

CHAPTER I

INTRODUCTION

A. Background of study

While skincare and beauty are more commonly associated with women, many men are now realizing the importance of taking care of their skin and maintaining a healthy and attractive facial appearance. This can be seen in men's increased interest in specialized skincare products for men, as well as the popularity of professional facial services among men. This change reflects a cultural shift that is more open to male grooming and a rejection of the stereotype of masculinity that self-care is something only suitable for women. Nonetheless, there are still challenges in overcoming the social stigma associated with male grooming and promoting the idea that self-care is important for anyone, regardless of gender.

The beauty debate questions the traditional idea that personal preferences cause discrimination (Hamermesh and Biddle, 1994; Scholz and Sicinski, 2015). Based on recent research, beauty can be considered a valuable quality. For example, attractive people tend to be more confident, which can positively impact their human capital development (Mobius and Rosenblat, 2006). Although there is no specific definition of beauty, many people say that beauty is those with white skin, slim body, sexy, complete with long hair that is beautifully flowing.

By nowjakarta.co.id the expression of beauty is narrowly interpreted by prioritizing perspectives that are simultaneously able to influence people's understanding. In this case, as if it were an excuse, realizing the concept of beauty

ultimately leads to normative things that become everyone's limit. Normative things then become everyone's limit to assess and evaluate a person's level of beauty.

Beauty is a powerful economic force in addition to being a philosophical idea. As claimed by data compiled from the University of Nebraska at Omaha website, the beauty industry, which includes skincare, fragrance, makeup, and hair care, is expected to reach a market value of about \$580 billion by 2027, with an expected annual growth rate of about 6 percent. This shows that beauty is a philosophical idea and has a substantial economic impact, especially in business.

Moreover source from [assistinghands.com](https://www.assistinghands.com) personal care for elderly men includes maintaining personal hygiene and self-care habits to help them feel confident and comfortable. Caregivers play an important role in assisting elderly people with grooming tasks such as nail care, shaving, bathing and skin care. For men, personal hygiene may require appropriate clothing, which may be difficult to do due to physical limitations and cognitive impairment. Caregivers should respect the preferences and comfort levels of the elderly while ensuring their safety and well-being. Regular personal care can help prevent health problems and improve overall well-being in elderly men.

Related to that concept, a businessman uses many ways to market their products, namely by placing advertisements (Jermyn, 2016; Schroeder & Zwick, 2004; YI" Anne, 2021), advertisements play an essential role in providing society with an idea of what is considered culturally and socially acceptable and should therefore be understood as the result of changing social and cultural practices. In

the opinion of Goffman (1979), advertisements exert a direct influence on individuals' life experiences, shaping their perceptions and guiding their thoughts and actions. Recent studies show significant growth in the skincare market products specifically for men (Byrne & Milestone, 2007; Scheibling & Lafrance, 2019).

Research Palm (2023), which uses social semiotic theory, which also analyzes beauty advertisements using the MDA (multimodal discourse analysis) with data on nine products, obtaining the following findings men's experiences with their bodies. The authors argue that consuming skincare products is a performance through which they can maintain their already privileged status in society, rearticulating the double standard of aging. The authors analyze advertisements from L'Oreal Men, Nivea Men, and Clarins Men to show that the male face is generally constructed as a "problem" that can be cured through the consumption of skincare products. The study provides a valuable contribution to the literature on masculinity and aging in contemporary society, highlighting the need for further research on the representations of men in skincare advertisements and their impact on men's self-esteem and body image.

Then Hendiawan & Belasunda (2023), in "Totemism and exclusivism: A case study of Tolak Angin advertising with figure of Rhenald Kasali from Indonesia" focuses on Tolak Angin, an herbal medicine, and its use of the figure of Rhenald Kasali, a prominent professor, as a totem to create a strong connotation and spiritually bind groups of people. The study utilizes a qualitative interpretive research technique and a semiotic analysis to investigate the

rationalization of this advertising approach and its influence on society. The usage of totemism in advertising, especially in the Tolak Angin commercial featuring Rhenald Kasali, has enormous societal ramifications and contributes to creating a modern myth. These tales spiritually unite individuals and encourage consumer trust. The article proposes a methodological framework for semiotic analysis of advertisements that may be readily applied to field research. To achieve realistic and respectful images in advertising, the writers underline the significance of performing comprehensive study and engaging with cultural professionals. This study's analysis is subjective and based on the author's interpretation, which may differ depending on the audience's perspectives, experiences, and culture.

Other research was written by Ali (2021), "Visual Analysis: Representational and Interactive Meanings in The Remarried Empress". This paper analysis of the first episode of The Remarried Empress webtoon, employing Kress and van Leeuwen's framework, sheds light on the representation of main participants and their interaction with viewers. Notably, the main characters are predominantly portrayed through narrative processes rather than conceptual ones, aligning with the webtoon's storytelling objective to immerse the audience in the unfolding plot. This emphasis on narrative representation serves to engage viewers and enhance their overall experience. Categorized under the interactive dimension, characters not only provide essential information but also establish a credible connection with viewers across the six panels, involving them in a meaningful and immersive manner. The study delves into the interactions between represented participants and viewers, emphasizing elements such as Gaze, social

distances, framings, horizontal angles, and modality markers. These findings underscore the significance of visual elements and design in webtoons, showcasing their ability to captivate viewers and convey narrative nuances with depth and impact. In essence, the analysis highlights how the visual and interactive elements in *The Remarried Empress* webtoon shape the representation of main participants and influence the dynamic relationship between the webtoon and its audience.

