

CHAPTER II

REVIEW OF LITERATURE

B.1 Theoretical Framework

In the study of Dior's Year-End Holiday Collection advertisement, Roland Barthes' semiotic approach is used as a framework to dissect and analyze the various signs and symbols presented, with the aim of uncovering the layers of meaning hidden behind the captivating images and carefully constructed messages. Through Barthes' lens, the ad is not simply viewed as a product promotion, but rather as a rich text containing codes and conventions that reflect and influence the wider culture of beauty. The analysis aims to outline how the visual and textual elements in the ad function together to create a particular narrative of what beauty is and how it should be valued and pursued by consumers. (Chen, 2022).

B.1.1 Semiotic Theory

Semiotics is the study of signs and how they create meaning. These signs can be words, images, gestures, sounds, or any object that can convey information or meaning. In general, semiotics seeks to understand how these signs function in communication and how they are understood by the audience. (Chandler, 2002).

1. Roland Barthes

Roland Barthes, a French semiotician, expanded the concept of semiotics, especially in the context of culture and media. He

distinguished between denotation, which is the direct or literal meaning of a sign and connotation, which is the additional or associative meaning carried by the sign. In addition, Barthes introduced the concept of myth as a second system of meaning that builds on the systems of denotation and connotation, where signs are used to convey ideology and deeper cultural meanings. (Chandler, 2002)

B.1.2 Naomi Wolf's Beauty Standard Theory

Naomi Wolf is an author and feminist activist best known for her book "The Beauty Myth: How Images of Beauty Are Used Against Women" published in 1990. In this book, Wolf explores how beauty standards promoted by the media and the beauty industry serve as tools to control and oppress women. Wolf's theory of the "Myth of Beauty" includes several key aspects that explain the social, psychological, and political impact of beauty representations. (Wolf, 2002)

Naomi Wolf's Theoretical Principles in "The Beauty Myth":

Unrealistic Beauty Standards, Wolf argues that the media and beauty industry create and promote very narrow and unrealistic beauty standards. These standards usually include a slim body, perfect skin, and a well-groomed appearance. Wolf emphasizes that these standards are almost impossible for most women to achieve, and this creates immense pressure for them to always try to meet these expectations. (Lennon, How Unrealistic Beauty Standards Profit from Women's Insecurities, 2023)

Social and Psychological Pressures, these narrow representations of beauty create significant pressure for women to adhere to these standards. As a result, many women feel dissatisfied with their own appearance, which can lead to psychological issues such as low self-esteem, anxiety, depression and eating disorders. Wolf points out that this is an effective way to maintain social control, as women who are preoccupied with their appearance are less likely to focus on other important issues. (Ridge, 2024)

Patriarchal control, Wolf highlights that beauty standards are used as a tool by the patriarchy to control women. By placing a high value on physical appearance, women are encouraged to compete with each other in superficial areas, thus distracting them from equality and empowerment. It also reinforces the idea that women's value lies in their appearance, rather than in their achievements or abilities. (Wolf, 2002)

Commodification of Beauty, the beauty industry capitalizes on these beauty standards for economic gain. By creating and maintaining insecurities about physical appearance, the industry sells a range of products and services that promise to improve or maintain beauty. Wolf argues that this is a form of exploitation, as women are encouraged to constantly spend money and energy to achieve unrealistic beauty standards. (Beauty, 2023)

Beauty Myths as Ideology, according to Wolf, beauty myths function as ideologies that maintain existing power structures. This is similar to the way other ideologies work to maintain the status quo, by promoting beliefs that benefit the dominant group (in this case, patriarchy). Beauty myths make women constantly feel the need to better themselves, which in turn reinforces their dependence on beauty products and the standards set by the industry. (Wolf, 2002)

Impact on Gender Relations, Wolf also shows how beauty myths affect relationships between men and women. By placing great emphasis on women's appearance, these myths can create an imbalance in relationships, where women may feel they have to meet unrealistic physical expectations in order to gain or maintain love and attention. It can also reinforce unequal traditional gender roles.

Relevance and Impact, Wolf's theory of "The Beauty Myth" has been highly influential in feminist studies and media criticism. Her work helped open up discussions about how representations of beauty affect women individually and socially. Many feminist researchers and activists use this framework to analyze advertisements, films, magazines, and various other forms of media.

