

Counter hegemony of beauty concept by The Body Shop Instagram ad: A semiotic analysis

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Abstract

Western beauty standards have dominated the perception of Indonesians for so long. It is mentioned that beautiful women should have smooth white skin, pointy noses, tall bodies, and straight hair. This view has also been the guideline for beauty product manufacturers in producing and advertising their cosmetics. Therefore, conventional cosmetics advertising models are usually white skinned women that have wide eyes, tall bodies, and straight hair. This study aims to describe how The Body Shop tries to fight against the hegemony of the concept of beauty that has dominated before, which called counter hegemony. This research is a descriptive qualitative research that using Roland Barthes semiotic analysis method, which focuses on the signifier, signified, denotative, and connotative meaning. The research based on six photos and advertising narrations that aired on Instagram @thebodyshopindo on October 9, 2021. The results showed that The Body Shop has countered the hegemony of the dominant beauty concept by displaying signs of resistance in firm narrative which means inviting women to always believe themselves with their natural beauty, not pursuing flawless white skin. The object is a female model with dark skin, not slim, and not smooth. **Keywords:** hegemony, counter hegemony, beauty, advertising, The Body Shop.

Introduction

The history of the conception of women beauty has not been found in the Indonesian context. There are only literature on the conception women beauty in the history of Western civilization that produce and reproduced by the dominant class. How women judge their bodies will usually be closely related to how the social and cultural environment outside of themselves evaluates women's bodies. The image of the perfection of women who must be beautiful according to Western standards has been imprinted in the minds of Indonesian society for a long time. Thin, slim, tall, loose hair, fair skin, are the keys for a woman to be called beautiful according to the dominant point of view (Murwani, 2010).

According to Efnie Indrianie, humans are creatures who love beauty and perfection. As many as 60 percent of the human brain is more sensitive to areas that control visuals. Biological conditions that shape the culture of society that gives appreciation to beauty and beauty. Those who are beautiful are bright-faced, fair-skinned, and fragrant. To achieve that perfection, humans will do anything by using products that can beautify them (Wahyudi, 2022).

The concept of ideal female beauty is also present in everyday narratives in society. "Go on a diet, so it's nice to wear clothes, it's not so tight, it's also good to take pictures." "Your skin is so dark, where have you been? Sentences like this are heard very often and are almost always taken for granted. The words of people who make the subject's cheeks feel hot and red from embarrassment, are considered not a problem. No one blames neighbors or friends (both friends in the real world and in cyberspace) who like to comment on other people's bodies. All are considered normal and do not need to be disputed or protested on a large scale (Wirasari, 2018).

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Criticism of other women's bodies has almost become a necessity in society. Frequently, there are women who get sick because they think too much about people's comments on their bodies. Unfortunately, the concept of reality in society has changed the order of women's body freedom.

The Merz Aesthetics APAC Consumer Study: Discovering the Truth About Beauty and Self-Confidence research in 2018 showed that out of 3,210 respondents surveyed, 70% of respondents from 11 countries in Asia Pacific admitted that they lacked confidence. They also often compare themselves to others so they are categorized as LC (Less Confident / Individuals who lack confidence). Only 30% of respondents claimed to be confident, comfortable, and enjoy themselves as they are. They are categorized as C (Confident / Individuals who are confident). Furthermore, 50% of these individuals who lack self-confidence do not feel beautiful or handsome because their society's cultural norms and beauty standards do not perceive them as such. Meanwhile, 85% of confident individuals are not afraid to say they are beautiful and feel more confident when they look their best and take care of their bodies.

Women's bodies have always been objects of interest groups in society and are in power relations, including the mass media. The media also plays a role in this, either through advertisements, films, and other media means. This is exacerbated by the way almost all manufacturers of beauty products produce advertisements by dictating the women's market, so that they are always bound by such a beauty concept (Rochimah, 2018).

In advertising, representation is presented through a series of sentences or narration as well as pictures, gestures, facial expressions, clothes, sounds, music, and shooting techniques (Domingo et al., 2014). Thus, advertising is one of the most effective means of marketing communication. Advertising is still the prima donna for the dissemination of information chosen by manufacturers, and beauty products are no exception.

