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## ABSTRACT

In this era of globalisation we can feel various changes, we are easier to get information, we also feel a change about beauty standards, women in the world and even in Indonesia are never separated from the so-called process of pursuing beauty. Also in every change in the age of beauty standards often change. Dove as a brand for body care sees the development of beauty standards in the world judging that the world's beauty standards are too much, they also care about the issue that teenagers are often not confident in the face they have, therefore they made a campaign that is a Dove real beauty campaign they believe that all women are beautiful without exception, they want to break the standard of beauty that is developing in today's world. The campaign is necessary in building Dove's corporate image into an effort to cultivate a positive image. This study aims to show the visual meaning as well as the moral message contained in Dove's Instagram feed in increasing concern for the issue of beauty standards that sometimes make women feel less confident. By using a soft selling strategy by incorporating a little visual communication and theme elements into their marketing. Also, how to convey and express messages to customers to form an effectiveness in message communication. The research method used is descriptive qualitative. Explaining a phenomenon as deeply as possible by collecting data that is as deep as possible, which shows the importance of the depth detail of the data under study. Qualitative research of researchers by digging deep data such as interviewing the source concerned. The results of this study show that the messages contained from Dove campaigns through their Instagram accounts create positive imagery and play an important role in promoting Dove to the wider community by using marketing techniques from marketing terminology 360 degrees from results that can be inferred and analyzed through the stages and elements of 360-degree marketing starting with analyzing the media that has been and is being used. The aim of the campaign is

to celebrate the natural physical variations that all women embodied in and inspire them to have the confidence to feel good about themselves, they can take better care of themselves with a series of treatments from Dove.

Keywords: Moral message, Dove, Campaign

## INTRODUCTION

In this era, the emergence of the internet gave birth to a communication medium that is growing rapidly in terms of users, namely social media. Social media is an internet-based communication medium that allows virtual interactions to occur. One of the reasons people visit the internet is to use social media. Currently, there are more and more various social media platforms that are in great demand, such as Facebook, Instagram, Youtube, Twitter, etc.

As a manifestation of the existence of new media, the rapid growth in the use of social media has actually brought changes in the way products are communicated. Regarding how a company or organization develops a product, it is better to continue to explore communication channels through social media. The development of social media has also succeeded in bringing a new paradigm of encouraging trust through shared content

Now there is the term content marketing or content marketing which is often mentioned lately, especially in digital marketing content, moving from traditional to modern styles, now content is a way of promoting or communicating company or organization products. Content marketing is publishing content that empowers, engages, educates, and connects with its readers (Mc Pheat, 2011: 3)

According to Rogers (1982) in Cangara (2014:64), states that communication strategy is a design made to change human behavior on a large scale through new ideas. Therefore, the selection of strategies must be carried out carefully in communication planning, because it can have a bad impact if it is not appropriate in the selection of strategies. The impact can be in the form of losses in terms of time, material, and energy.

Advertising is one of the tools used to market products to the public. The selection of visual materials in advertisements is very important, especially in audiovisual advertisements and print advertisements so that advertisements can get the attention of the audience, this also applies to beauty product category advertisements that use templates.

## INTRODUCTION

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The development of technology and communication today, encourages advertising to adapt to changing times and culture in society. Since its inception, advertising has become an effective marketing tool that is widely one of the most widely used visual subjects in the advertising industry. The concept of feminism is used as a marketing strategy to create a good image of a brand or brand. Feminism is a reference in advancing the struggle for the realization of gender equality and human justice (Hidayati, 2018:1).

This concept is able to break the bad image of the brand or brand in the perspective of society. Various visualizations of women in advertisements are often found in beauty and care products. In fact, in 2014, the term femvertising became a popular concept and became a magnet in itself in the advertising industry (Kumalaningtyas, 2018: 67).

In Diwati & Santoso (2015:37), a concept where a company integrates and coordinates various communication channels to send a clear, consistent, and convincing message (Tuhuteru & Sukmawati, 2019:63) the media is clear, the subject conveys it is clear, so that the message can be received and the meaning is clear.

With regard to the company and its products are the main characteristics of integrated marketing communications or in the form of writing, photos and videos. In addition, Instagram users can also engage in interactive relationships through commenting on uploaded content. The results of the study state that social media has a positive contribution to carrying out a promotional action, so it is necessary to design a promotional strategy and marketing communication from social media (Sapoetri & Pannindriya, 2019:122).