This research is not only a dissection of advertising techniques but a critical examination of these representations' cultural, social, and psychological implications with the theoretical underpinnings of social semiotics of communication. Kress & Leeuwen, (2020) and Multimodal Discourse Analysis (MDA) critically examine the use of language and its use to represent men in Indonesian skincare advertisements. Interestingly, the shift towards the promotion of skincare products for men in Indonesia is not just a superficial trend but also a reflection of the broader socio-cultural shifts that have taken place. As society's expectations of masculinity evolve, so do the strategies advertisers use to engage with this growing demographic. By examining the messages conveyed through these advertisements and analyzing the visual and linguistic choices made, we aim to offer valuable insights into the construction of male beauty ideals, their effects on consumer behavior, and their implications for society.

This research aims to reveal how media texts, such as advertisements, are complex forms of communication involving various semiotic sources, such as

colors, images, symbols, text, and typeface, which contribute to the meanings revealed in the text (Ledin & Machin, 2020).

From some of the research samples of data mentioned above, it can be seen that many researchers have analyzed advertisements using semiotics, some have studied male beauty, and some have interpreted aging advertisements that are not in Indonesia.

Now my research will focus on “The beautification of men within skincare advertisements in Indonesian: A multimodal critical discourse analysis” by Kress & van Leeuwen, 2020 inspired by Palm (2023). This study aims to find out what meaning is contained in advertisements; this study also tries to explain how beauty is represented in men's skincare advertisements. This study found out that skincare advertisements targeted at men construct the male face as a "problem" that can be cured through the consumption of skincare products. This study analyzed advertisements from L'Oreal Men, Nivea Men, and Clarins Men and found that although the advertisements are marketed as anti-aging products, the focus of these advertisements is to normalize the consumption of skincare products by (heterosexual) men, which in turn intensifies the visual literacy of the male face.

The study also found that these advertisements use masculine traits and strategies that link cosmetic products to traditional values of masculinity. Thus, beautifying the male body transforms the consumption of skincare products into a performance where men can maintain their already privileged status in society, re-articulating the double standard of aging.



Overall, the findings of this study suggest that men's consumption of skincare products is a performance that can be used to maintain their already privileged status in society.

The preliminary data for this research was taken from Garnier man vitamin C serum. There were some components to analyze representation by Kress and van Lueween 2006, the data as follows :

1. Representation

1.1. Narrative

Narrative consists of action, reactional, mental, and verbal processes.

Types of processes	Data
a.Action process	 <p>Pict 1.1</p> <p>An artist is seen washing his face; he is the only participant in this advertisement(non-transactional), and I call him an actor.</p>
b. Reactional process	 <p>Pict 1.2</p>


	<p>Similar to action, reactional is also divided into transactional & non-transactional, related to the picture above, including non-transactional because there is no phenomenon meaning there is no action from the participant I there is only a gaze in a direction that the viewer does not know where this participant is looking.</p>
c. Verbal & mental process	 <p>Pict 1.3</p> <p>There are many utterances every second. The sayer always explains the detailed description and benefits of the product; examples of utterances can be seen in the picture.</p>

Table 1.1

It can be concluded that all the elements represented in the advertisement above have a relationship with each other. Joe Taslim, as an actor, represents how even aged men are still dashing and charming by using Garnier super serum products.

B. Problem of the study

Based on the explanation above, we can present these problems of the study as follows:

- a. How are the concept of grooming for aged men presented in advertisements?
- b. How is beauty represented in men's skincare advertisements?

C. Objectives of the study

- a. To explain the concept of grooming for aged men present in advertisements.
- b. To find out men's beauty represented in men's skincare advertisements.

D. Scope of the study

The scope of this research includes a comprehensive study of male beauty in skincare advertisements in the Indonesian context. The study will examine various aspects, including the visual elements of the advertisements, cultural nuances, and multimodal discursive strategies employed. The research will specifically focus on the representation such as Narrative and Conceptual process of masculinity and beauty standards in five skincare advertisements, emphasizing how these representations influence people's perceptions. The research is geographically limited to the Indonesian context, ensuring a culturally specific analysis. The research period will be limited to the last few years to capture modern trends and changes in advertising strategies. The scope includes multimodal critical discourse

analysis, combining visual, verbal, and symbolic elements to comprehensively understand the subject.

E. Significance of the study

The research entitled "The Beautification Of Men Within Skincare Advertisements In Indonesian: A Multimodal Discourse Analysis," is significant in its exploration of the cultural phenomenon of male skincare advertisements in Indonesia. Using multimodal discourse analysis, this research explores how beauty and masculinity are constructed and conveyed in these advertisements. The focus on multimodality adds a layer of depth, by examining not only linguistic elements but also other visual and non-verbal components. This approach highlights the complex ways in which gender representations are manifested in the Indonesian cultural context. The findings contribute valuable insights into the complexities of advertising strategies, emphasizing the importance of considering multiple modes of communication in understanding the dynamics of nuanced depictions of beauty and masculinity in the Indonesian skincare industry.