageable bits, synthesizing it, searching and identifying patterns, determining what is significant and what is learnt, and selecting what may be related to others are all examples of data analysis (Moleong, 2016:248). The researcher analysed the data in advertisement of images in Avoskin skincare advertisement. Researcher was using a descriptive semiotic analysis of media by Rolland Barthes to analyze the myth found in Avoskin skincare advertisement.

## FINDING AND DISCUSSION

In this chapter, the researcher analysed all of the data from the three skincare advertisements which collected to get the answer of the problem. The analysis was described and the results were presented in this chapter. The researcher described the denotative, connotative meaning and then found the myth of beauty concept in every picture in Avoskin skincare advertisements by using the semiotic theory of Rolland Barthes (1915-1980). Avoskin advertisement entitled "Avoskin Eightperienced", this advertisement tells about the love between humans and their surroundings. This advertisement was also a presentation from Avoskin in order to celebrate its 8th anniversary. This advertisement had a duration of one minute and five seconds, and there were ten scenes.

### Datum 1 Minute 0:00 – 0:06

The denotative meaning that was showed in the Avoskin advertisement in datum 1, it can be seen in the figure below:

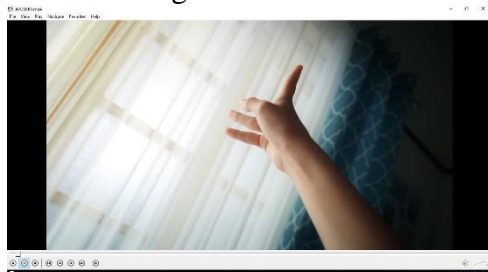


Figure 2: scene of hand twisting

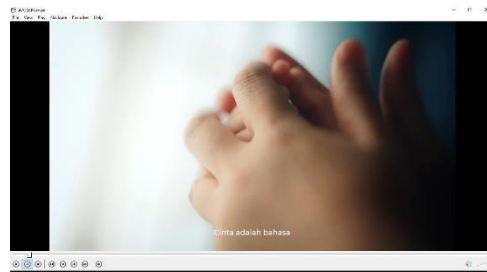


Figure 3: scene of holding child's hand

The Figure 2 shows this scene starting with footage of a hand twisting its fingers in the air as if it were reaching for something in a room, the next footage in the Figure 3 it is continued

with a scene of a child's hand which can be seen from its tiny fingers that being held by an adult's hand. In this scene there was also a voice over saying "love is a language".

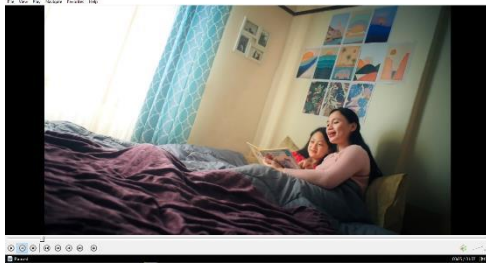


Figure 4: scene of mother read a book to her daughter

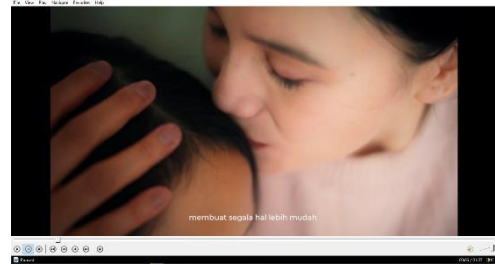


Figure 5: scene of mother kiss her daughter

In the Figure 4 showed a bedroom with cream-colored walls that had bright light from the sun coming in through the window with light blue curtains with a diagonal pattern, and there were several abstract paintings on the two sides of the wall. There was also a bed with a grey base, on the bed we could see a mother wearing a pink T-shirt with long hair half pinned back read a book to her daughter, both of them while covered in a purple cloth while leaning their body against a pillow with a yellow sheath leaning against the wall, it looked like the two of them were very happy in doing so because it can be seen from the smiling face of their mother while reading a book and the face of her daughter who carefully listens to her mother's story. After that in the Figure 5 the mother held head and kissed her daughter's forehead while closing her eyes with the voice over saying "that can make things easy".

