

The Construction of the Meaning of Beauty by the Representation of Wardah Halal Beauty

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Abstract : This research describes the constructivism of the Halal beauty of Wardah commercials that present hijab women as the advertising models and shows the sign of Halal in each promotion. There are differences of the concept of beauty between wardah and other beauty ads. When today's ads describe that beautiful women are who have bright skin, sharp nose and long hair, wardah describes that beautiful women are the hijab women and wear Halal beauty product. This research is interesting because it is so rare when the beauty is presented by hijab women. By using the constructivism paradigm and combining it with reception theory, the author wants to reveal whether women are constructed by these commercials. Reception theory is about how public accept the content of a media. The informants are the women who wear hijab, wear Wardah products and join 'Wardah Goes to Campus', a roadshow event conducted by Wardah in Universities all around Indonesia. By interviewing the informants, a statement can be inferred that informants A, B, C, and D assumed that beauty is a physical beauty. However, after they have learned about the true meaning of beauty and watched Wardah commercials, those informants understand that beauty is reflected by the women who wear hijab and wear Halal Cosmetics. Meanwhile, the informant E assumes that beauty is relative, inner, and good-looking. The conclusion of this research is that the informants are constructed by the halal beauty described by Wardah commercials. By presenting the models wearing hijab and wear natural-looking cosmetics, Wardah successfully influences the informants to be more confident to look good by wearing hijab.

Keywords : ad, commercial, construction, halal beauty, wardah

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