According to the SheKnows Media Survey conducted in 2014, 71% of women think brands should be responsible for advertisements that promote positive messages to women and girls, and 52% report that the reason they buy a product is because they like how a brand portrays women in advertisements. (SheKnows Media, 2014).

Global research emphasizes the universal issue of increasing pressure from society on the perception of a woman's beauty, meanwhile women's self-confidence decreases with age, and sometimes people who are not confident because their bodies get harsh criticism by the surrounding community, especially in Indonesia are often women. fat people will be bullied and they become insecure.

The standard of a beautiful woman cannot be separated from the media's construction of the meaning of beauty. The media displays beauty standards that are consumed by the Indonesian people every day through media content and advertisements.

In Indonesia, beauty standards must be white, slim bodies, this causes various perceptions of the community and gives rise to that someone is considered beautiful to be like that, otherwise it can cause body shaming, or get bullied at school/college.

## LITERATURE REVIEW

According to Lasswell, the communication process starts from the sender of the message (sender) who conveys the message (message) through the medium (medium) received by the recipient of the message (receiver) and then creates feedback (feedback) given by the recipient of the message to the person who sent the message.

The campaign carried out by Dove is included in the product oriented campaign, namely product-oriented campaign activities and commercial purposes (Ruslan, 2008). Campaign activities carried out by raising social issues regarding beauty standards as a source of confidence, not worries that make a woman obliged to adhere to the notion of beauty standards. In addition, perception is also important to know because the perception formed by the target audience will affect the positioning of a brand.

### Campaign

Public Relations Campaign is a communication management activity that has been previously planned by a company or agency whose goals have been predetermined, the purpose of this campaign activity is usually to change the attitude of the community as a public company or agency to suit the wishes of the company or an agency. The campaign objectives of each company or agency of course vary, according to the purpose of the establishment of the company and agency.

Today's campaigns are widely used to increase public trust in companies or institutions, both private and state-owned, so that the public's trust in the company will increase goodwill as the goal of the establishment of a company or agency in addition to increasing the value of the company's capital.

Darlina (2016), in the journal on the effect of corporate image and service on Dove customer loyalty, explains that corporate image is the public's opinion on company performance which is very influential on the good or bad selling value of the company, a good image is the purpose of establishing a company. Companies need to understand the right strategy to influence the audience to buy the goods and services that the company offers.

Dove campaigns to break the world's white, slim beauty standards, by creating a massive campaign using digital media, Instagram and Dove's official website. Dove is loyal in campaigning for women with its campaign entitled "real beauty".

Dove's campaign is widely used to increase public confidence in the company, positioning itself for women in the world to be confident in their bodies. Dove also wants to break the concept of a beautiful world that has to be white, slim, and so on, and also through public relations on Dove's Instagram.

Characteristics of Campaigns Quoting the material "Campaign and Propaganda" by Agus Purbathin Hadi, campaign practices can be indicated through several characteristics or characteristics.

- Clear Source The campaign has a clear source, which is the initiator, transmitter and person in charge of a campaign product, so that the recipient of the campaign message can identify and evaluate the credibility of the source of the message.

- Open for discussion Campaign messages are open for discussion, even the main ideas behind the implementation of the campaign are also open for criticism. This is because the ideas and objectives of the campaign are basically good for the public.

- Based on the principle of persuasion All actions in campaign activities are based on the principle of persuasion, namely inviting and encouraging the public to accept or do something that is recommended on a voluntary basis. Thus the campaign in principle is an example of a real act of persuasion.

Campaign Types Campaigns can be divided into several types, namely:

1. Product Oriented Campaigns Product-oriented campaigns. Commonly occurs in business and commercially oriented environments, such as new product launches. These campaigns are usually filled with interests to build a positive image of the products introduced to the public. For example, the Bank BTN Go Public campaign.

2. Candidate Oriented Campaigns Candidate-oriented campaigns. Generally motivated by a desire for political interests. For example, election campaigns, fundraising campaigns for political parties, and so on.

3. Ideologically or Cause Oriented Campaigns This type of campaign is oriented towards specific goals and often has a social dimension or social change campaigns (Kotler), namely campaigns aimed at dealing with social problems through changes in attitudes and related public behavior, such as the AIDS campaign, and so on.