The connotative meaning of scene 1 in this advertisement was that affection can make a person feel safe, comfortable and happy. It can be seen from the attitudes, expressions and voice overs that were obtained in this advertisement, the gesture of a mother who was willing to take the time to read her daughter a book so that her daughter can get new knowledge in a fun way, and from the gesture of a mother who kissed her daughter on the forehead to showed her affection and the expression of her daughter smiling happily when she gets the sweet treatment from her mother. This was reinforced again by the voice over which says "love is a language" "that can make things easy", this concluded that love can make difficult things easier because they are done with a sincere heart.

The myth analysis of the concept of beauty found in this datum was according to the gesture of a mother by reading a book, and kissing her daughter in scene 1, this showed the myth of concept beauty according to the Cambridge dictionary (2023), calmly has a meaning in a peaceful, quiet way and without worry or extreme emotion. It is in line with Anshori and Melati's (2015) opinion that beauty is not only physical, but beauty can be seen from behaviour, sincerity, friendliness, independence, morals, politeness, and comfort.

### Datum 2 Minute 00:07 – 00:15

The denotative meaning that was showed in the Avoskin advertisement in datum 2, it can be seen in the figure below:

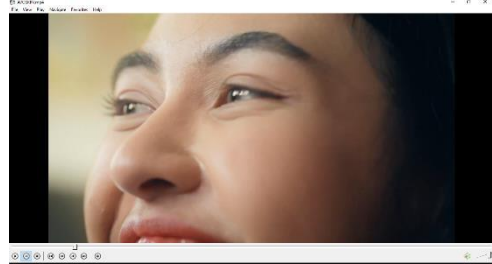
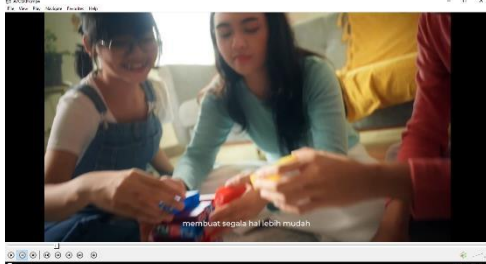




Figure 6: scene of the women playing a game

Figure 7: scene of woman's face playing a game

The Figure 6 on the left showed three women, from the left woman. The first woman with light skin, wearing a white short-sleeved T-shirt and a jumpsuit as an outer, with black hair in braids and wearing glasses. The second woman (in the middle) with light skin, wearing a blue long-sleeved shirt and white pants with long flowing hair. The third brown-skinned woman was wearing a pink long-sleeved shirt and white pants with curly hair half tied back. Three of them playing Uno Stacko by sitting cross-legged on a grey carpet in a room which was brightly lit and there was a grey sofa, the three of them looked happy while playing. It looked from the expressions of those who are playing while laughing. In the Figure 7 on the right, the camera shot was focused on one of the women's faces in the middle with a zoom in shot. Here it was quite clear that this woman's face looks smooth with natural makeup on her eyebrows and lips. This woman has a sharp nose, long eyelashes, brown eyeballs, and thick eyebrows.



Figure 8: scene of the woman take an Avoskin's product from the table

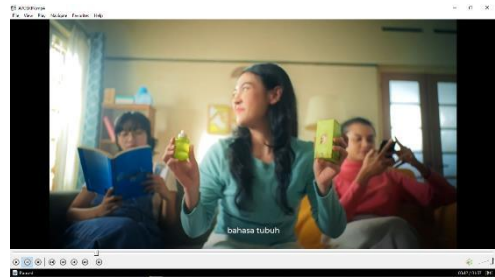


Figure 9: scene of the woman give an Avoskin's product to her friend



Figure 10: scene of the woman take an Avoskin's product



Figure 11: scene of the women hugging

The Figure 8 showed the woman who was wearing a blue T-shirt seemed to be taking an Avoskin product from the table and then showing and giving the product to two other women with an excited expression. In the Figure 9 the three women were sitting on a grey sofa with a yellow cloth on it, in that room we could see there was a large window on the left where sunlight enters, decorated with blue curtains with diagonal motifs, there was also a goods shelf next to the window, clocks and paintings attached to the walls with decorative lights, and also visible glass door in the room. The woman wearing glasses looked relaxed while reading a book with a blue cover with her right foot placed over her left leg while leaning against the back of the sofa, while the woman in pink looked relax while playing her cell phone in the same sitting position as the previous woman, they finally shifted their focus to the woman who provide the Avoskin product. The both women were looked happy and hug the woman in the middle who were given the Avoskin product as a sign of gratitude while smiling happily, it can be seen in

the Figure 10 above. In this scene has a voice over that says “through the gaze, gesture, and a hug”.