In line with the dominant beauty concept, ad creators prefer to display lovely images with beautiful models as Western standards. One of the different cosmetic product advertisements according to the author's observation is The Body Shop Indonesia's ad. In contrast to the concept of most cosmetic advertisements, the producers of The Body Shop provide a counter hegemony, by never persuading women to aim white, smooth, and slim skin. In an advertisement at their official Instagram account on October 9, 2021, The Body Shop Indonesia actually invites Indonesian women to feel free and confident with their natural physique.

The advertising narrative of The Body Shop Indonesia ad invites women to break the beauty standards that have been formed in society. The main idea of The Body Shop Indonesia campaign is against the concept of beauty that has been formed in society, as a form of counter hegemony. The advertisement with several models with diverse skin and face shapes looks anti-mainstream compared to women with flawless skin pictures.

The ad, which was broadcast on The Body Shop Indonesia's official Instagram account on October 9, 2021, has been liked by 14,843 people with 240 comments. The ad visual presents several close-up photos of the model's dark skin and the model's scarred skin. These advertisements highlight unattractive skin as the concept of beauty that has been ingrained in society for a long time looks different.

Hegemony itself comes from the beauty standards of white people as the dominant group, namely white skin, blue eyes, blonde hair, slim bodies and others. The hegemony of this white beauty is not the only reason to maintain dominance and power. But the fact is that the community has participated and fostered this hegemony, although perhaps without them realizing it. In the end, implications also appear in society under the influence of hegemony, including on community members in the novels studied. As a result, the hegemony of white beauty leads to discrimination within the same race, namely fellow African Americans. The first form, everyone vying to be close to white people. The second form, they become self-loathing and experience a decrease in the degree of self-identity as a black person.

In addition to smooth white skin, Asian people consider wide eyes as a sign of beauty. Whereas the majority of the Mongoloid race in Asia has slanted eyes with round faces. Meanwhile,

Western nations (Caucasoid race) with white skin and sharp noses actually consider the brown skin of Asian women to be attractive.

The concept of beauty that we are discussing is rooted in the dominant-marginal issue that exists in US society as described above, where white people are always dominant. As a result, a standard or concept of beauty emerged from white people as a form of hegemonic practice in American society, which then spread to people around the world. Now, with the massive exposure of mainstream media and social media, women in the world – including Indonesia – have been hegemonized to always look perfect and beautiful. Women experience hegemony over their own bodies.

This condition then used by cosmetic manufacturers to cross the concept of beauty on the two continents. Whitening products are offered and advertised in such a way in the Asian region so that women on this continent are crazy about pursuing white skin. On the other hand, tanning products are offered to European women.

Not only for cosmetic industries this condition are happened in fashion industries too. According to the owner of a professional fashion brand, choosing a suitable foreign model for advertisement on social media is one strategy to boost their product sale.

Furthermore, knowledge and perceptions about the professional, quality, and international image of these foreign models are constructions that have been built up in the learning process of fashion brand owners through texts in the media for a long time. This so-called knowledge and perception then present hegemony and ends up perpetuating Orientalist visions towards West (Haryanto & Akbar, 2022).

Based on the background explanation above, in this study the author intends to analyze the signifier, signified, denotative, connotative and myth in the advertising campaign of The Body Shop Indonesia. This ad consists of six photos that ask women not to pursue white skin, smooth skin, thin bodies and no wounds. In this study, the author wants to test and explain the form of The Body Shop's resistance to the hegemony of the dominant beauty concept through its advertisements on Instagram.

Method

This study uses a qualitative approach with a critical paradigm to understand social phenomena that exist in society. The choice of using this approach was based on the consideration of the researcher's desire to analyze and understand the meaning of the visual advertisement of The Body Shop version of "I Must Love Myself" which was uploaded on the company's official Instagram on October 1, 2021. The researcher wanted to explore the motivation behind the advertisement which allegedly was form of counter hegemony against beautiful women in advertising. So far, there has been a hegemony that advertisements for beauty products must display flawlessly beautiful women in order to attract the attention of the dominant group.