Wolf also inspired a movement to challenge and change unrealistic beauty standards. Campaigns for body diversity and body acceptance (body positivity) are largely influenced by this kind of critique, with the aim

of creating more inclusive and realistic representations of beauty in the media. By understanding Naomi Wolf's theory, we can be more critical of the way beauty is promoted and used in society, as well as more aware of the negative impact it may have on women's self-esteem and freedom. (Wolf, 2002).

B.1.3 Popular Culture

Popular culture is the set of practices, beliefs and cultural objects that are dominant in society at any given time. It encompasses various aspects of everyday life such as music, movies, television, fashion, sports and lifestyle. In contrast to high culture, which is often considered more elite and exclusive, popular culture is usually more accessible to the general public. (Tiwari, 2019)

Popular culture today is instrumental in shaping and promoting narrow and often unrealistic beauty standards. These beauty standards typically include fair skin, straight hair and a slim body, which are widely promoted through beauty products and mass media. Beauty standards in popular culture are influenced by various historical and social factors, including cultural influences from countries that have colonized or interacted with Indonesia, as well as propaganda by the cosmetics industry and mass media. Beauty advertisements often feature women who fulfill ideal beauty standards-white skin, proportional height, and a beautiful face. These figures then become role models or aspirations for many

women. The history of colonialism in Indonesia has left its mark on perceptions of beauty, where the physical traits of Europeans are often considered superior.

This is reflected in beauty standards that glorify white skin. As well as globalization and Western Media, Globalization has brought Western beauty standards into the local culture. The dominant Western media often show models with these features, reinforcing the idea that this is the beauty ideal. Popular culture itself is a manifestation of the values, beliefs and practices shared by the majority of society at any given time. It encompasses various aspects of everyday life, such as music, movies, fashion, sports, media, and of course, beauty standards. Popular culture is often influenced by mass media and the entertainment industry, which have great power in shaping and propagating social and cultural norms. (Wiryawan, 2023).

B.1.4 Beauty Standards

Beauty standards are a set of norms or criteria that are considered ideal or desirable in terms of physical appearance. These standards vary from culture to culture and can change over time. Beauty standards cover various aspects of physical appearance such as body shape, skin color, hair texture and facial features. (Jasleen Kaur, 2023)

Beauty standards are a set of criteria or norms used to assess and define what is considered an attractive or ideal physical appearance within

a culture or society. These standards include various physical aspects such as body shape, skin color, facial features, hair type and height. Beauty standards are often influenced by cultural, historical, economic and social factors, and can vary from society to society and change over time. These standards have been influenced by various cultural, social, and economic factors, and can have a significant impact on individuals and society. While beauty standards can encourage self-care and creativity, they can also create social pressure, discrimination and dissatisfaction. Therefore, it is important to criticize and understand beauty standards, and strive to create a more inclusive environment that values human physical diversity.

(v.s, 2023)

Characteristics of Beauty Standards include Normative and Cultural, beauty standards are determined by the cultural norms and values that exist in society. What is considered beautiful in one culture may be different from another culture.

Changing Over Time, beauty standards are not static, they change over time. Beauty trends that are popular in one decade may differ drastically in the next.

Influenced by Media and Industry, mass media, including television, movies, magazines, and social media, play a huge role in shaping and spreading beauty standards. The fashion and beauty industry also heavily influences what is considered a beauty standard.

Exclusivity, beauty standards are often exclusive, setting norms that are difficult or impossible for most people to achieve. This can create pressure and dissatisfaction with one's appearance. (Fatya Alty Amalia, 2023)

Examples of Beauty Standards include, Body Shape, In some Western cultures, a lean and muscular body is often considered ideal. In other cultures, a fuller body may be considered more attractive.

Skin Color, In some Asian countries, fair skin is considered more beautiful and desirable, often associated with high social status. In some other cultures, darker skin is considered more exotic and attractive.

Facial Features, Facial features such as a sharp nose, large eyes and full lips are often considered ideal in many cultures. However, these preferences can vary, and some cultures may value different facial features.