The connotative meaning of scene 2 in this advertisement is that Love produces happiness even if it was only done in simple ways, it can be seen in Figure 11 the three women who are playing uno stacko seem happy just by playing it, which for other people might just be an ordinary game, and by giving a small gift (Avoskin products in figure 10) to loved ones, this has made the people around them happy. Giving glances and even hugs can give happiness if done sincerely and with love, this is in accordance with the voice over found in scene 2 of this advertisement.

The myth analysis of the beauty concept found in this datum was a lot of behaviour, sincerity, and comfort that was given between these 3 women for each other that found in this datum, started from giving sincere gaze while playing, giving an item (Avoskin product) for facial skin care, laughing together, and hugging comfortably as an expression of gratitude and affection for one another. This was in line with the myth of beauty concept according to Anshori and Melati (2015) also in accordance with the Avoskin product concept which makes Avoskin products with sincerity with the aim that these products can be skincare products that were comfortable and safe to use for their users.

### Datum 3 Minute 00:016 – 00:25

The denotative meaning that was showed in the Avoskin advertisement in datum 3, it can be seen in the figure below:

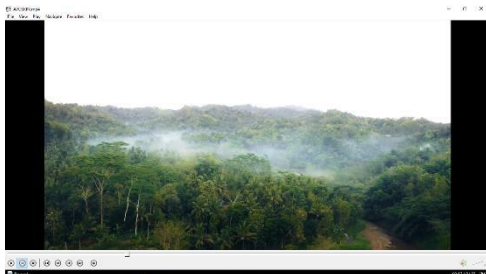


Figure 12: scene of expanse of forest

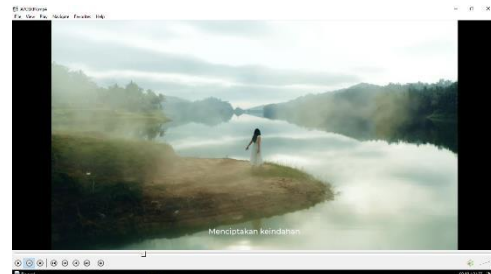


Figure 13: scene of a lake

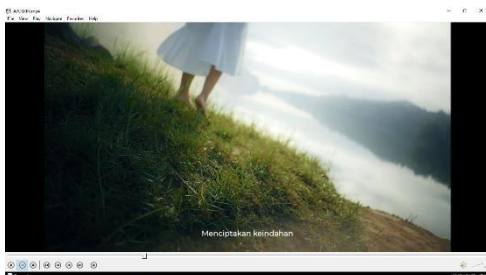


Figure 14: scene of woman wear dancing

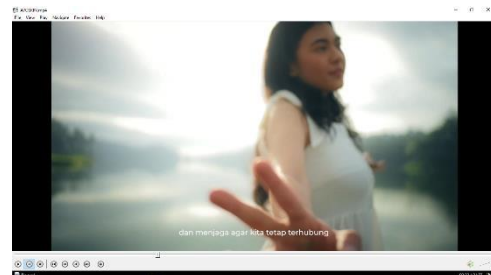


Figure 15: scene of woman has a white dress

The Figure 12 above showed an aerial shot showing a wide expanse of forest with tall, green trees and hills that are very soothing to the eye when seen, decorated with white mist in the air. In the Figure 13 the lake with calm water surrounded by forest with white mist that adorns it. On the shores of the lake, a woman wearing a white dress with loose long black hair, she was dancing, moving her body and hands on the green grass without wearing shoes, and smiling it can be seen on the Figure 14 and 15. In this datum there was also a voice over that says “Love creates beauty, and keeps us connected in the wide beautiful world”.