The researcher aims to describe the counter hegemony or concept of female beauty in the "I Must Love Myself" version of The Body Shop advertisement on Instagram. To examine and describe the concept of female beauty in The Body Shop's version in detail, this study uses a descriptive qualitative research methodology or approach, especially with the Semiotics of Roland Barthes.

Roland Barthes is Saussure's successor who developed the theory of signifiers and signifieds so that they become more dynamic. Barthes considers that language is a sign system that reflects the assumptions of a particular society at a certain time. Barthes created a map of how signs work, which are as follows:

1. Signifier	2. Signified
3. Denotative Sign	
4. Connotative signifier	5. Connotative signified
6. Connotative sign	

Figure 1: Barthes Map of Sign (Sobur, 2016)

Based on Barthes' map above, it can be seen that denotative signs consist of signifiers and signifieds. Signifier is meaningful sound or text, it is material aspect of language, namely what is said or heard and what is written and read. Meanwhile, signified is mental image, thought or concept, so signified is mental aspects of language (Sobur, 2016).

Regarding Barthes' theory, the signifier is the text, while the signified is the context of the sign (Susilowati, Endang, 2013). However, at the same time the denotative sign is also a connotative signifier. Connotation is defined as an aspect of the meaning of a word or a group of words based on feelings that arise or are generated in communicators and communicants.

In Barthes's framework, connotation is synonymous with ideology, which he calls a myth, and serves to express and provide justification for the dominant values prevailing in a certain period. In myth there are three-dimensional patterns, namely signifiers, signifieds and signs. However, as a unique system, myth is built by a chain of pre-existing meanings, or in other words, myth is also a second level system of meaning. In myth, a signified can have several signifiers. Mythology studies these forms because the repetition of concepts occurs in these forms.

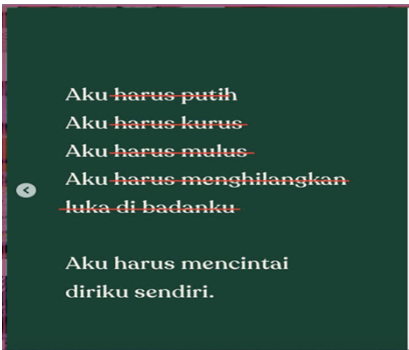
Similar to Marx, Barthes also understands ideology as a false consciousness that makes people live in an imaginary world. Ideology will always exist as long as culture exists. Thus, Barthes states connotation as a cultural expression. Culture exists in the text, so that ideology merges into various codes in the text in the form of important markers (Sobur, 2016).

Analysis Unit

The unit of analysis in this study is the signifiers that appear from the advertisement photos of The Body Shop Indonesia version of "I Must Love Myself". In total there are 6 photos displayed in advertisements on Instagram, which are considered to imply counter hegemony over the concept of female beauty (Table 1)

Table 1. Photo of Bodyshop Advertising as Unit Analysis

No	Figure	Source
1		Instagram (9/10/21)
2		Instagram (9/10/21)
3		Instagram (9/10/21)
4		Instagram (9/10/21)

No	Figure	Source
5		Instagram (9/10/21)
6		Instagram (9/10/21)

Result and Discussion

Instagram is one of the social media platforms that has the fifth largest number of users in the world, behind Facebook, Youtube, WhatsApp and FB Messenger. Currently, the number of Instagram users reaches 1.221 billion and continues to grow along with the increasing features offered (Hootsuite, 2021). All the advantages of Instagram make many producers look at it as an effective advertising medium. Advertising on Instagram is a smart choice for many business people, both MSMEs and large multinational companies such as The Body Shop. The Body Shop with the account @thebodyshopindo used Instagram for the first time on April 6, 2012, and its posts were only liked by 35 people. Today, with nearly one million followers, or 848 thousand to be precise, each of The Bodyshop's ad content is liked by more than 1,000 users. As for the content of the campaign, The Body Shop values and the environment are placed in the @thebodyshopindo.impact account.