In addition to the three types of campaigns, there are also campaigns that aim to attack, namely: Negative campaign: This type of campaign is used to attack other parties through a number of data or facts that can be verified and debated. Black campaign: Based on rumors, gossip, even leading to the implementation of a number of propaganda techniques. Black campaigns tend to be difficult to verify or debate.

### 1. Semiotic analysis of Ferdinand the Saussure

Saussure who uses the term semiology in his study of semiotics carries a language or linguistic approach in his studies, not far because he has a linguistic background. Saussure was born in 1857 and began to like the field of language and literature since childhood, even at the age of 15 he wrote an essay entitled *Essai sur les langue*. Saussure then studied the field of language more deeply in Leipzig and Berlin, and studied various languages, one of which was Sanskrit.

Semiology according to Saussure is the study of signs in human social life, including what these signs are and what laws regulate the formation of signs. This shows that the sign and the meaning behind the sign are formed in social life and are influenced by the system or law that applies in which there are 2 concepts of discussion.

The first concept is signifiant and signifie which according to Saussure is a sign-forming component and cannot be separated from one another. Significants, or also called signifiers, are things that are caught by our minds such as sound images, visual images, and so on. While the signifie, or what is also known as the signified, is the meaning or impression that we have in our minds for what is caught.

If viewed from a linguistic perspective which is the basis of Saussure's semiological concept, the parable can be compared to the word and noun "door". The door is significantly a component of a collection of letters, namely p-i-n-t-u, while significantly it can be understood as something that connects one room to another. The combination of the signifiant and the signifie then forms a sign for the "door", not just an inanimate object used by humans.

The second concept is the aspect of language which is divided by Saussure into two, namely *Langue* and *Parole*. *Langue* is a language system and an abstract system that is used collectively as if mutually agreed upon by all language users, as well as being a guide in language practice in a society. While *parole* is the practice of language and individual speech forms in society at a certain time or moment.

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Saussure explained that langue can be regarded as a social fact and a reference for society in language, which also acts as a system that determines the relationship between the signifier and the signified. The langue that is realized and applied by individuals in society as a form of language utterance is then referred to as parole. The parole of one individual to another may vary because the realization and application can vary from one another.

Markers are objects that are first seen and heard by the eyes and ears, in the form of images, sounds, writings. The sign, definition or concept of beauty according to Dove is one who is confident, dares to appear as he is and the sign is that Dove cares about the issue of self-confidence among women by encouraging

them to dare to appear as they are which means Dove is making a campaign.

Harold Lasswell, renowned theorist who contributed many ideas and thoughts related to the branch of social science and communication. In 1948, he proposed a simple communication model and is still being applied as a basic communication model. The models are; Who (Who) Speaks what (Say's What) With what media (In Which Channel) To whom (To Whom) And with what effect (With What Effect).

## 2. Humanism Communication Theory

Humanist theory, a theory that was developed after behaviorism and psychoanalysis, developed in the mid-20th century and developed rapidly in the 1970s and 1980s. This perspective emerged as a reaction to the deterministic and pessimistic views supported by behaviorism and psychoanalysis.

According to the humanistic perspective, to understand a person's motives and behavior, you have to look at the person as a whole, and you have to focus on the subjective experience of the individual. The focus should be on the individual, and it is assumed that a person's behavior is connected through his inner feelings and self-image.

Humanistic psychology rejects behaviorism and psychoanalysis because they are too deterministic and also often see unconscious, instinctive forces as the determinants of human thought and behavior. The humanistic approach is a radical change at the time of psychological thought because, unlike behaviorism and psychoanalysis, one of the assumptions behind the humanistic approach is human. the being has free will and personal agency.

The humanistic perspective sees behavior as something that is not determined by the subconscious mind (Littlejohn, 2011).

### 3. Communication Theory

Communication theory Everett M. Rogers, Communication is the process by which an idea is transferred from a source to one or more recipients, with the intention of changing their behavior.

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Communication is one of the most fundamental needs for a person in social life. Humans can convey their desires through communication as a vehicle for self-actualization and the process of transacting in their environment, there are no humans who are not involved in the communication process. From so many definitions of communication, the author cites several definitions from several experts.