The connotative meaning based on the figure above, it means natural, clean, and fresh. The green landscape with white mist above it symbolizes a place that was still beautiful without any damage caused by humans. The woman also has the meaning of a human who is born pure and natural like the nature around her, and her little dances mean that she enjoys the surrounding state that she is looking at because it still had natural scenery and clean air.

The myth analysis of the beauty concept found in the datum 3 was showed the coolness and freshness of a place, namely a forest landscape with white mist surrounding it which makes anyone when they see this scene felt comfortable and felt fresh air. This was in line with Abdullah's beauty concept, where beauty was related to freshness. In this datum, a slim woman with long black straight hair was also seen dancing gracefully. This also showed a myth of beauty concept in Indonesia that the woman body was defined as a woman with fair skin, long black straight hair, slim, and fashionable. It is in line with Abdullah (2006), the construction of beauty in this decade refers to freshness, it leads to something smooth and neat, all of which shift to fresh.

#### **Datum 4 Minute 00:026 – 00:31**

The denotative meaning that was showed in the Avoskin advertisement in datum 4, it can be seen in the figure below:



Figure 16: scene of woman walking

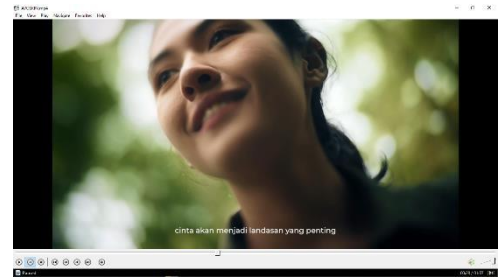


Figure 17: scene of woman smiling

In the Figure 16, it is still the same woman as in the previous scene, but in this scene the woman was wearing different clothes, she was wearing a grey T-shirt with a long green shirt as the outer, and wearing a cream trousers with pockets, her hair in a single ponytail, this woman was walking through a forest with tall grass and full of towering trees while watching and admiring the expressions given to the things she saw in the forest. This woman also looked like she didn't use much makeup on her face, only used a little lip color on her lips and drew a few eyebrows, it can be seen in Figure 17 above.

The connotative meaning based on the figure above, this means a woman who has a simple nature, this can be seen from her appearance, which only wear a T-shirt with an outer without excessive make-up and wanted to go through the forest to enjoy the naturalness of the forest at that time.

The myth analysis of the beauty concept found in the datum 4 was being beautiful didn't have to wear glamorous clothes or overly make-up, in this datum it can be seen that the woman still looked beautiful even though she was only wear simple clothes, she looks beautiful from the way she cares for the surrounding environment (the forest), this concern can be seen from her brave desire to walk through the forest where usually not all women brave to enter the forest. The brave behaviour of women in this datum was included in the attitude that reflects beauty. This is in line with Avoskin's product concept which dared to release skincare products with natural ingredients without having to damage the natural environment. It is in line with

Abdullah (2006), the building of beauty in this decade alludes to freshness; it results in something tidy and smooth, which all go towards being fresh.

**Datum 5 Minute 00:32 – 00:38**

The denotative meaning that was showed in the Avoskin advertisement in datum 5, it can be seen in the figure below:

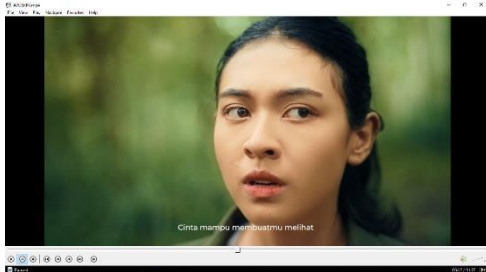


Figure 18: scene of the woman's expression



Figure 19 scene of someone cutting the tree



Figure 20: scene of someone chop

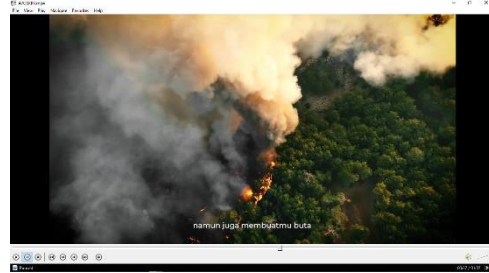


Figure 21: scene of forest fire a wood

The Figure 18 showed while walking, the woman's expression changed from awed to looking scared and worried when she looked around the forest, this can be seen from her panicked face. In the Figure 18 showed someone wearing a blue long-sleeved shirt and blue shoes cutting some trees using a cutting machine, also someone was chopping wood that had been chopped into pieces using an axe, it can be seen in the Figure 20 above. In the Figure 21, it also showed a shot from above, that a stretch of forest, part of which was burnt by a fire that was still burning and producing black and white smoke. In this scene there was also a voice over that says "Love that can make you seen, and also make you blind".

The connotative meaning based on the figure above was irresponsible humans were destroyed forests, they cut trees and even burn forests for personal use, thus created environmental pollution like smog. Humans can become blind for the sake of their own personal interests. Blind by not caring for nature, despite the fact that nature has provided many benefits to humans, meeting human needs while on this earth. The woman's expression in this scene demonstrated concern for nature that had been destroyed, as well as concerned about future disasters caused by the damaged forest.

The myth analysis of the beauty concept found in the datum 5 was the woman concern for the environment. This caring attitude was an example of a social attitude, with the social being the surrounding environment in this case. It showed the beauty concept that the woman looked beauty when she did something for social kind. Behave and speak in a pleasing and respectful manner. This is consistent with Avoskin's product concept of caring about the environment by protecting it, such as not using plastic (bubble wrap) in the packing process for product delivery to customers in order to reduce plastic waste in the world.

**Datum 6 Minute 00:39 – 00:42**

The denotative meaning that was showed in the Avoskin advertisement in datum 6, it can be seen in the figure below:

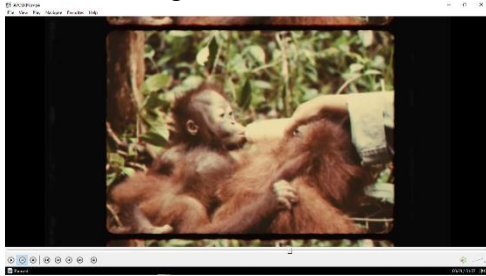


Figure 22: scene of the orangutans



Figure 23: scene of orangutan hanging on a tree

The Figure 22 showed there are two baby orangutans who are carried by an adult orangutan with a background of trees, there was also someone's hand giving a bottle of milk to one of baby the orangutans, and the baby drinks milk in the bottle. Whereas in Figure 23 an orangutan child seen from his small body hanging on a tree branch with one hand, and the other hand seems to be holding and eating food.

The connotative meaning based on the figure above was the orangutan looks thirsty because it can be seen from his expression that looked excited when someone gave him a bottle of milk and the other orangutans looked patiently waiting to get their turn to drink the milk. It seems that these orangutans have become victims of forest destruction so that they found it difficult to find their own food, so someone helped them to provide food such as milk for them.

The myth analysis of the beauty concept found in the datum 6 was a person who gave orangutans the bottle of milk had a very caring attitude toward other beings. This caring attitude was a genuine behaviour that every human being possessed. A person's genuine desired to help the orangutan included behaviour that emanated from within, which was referred to as inner beauty. This was consistent with Avoskin's concept as a beauty brand, Avoskin was committed to preserving nature which was manifested in a real way, currently Avoskin has adopted 3 orangutans and carrying out forest reforestation. It is supported by Kniffin and Wilson (2004), stated that if you want to increase your physical attractiveness, then be a valued social partner. Behave and speak in an attractive and respectable manner.