According to Peter L Berger and Thomas Luckman describe construction as a social process that continuously embeds a subjectively shared and shared reality. Through the media, the construction of a reality can be formed quickly through the process of externalization, subjectivization and internalization (Tamburaka, 2012). In this study, the authors analyzed the data using the concept two step semiotica of Roland Barthes. Semiotic of Roland Barthes has two step of signs: denotative and connotative. The first order of signification is denotative, while connotative called as second order signifying system.

Analysis unit of this research are six pictures aired in The Body Shop official Instagram account ad advertising. Component of this visual ad are:

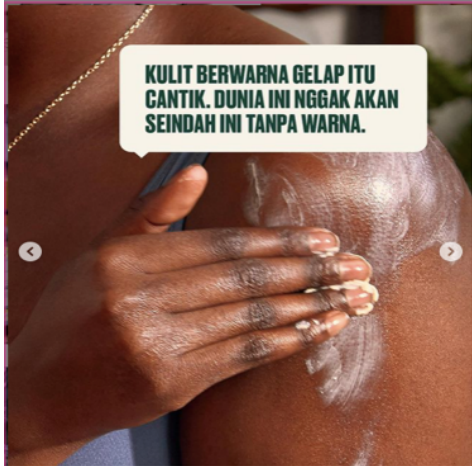
1. Picture
The six pictures that showed in the ad describe female bodies, but no face. They only focused on the skin texture and skin tone.
2. Text
The texts aside pictures displays denotative and connotative meanings, all of which are related to beauty, skin color, self-confidence, and love. For more details, in analyzing this advertisement, we carried out the following steps:

Table 2. Analysis of Picture 1

Signifier	Signified
Photos of body parts of many women with various skin tones. In this photo, the mocking text appears more prominent in front of the photo, namely: - <i>Ih abis dari mana? Kok iteman banget sih sekarang!</i> - <i>Rem dong makannya. Nggak liat apa badan lo sekarang?</i> - <i>Itu selulit sengaja dipamerin apa gimana sis? Pake baju lengan panjang aja biar ketutup!</i> - <i>Lo ada niatan laser gitu nggak sih? Sayang banget ada luka gitu. Nanti cowo-cowo kabur!</i>	The concept of this ad wants to celebrate the skin colors of Indonesian women, which are not only white. Ad creators also display ridicule that women often throw at other women, which is very common in Indonesia. - The first sentence could be taken to mean that the one being ridiculed is dark skinned. - The second sentence is addressed to women who are fat. - The third sneer is hurled at women whose skin is not flawless. - The fourth ridicule is also directed at women whose skin is not smooth, but has many scars.
Denotative Sign	 The image shows a screenshot of an Instagram post from the account 'thebodyshopindo'. The post features a close-up photograph of a person's arm and shoulder. Overlaid on the image are four white speech bubble-like boxes containing Indonesian text. The text in the boxes is: 'Ih abis darimana? Kok iteman banget sih sekarang!', 'Rem dong makannya. Nggak liat apa badan lo sekarang?', 'Itu selulit sengaja dipamerin apa gimana sis? Pake baju lengan panjang aja biar ketutup!', and 'Lo ada niatan laser gitu nggak sih? Sayang banget ada bekas luka gitu. Nanti cowo-cowo kabur!'. To the right of the image is the Instagram caption in Indonesian, which discusses body image and self-love. The post has 14,817 likes and was posted on October 1st.
Connotative Signifier	Connotative Signified
Photo of body parts of several women with various skin tones. In this photo, the mocking text appears more prominent in front of the photo, namely: - <i>Ih, abis dari mana? Kok iteman banget sih sekarang?</i> - <i>Rem dong makannya. Nggak liat apa badan lo sekarang?</i> - <i>Itu selulit sengaja dipamerin apa gimana sis? Pake baju lengan panjang aja biar ketutup!</i> - <i>Lo ada niatan laser gitu nggak sih? Sayang banget ada bekas luka gitu. Nanti cowo-cowo kabur!</i> The chatter of this woman is sarcastic.	The concept of this advertisement shows the general picture that often occurs in society, that according to them the concept of absolute beauty is white skin, smooth, without scars, without cellulite, and must be slim. However, the caption that accompanies this upload implies an invitation to women who are often insulted not to be afraid and ashamed to face ridicule. The Body Shop invites women not to be weak and give up in the face of the insults that fall on them. Because, everyone has their own beauty that must be treated, not blasphemed!