Theodorson (Olson, 2015:6) defines communication as:

"The transmission of information, ideas, attitudes, or emotions from one person or group to another (or others), primarily through symbols." field of experience) between sender and receiver (West and Turner, 2014:13)

Communication purpose

Communication has a purpose in every process, and goals

communication according to Seitel (2013: 54) are as follows:

- 1) To Inform
- 2) To Persuade
- 3) To Motivate
- 4) To Build Mutual Understanding



First, the purpose of communication is to pass information from one party to another. For example, when an organization provides various information and education to its public. Second, the purpose of communication is to influence people to behave as expected. The third purpose of communication is to provide motivation.

#### 4. Consumer Behavior

The concept of Consumer Behavior includes mental and psychic processes that take place from before to after purchase (Peer & Olson, 1999, in Mirzaei and Ruzdar, 2012: 2). Consumer behavior is a study of consumer behavior including what, how and why consumers buy (Mirzaei and Ruzdar, 2012: 2). Consumer behavior also marks how consumers make decisions, how products or services are used (Daniel, 2003 in Mirzaei and Ruzdar, 2012: 2).

Engel et al (1995) define consumer behavior as actions that are directly involved in obtaining, consuming, disposing of goods and services, including the decision-making processes that precede and approve these actions.

Berkman and Gilson in Mirzaei and Ruzdar (2012: 2), add that consumer behavior is an activity in which the use of various products in the market which includes goods, services, ideas and the market environment.

The definition of consumer behavior above, can be concluded in three important elements, namely the decision-making process, consumer behavior that highlights the behavior of both individuals and organizations and physical activities that all involve individuals or organizations in assessing, obtaining and using goods and services.

Consumers buy goods and services in order to benefit from these goods and services. It is concluded that consumer behavior does not only study what consumers buy or consume, but also how consumers' habits, and under what conditions goods and services are purchased (Latief, 2011:71).

Fandy Tjiptono (2000:43), states that: "Marketing strategy is a plan that marketing managers want to follow. This action plan is based on an analysis of the situation and the company's goals and is a way to achieve these goals.

Diwati & Santoso (2015:37), the concept of a company that integrates and coordinates various communication channels to send a clear, consistent, and convincing message about the company and its products is the concept of Integrated Marketing Communication.

## 5. Integrated Marketing Communications (IMC)

It has evolved over the three decades since it was first introduced in a scientific article in the late 1980s and early 1990s. (Estaswara, 2016:74) The process of integrating marketing communication campaigns is briefly summarized by Chris Fill (1995) in the model published in his book Marketing Communications. In today's marketing strategy, IMC uses a lot of power from technology and media. The most powerful media in marketing are Facebook, Youtube, and Instagram which have the advantage of being easy to share information.

According to Kotler and Armstrong (2006), marketing is a social process by which individuals and groups get what they need by creating offers and identifying products or value with others. The purpose of marketing communications is to achieve three stages of change for consumers;

The first stage, which is to be achieved is a change in knowledge, where consumers are aware of the existence of the product, what is the purpose of the product, so that the message conveyed can satisfy market desires.

The second stage, consumer purchasing decisions, a marketer must look at things related to purchasing decisions. The third stage is the purchase decision-making process where consumers actually buy the product.

## 6. Visual communication

According to Lester (2003:400), visual communication is understandable by the audience. Visual communication is a series of processes of conveying certain intentions or intentions to other parties by using depiction media that can only be read by the sense of sight. Visual communication we usually use to direct our eyes to the world and understand it. Visual communication itself is a term that refers to the delivery of ideas or information in a form that can be seen by the eye.

Visual communication relies on both data functioning properly and the brain creating meaning from all the information we receive. An active mind can remember and use visual messages in thoughtful and innovative ways.

Visual communication as information and interaction as a means of presentation and promotion is to convey messages, get attention, and make the message memorable. To achieve this goal, images and writing must be attractive and suggestive. Dove makes posts on Instagram with colors that are soft on the eyes because to make the impression that women are soft-hearted, confident, cheerful, and as they are.

## 7. Strategy, Targeting, Positioning

Strategy is a tool to explain the direction and goals of the business by following the chosen environment and as a guide in distributing the resources owned by the company or organization (Tjiptono, 2005: 3).

A successful branding campaign is described as increasing product visibility to consumers, as well as product appeal. Loss of branding occurs when companies fail to apply positive perceptions of their product or organization to consumers' minds. Dove has made it a mission to:

Dove wants to Boost self-esteem and increase body confidence in young people Dove wants to destroy unrealistic beauty standards and help women and non-binary individuals redefine beauty, in their own way, Just show people what they are, in real life, 100 % original, 100% unedited, and 100% beautiful.