**Datum 7 Minute 00:43 – 00:50**

The denotative meaning that was showed in the Avoskin advertisement in datum 7, it can be seen in the figure below:

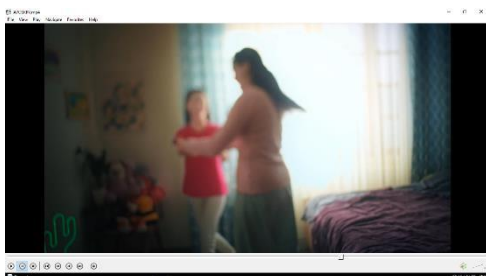


Figure 24: scene of mother and daughter are dancing

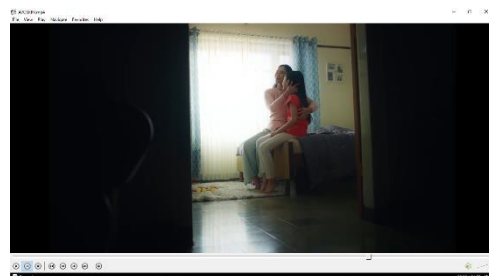


Figure 25: scene of mother hugging her daughter

The Figure 24 showed mother and daughter who were dancing in a bedroom, the daughter was wearing a dark pink shirt and white leggings, and the mother was wearing light pink shirt and grey trousers, both of whom have long black hair left loose. They looked happy which can be seen from their expressions of smiling and laughing at each other. In Figure 25 they changed positions by sitting on the edge of the bed and the mother was rubbing her child's head and hugging her while closing her eyes and smiling, and her child was also seen enjoying her mother's treatment with the smile she gave.

The connotative meaning based on the figure above was the relationship between a daughter and mother who loved each other, they gave their love action to each other, they danced together as a form of happiness because they had a beautiful mother and daughter relationship, and the treatment of a mother who sincerely loved her daughter by giving a hug as a form of love for her daughter.

The myth analysis of the beauty concept found in the datum 7 was the type of loving treatment between mother and child demonstrates sincerity and mutual affection. This is a form of the myth of beauty concept, it can be seen in behaviour, sincerity, friendliness, independence, morals, politeness, and comfort. In this datum, it was clear that the mother and child were comforting each other, with the mother giving her daughter a genuine hug. This was consistent with Avoskin's concept of creating beauty products with genuine action.

#### **Datum 8 Minute 00:51 – 00:55**

The denotative meaning that was showed in the Avoskin advertisement in datum 8, it can be seen in the figure below:

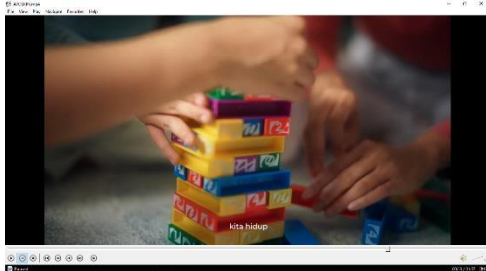


Figure 26: scene of the women playing a game

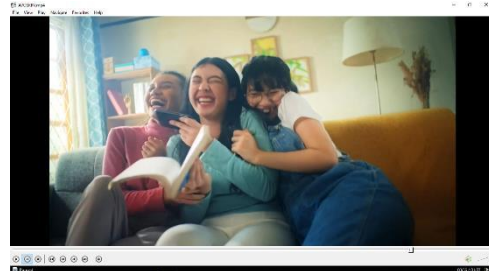


Figure 27 scene of the women are laughing

The Figure 26 showed the three women were playing Uno Stacko by sitting cross-legged on a grey carpet in a room which was brightly lit and there was a grey sofa. One pair of hands was seen holding the uno stacko, another pair of hands was collecting the uno parts that have fallen on the carpet, and another pair of hands was seen composing the uno parts. While in the Figure 27 it can be seen the three women sat huddled together on a sofa seen laughing at each other, the woman in the middle pranked the other two women by taking books and mobile phones that were previously held by the two women.

The connotative meaning based on the figure above was these three women showed their familiarity with each other, as seen in Figure 26 they were seen working together to arranged the game so that it was rebuild again. Then in the Figure 27 it was seen that they are laughing at each other because one woman was teasing two other women, this showed the relationship they were very sweet, caring, and love each other.

The myth analysis of the beauty concept found in datum 8 was some of behaviour, sincerity, and comfort that was given between these three women for each other that found in

this datum, starting from giving working together to arranged the game and laughing together as an expression of gratitude and affection for each other. It showed the beauty concept. That was also in accordance with the Avoskin product concept which made Avoskin products with sincerity with the aim that these products can be skincare products that are comfortable and safe to use for their customers.