Hair Texture, Straight, smooth hair is often considered ideal in many cultures. In some other cultures, curly or wavy hair may be considered more attractive. (Bethany J. Ridley, 2022)

B.1.5 Advertisement

In general, advertising can be defined as a form of activity in communicating, attracting attention and persuading some or all of the public to take action in response to ideas, ideas, and ideas the whole

community to take action in response to ideas, goods, or services that are presented.

According to the Indonesian Advertising Council (DPI) (2007: 16) "Advertising is a marketing communication message or public communication. is a marketing communication message or public communication about a product delivered through a medium, financed by a known initiator, and addressed to some or all of the public."

Arens in Junaedi (2013: 109) reveals that "Advertisement as the structure and composition of information communication that is nonpersonal, generally carried out on a paid basis which is characterized by characterized by persuasiveness, containing products (goods, services, and ideas) that are identified as sponsors through a variety of means identified as a sponsor through various media."

This research focuses on the advertisement of a high-end beauty brand, Dior's 2023 year-end collection. Advertising itself is a form of promotional message delivered through the media at a sponsor's expense to offer a product, service, or idea to most of the public. Advertising can be of various kinds, such as commercial advertising, non-commercial advertising, banner advertising, interstitial advertising, native advertising, video advertising, and others. The objectives of advertising include marketing a product or service, providing information related to the product to be sold, persuading consumers, reminding consumers,

generating direct sales, and building a company image. Dior advertising refers to promotional activities carried out by the Dior brand, which is one of the leading names in the global fashion and beauty industry. The main purpose of Dior advertising is to promote its products, which include haute couture clothing, perfumes, accessories, and cosmetics, to consumers around the world. Overall, Dior commercials are a manifestation of their luxurious and innovative brand identity, and are an important tool in their marketing strategy to maintain their position as a leader in the global luxury industry.

B.1.6 Dior's 2023 year-end holiday collection ads

The ads for Dior's 2023 year-end holiday collection, like most Dior campaigns, was most likely designed to showcase the elegance, luxury and innovation that the brand is known for. A discussion of this ad will cover some of the specific aspects that set this campaign apart from a typical ad, including the target market, the message conveyed, and the visual techniques used. The 2023 holiday collection celebrates the joy, luxury and elegance of the season. For Dior, themes can take inspiration from winter aesthetics, such as using snow motifs or sparkles that resemble the glow of holiday lights, all of which are presented in Dior's signature elegance. The ad visuals will most likely feature sophisticated photography with a luxurious and decorated setting. The use of color, lighting, and composition is highly thought out to attract attention and portray an exclusive and

luxurious holiday feel. Products featured could include haute couture clothing, accessories, and possibly perfumes and cosmetics designed specifically for the holiday season. This time, Dior has partnered with celebrity or famous model Anya Taylor Joy in their campaign. The inclusion of this public figure not only enhances the visual appeal but also helps connect the brand values with the qualities and image that Dior wants to reinforce in the eyes of global consumers. Messages in advertisements for holiday collections can focus on stories of tradition, beauty, and enjoyment of the season. Dior might use narratives that emphasize how their products can enhance special moments, make them ideal gifts, or how they enrich the holiday experience. The ad is likely to be launched through multiple channels including television, social media, and print. Dior may employ an omnichannel marketing strategy to ensure that the campaign reaches a wide and diverse audience, including a special emphasis on the digital market given the increase in online shopping during the holiday season. In addition to the commercial aspect, Dior's holiday collection advertisements may also address the social and cultural impact of the products featured. In the context of semiotics or cultural analysis, this ad can be seen as a representation of what is considered 'ideal' or 'high value' in society, as well as how it influences norms and expectations towards beauty and luxury. By understanding all these aspects, the discussion of the advertisement for Dior's 2023 year-end holiday collection becomes

richer and more complex, encompassing not only the aesthetic and commercial aspects but also its relevance in a broader social and cultural context (Richardson, 2023).