Dove is helping to end race-based hair discrimination in the workplace, at school, and in all areas of life, but there's more work to be done. From continuing the fight against unrealistic online beauty standards, to battling systemic racism and climate change, there are pressing issues we must face now. Beauty still needs to change – and we can't do it alone. #Join Dove #Let's change Beauty.

### Analysis and discussion

The concept of semiotic analysis from Ferdinand de Saussure is used in this study as the initial concept used to explain the understanding of an object contained in the official Dove Instagram account feed, namely one of the post themes discussing real beauty, the signifier and signified concepts are applied to help examine the differences in the concept of beauty. which was built by Dove with the issue of beauty that is developing in the community so as to create the true meaning of beauty itself.

The signifier of the Instagram feed post is Dove partners who work with Dove to inspire their beauty to be published on the internet to voice that beauty is a woman who is confident, who really doesn't use filters for her photos, who is herself even on her body there are still flaws, who are proud of their bodies, who take care of their bodies.

Signified is a mindset in the form of new thoughts that are seen by our eyes and conceptualized through our brains, namely the real beautiful concept formed by Dove to break that concept that is too excessive out there that is developing in society.

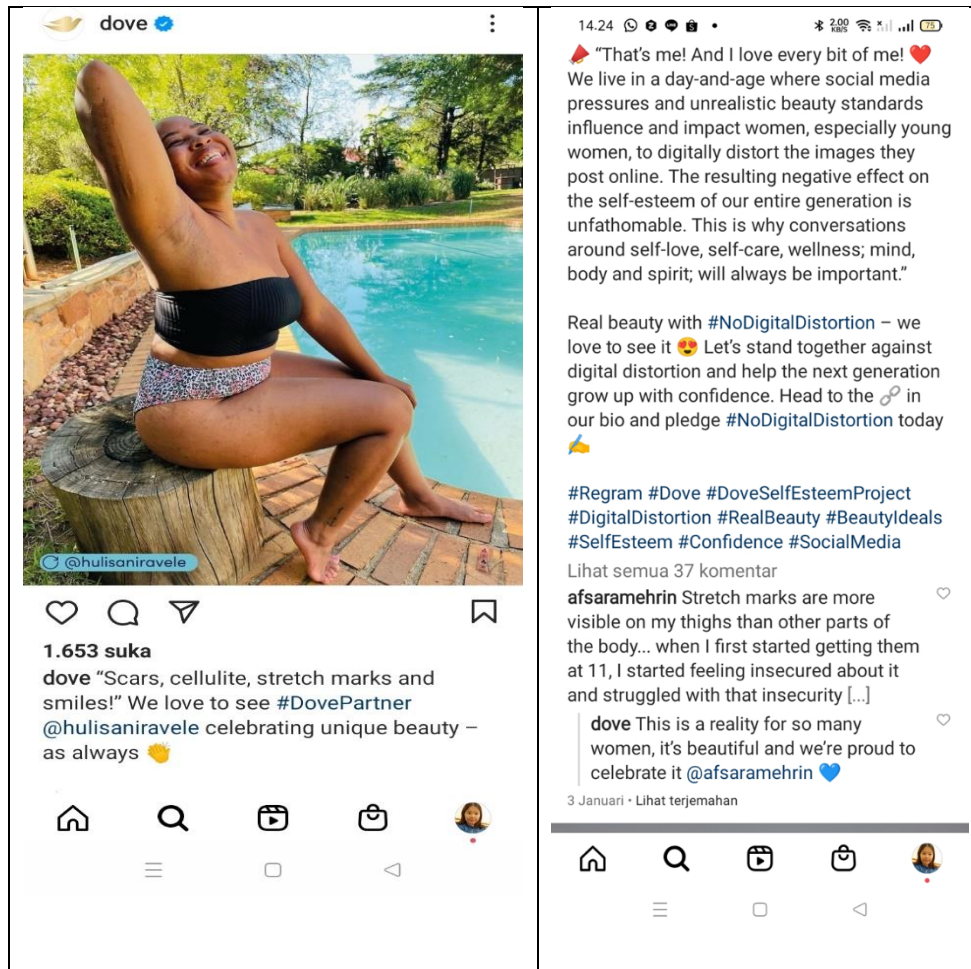
The signified is also a moral message given by Dove through a visual message through the Instagram feed posted on Dove's Instagram. With the one hand digitization can make it easier for us to get information, share the news with others, and be able to sell the goods / products we have, but in the era of digitalization it also has a negative side, namely competition, where sometimes we compare ourselves with others, For example, we compare the beauty we have by looking at other people's Instagram photos, which can lead to self-confidence and dissatisfaction with the beauty that God has given.