### Datum 9 Minute 00:56 – 01:04

The denotative meaning that was showed in the Avoskin advertisement in datum 9, it can be seen in the figure below:

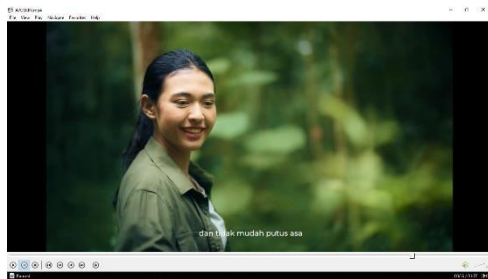


Figure 28: scene of the woman walking on the forest

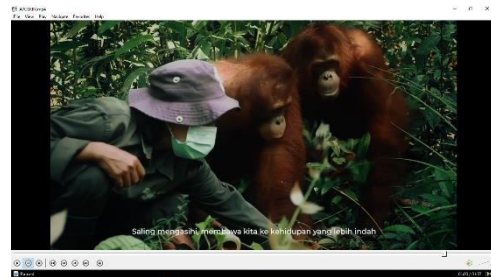


Figure 29 scene of a man with two orangutans

The Figure 28 showed the woman was walking through a forest with tall grass and full of towering trees while watching and admiring the expressions given to the things, she looked in the forest while holding some of the visible plants with her hands, she seems to smile as she looked at the plants around her. Figure 29 showed a man wear a green shirt, hat and mask with two orangutans. The man was seen preparing food for the two orangutans, and the orangutans looked patiently waiting for the food to be given by him.

The connotative meaning based on the figure above was the woman overjoyed because she can still saw beautiful forests with a variety of plants, and because the man in figure 29 was moved by the love of living things, he wanted to took care for and feed the orangutans, which were currently endangered. This demonstrated that human and nature share a responsibility to care for one another.

The myth analysis of the beauty concept found in datum 9 was the caring attitude shown in this datum showed the myth of beauty concept. This was consistent with Avoskin's concept as a beauty brand, Avoskin was committed to preserving nature which was manifested in a real way, currently Avoskin had adopted 3 orangutans and was carrying out forest reforestation. It is in line Santayana (2012), Beauty is a value, an expression of an ideal, a symbol of perfection and the embodiment of something good or attractive. It has a similarity with Anshori and Melati's (2015) opinion that beauty is not only physical, but beauty can be seen from behaviour, sincerity, friendliness, independence, morals, politeness, and comfort. According to Kniffin and Wilson (2004), non-physical factors influence the perception of physical attractiveness. They said, if you want to increase your physical attractiveness, then be a valued social partner. Behave and speak in an attractive and respectable manner.

The concept of beauty was changed in over time, and it called with dialectic of beauty construction. The shifting dialectics of beauty construction can be seen in the various definitions of beauty over time. During the Renaissance (medieval), the definition of beauty was linked to divinity or religiosity; in the nineteenth century, an aristocratic woman was said to be beautiful; and in the twentieth century, the concept of female beauty was based on ethnic background and race, as well as femininity. While the construction of beauty in this decade

refers to freshness, it leads to something smooth and neat, all of which shift to fresh (Abdullah, 2006:136).

## CONCLUSION

In this part, the researcher concluded the essence of the whole research. After the researcher analysed all the data, the researcher put forward conclusions and suggestions that could provide benefits for future researchers who are interested in this research topic. The myth of beauty concept of Avoskin advertisement is mostly connected to the state of nature and human behaviour. This is in accordance with the concept of Avoskin products that are always related to the nature around them. Therefore, the concept of beauty found in this advertisement is mostly symbolized by forests, lakes, and air. Based on the above conclusions, it is recommended that Avoskin company as advertiser can plan and create more attractive advertisements so that they continue to be the most popular skincare products among the public. The researcher also suggests to readers or future researchers to analyze the three advertisements using the ideology environment, because these three advertisements have concepts related to environment. Such as forest and ocean conservation. It is possible that future researcher can research more in-depth related to nature through these three advertisements. The researcher hoped this research could be useful for everyone who wants to do research using the semiotic theory of Roland Barthes.

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