B.2 Review of Related Research

In this study, researchers used several relevant references, including journal articles. There are four articles and research reports used. The first is Zhang, Y (2019) "A Semiotic Study on Print Advertisements of Luxury Perfume Brands for Women" from Asian Journal of Social Science Studies; Vol. 4, No. 1. pp. 15-19. This article discusses the semiotic analysis of luxury perfume advertisements for women, using semiotic theories from Saussure, Peirce, and Barthes. Two perfume advertisements, Dior J'adore and Burberry London, are analyzed using semiotic theories. In the analysis of the Dior J'adore ad, the elements are described as signs that have literal and implicit meanings. While the Burberry London ad uses nostalgia and memory styles. The article also discusses how the ads generate meaning and attract audiences, through the use of celebrities and the promise of a luxurious lifestyle. Semiotics is described as a useful tool for analyzing advertisements because every advertisement contains signs. The theories of Saussure, Peirce, and Barthes provide a foundation for understanding the structure and meaning of advertisements. Overall, this article shows that semiotics is very useful for analyzing advertisements in modern society.

Then the second references is Luthfie Rizky Utama (2020), "An Analysis of Gucci Through Semiotic Roland Barthes", Vol. 2 no. 1, pp. 46 – 58. This article discusses the analysis of Gucci branding using Roland Barthes' semiotic theory. The purpose of this research is to describe the signs in Gucci branding that represent social status and the relevance between Gucci branding and social status. This research uses interpretative qualitative method by conducting observation and documentation of Gucci branding. The theory used is Roland Barthes' semiotics which discusses three levels of meaning, namely denotation, connotation, and myth.

The third research, Lelu Dina Apristia (2019), "The Myth of Female Beauty: Study of Representation Toward Post-New Order Novels Written By Males written from International Journal of Humanity Studies", Vol. 2, No. 2. pp. 141-157. This article discusses the representation of female beauty in the post-New Order era by male writers through their novels. The theory of representation used is Stuart Hall's theory which approaches representation in a constructionist manner. According to this theory, representation is not only related to the meaning produced through language and knowledge produced through discourse, but also reveals the patriarchal structure contained in the discourse. The novel studied is *Ca-Bau-Kan: Only a Sin* by Remy Sylado and *Blakanis* by Arswendo Atmowiloto. These two novels were chosen because they were published in the post-New Order era and were successful in society. Remy Sylado represents female beauty through the

character Tinung who is young and has a beautiful body. This reflects society's view that old women are no longer sexual. Arswendo Atmowiloto represents female beauty through the character of Ai who has white skin. This reflects the condition of women in post-New Order society who pursue white skin. Both representations are shaped by the male author's relationship with men in the post-New Order era and the formation of discourses that support masculine domination.

The fourth, the article by Yasnur Asri (2020), "Representation of Beauty in Ayu Utami's Novels: Wolfian's Beauty Myth Perspective" from Atlantis Press, Vol 485.pp. 168-190. This article discusses the representation of female beauty in novels by female writer Ayu Utami, namely Lalita and Maya. The theory used is Naomi Wolf's beauty myth theory. According to this theory, beauty myths are influenced by two factors: the capitalist industry and patriarchal institutions. The novels Lalita and Maya were chosen because both novels discuss the issue of female beauty. The standard of beauty represented is the standard of Indonesian women's beauty, namely *langsar* skin, thick and bushy hair, slim and proportional body. Factors that shape the myth of beauty are the cosmetic, fashion, automotive industries that embody beautiful women in advertisements with their products. Another factor is the male view of the perfect woman. There is contestation between female characters based on physical beauty and attitude, such as Lalita-Marja and Yasmin-Maya. The

beauty myths outlined in the novel are influenced by the patriarchal perspective that always values women's beauty.

The fifth research, Ivi Wiske Panambunan (2022) used "The image of the tough woman in the novel about you by Tere Liye: Analysis of liberal feminism Naomi Wolf" from International Journal of Social Science (*IJSS*), Vol.2 Issue.2, 1293-1304. This article discusses the portrayal of a strong woman through the main character in the novel About You by Tere Liye by using Naomi Wolf's theory of liberal feminism. The main character named Sri Ningsih is a woman who is tough in facing various life problems. She is able to lift herself out of misery. Sri Ningsih has intelligence, charm, tenacity and courage. These four traits are an illustration of a woman's strength of a woman. This strength is used by women to be equal to men. Sri Ningsih was able to education even though she had to travel far. She also started businesses such as renting out cars and building a soap factory building a bath soap factory.