There are still many black women, such as in Papua and NTT in eastern Indonesia, they are still often ridiculed because they have a different skin color from the skin of most Indonesians. They are often ridiculed as ugly, unpretentious, unsightly, they are often kept away from the environment because their hair is also dirty. curls often they are exiled.

In this campaign created by Dove, it moves us to be more confident and continue to respect our brothers and sisters who have different skin colors, their hair. That way they will be more confident that they are beautiful and valuable.

Dove's goal is not only to increase sales, but also to build a positive image for the community. They want to change the standard of beauty that has often been wrong and excessive on social media, namely by making a Dove real beauty campaign movement, that all women in this world are very valuable and beautiful without exception. They want all women to be proud and take care of the bodies that God has created.

Moral message: Sometimes we are often insecure because we are busy comparing our beauty with others. Even we don't know on the internet that other people can use filters to make their faces more beautiful, but Dove is struggling to create a Dove real beauty campaign to grow our confidence with the beauty of the body that we have, we should be confident with the face and body that we have and take care of the body we have so that natural beauty will appear



Images 2.1

Dove ad showing facial expressions and smiling

(source Instagram Dove)

The signifier in this photo is a photo of a woman who is a Dove partner who is participating in the “Real beauty” campaign showing her brown body with a few stretch marks on her body and a woman expressing herself with a big smile and confident, the woman is proud of her body .

The signified (sign) in this photo is that Dove wants to show through its advertisements that black women are often considered unbeautiful or unfit to be models but this time Dove wants to be Signified (sign) Dove wants to give a moral view/message that the real concept of beauty is a woman who being confident, being what they are, being themselves, being gentle, can inspire women out there that they think they are valuable, even without make-up and filters, as well as the shortcomings that their bodies have.

The picture above is a partner of Dove real beauty who was chosen to inspire women around the world to look confident named hulisaniravele, in this picture Hulisaniravele looks confident by showing off her face and body and confident with her body flaws

### C. Research results

Based on data collection, interviews and observations that have been carried out by researchers, it can be concluded that the results of this study prove that the meaning of visual messages on the Dove real beauty Campaign in Dove's Instagram feeds is proven to increase sales of Dove products, improve the brand image built by Dove about caring Dove in a growing issue in the world that is currently about the wrong concept of beauty.

There are still many women who are not confident because of their bodies and they are not confident because their skin color is different from the white global beauty standard, Dove wants to remind women to stay confident with their bodies and faces.

Understanding through the signifier and signified concepts that they get can help deliver brand messages to informants so that they can enter the stage of being interested in Dove products until finally the informants make purchases of Dove products.

In kriyantono (2012:265) Ferdinand de Saussure's semiotic analysis is a fairly good analysis in explaining how an audience can absorb a stimulus into a signified and a signifier so that it generates interest and supports a purchase activity for the brand.

### CONCLUSIONS

Because there are shifts in trends and changes in the concept of beauty around the world, many on social media indirectly show that those who are called beautiful must be thin, white, tall. So that many women are less confident when they see photo posts on social media, this affects their daily lives if they continue to have the belief that beauty must be white and so on.

Through the visual communication that Dove made on Instagram now wants to try to break the concept of beauty in the world, Dove really cares about women, they try to increase women's confidence, encourage themselves to respect the face and body, Dove conveys that all women are beautiful even though black skin color, unlike other women's skin color.

This study concludes that the visual message of Dove's Instagram feed posts can increase the self-confidence of teenagers and women in Jakarta by interpreting that Dove's Instagram feed posts will result in markers and signifiers. Although the two informants are interested in posting different Instagram feeds, the visual message process that occurs remains the same, starting from understanding the signifier and signified methods.

This method made the two informants think that every woman is beautiful, the women themselves are proud and confident and love their bodies, and do body treatments from Dove.

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PERSETUJUAN RESUME  
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Mahasiswa/I



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Pembimbing



(.....)  
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