Signifier	Signified
Women who are considered imperfect often become victims of verbal and non-verbal bullying.	
Connotative Sign	This advertisement for The Body Shop contains a call to fight all the blasphemies that are often leveled by others about the condition of women's bodies and skin which are considered to be inconsistent with the old beauty concept myths: slim and white. Through this advertisement, The Body Shop invites women who are outside the "Western-style perfect" spectrum to have the courage to fight and not care about all kinds of slander that they consider to be normal. Instead of getting stressed and falling thinking about blasphemy, women are invited to take care of themselves to appear confident even though they are.

Table 3. Analysis of Picture 2

Signifier	Signified
Photo of a dark skinned woman taking a shower. Text: Dark skin is beautiful. This world would not be as beautiful as this without color.	Description of variations in skin color of Indonesian women in general. Indonesian color.
Denotative Sign	
Connotative Signifier	Connotative Signified
Image of a woman with dark skin scrubbing her body with soap while taking a bath. The skin of the shoulders, chest, arms, even the fingers looks dark, typical of East Indonesian skin. With foaming soap, he gently and thoroughly cleanses his skin. Accompanied by the text "Dark skin is beautiful. This world would not be as beautiful without color" clearly shows	The ad drafter wanted to show a different concept of beauty than the others. At a time when manufacturers of cosmetics and other beauty and fashion products are competing to use white Caucasian models, The Body Shop chooses ad scenes that at first glance look dirty, but they are not. The dark skin color of some native Indonesian women also has its own beauty to be proud of. A woman with dark skin need not be ashamed because even though her

Signifier	Signified
that dark skin is beautiful, not bad. Ad creators liken the beauty of this skin color to a world that is more beautiful with colors.	skin is dark, it is still clean and healthy. Dark-skinned women are like colors in the world that make life more colorful and cheerful.
Connotative Sign	This message about the beauty of dark skin color is The Body Shop's form of resistance to the myth that has been going on for a long time in society that only white skin is beautiful. In fact, Indonesian women as well as other women around the world have very diverse skin tones, not uniformly. The Body Shop wants to show that there is nothing to be ashamed or feel guilty about if you are colored. Through the text that complements the photo, The Body Shop seems to want to further emphasize that the world can be beautiful because there are colors, not just one white color. This is a form of counter hegemony of hegemony over the concept of beauty that has been ingrained so far, that only white people are beautiful.

Table 4. Analysis of Picture 3

Signifier	Signified
Photo of female body parts with multiple fat folds. Text: Curvature is not a curse, you are more than just a number on the scale.	This ad wants to show women that those with fat waists don't need to be low self-esteem. Advertisements that display photos of waists with multiple folds of fat like this do require special courage because usually what is displayed is always a slim and smooth body. The addition of the text increasingly shows a call to ignore weight, because women's self-worth is not determined by body weight.
Denotative Sign	 LEKUKAN BUKAN KUTUKAN. KAMU LEBIH DARI SEKEDAR ANGKA DI TIMBANGAN ITU.

Signifier	Signified
Connotative Signifier	Connotative Signified
A photo of a waist full of multiple folds indirectly shows that the woman in this ad photo is fat.	Fat body is not a disgrace. Fat waist and folds can appear as a photo ad for The Body Shop. That is, The Body Shop claims that the company does not prioritize external beauty and slim body perfection.
Connotative Sign	The Body Shop calls on women to always be confident, regardless of their body shape. This is also a fight against the form of mythical hegemony that has been embedded in people's minds, that a beautiful woman means she must have a slim body without fat deposits..

Table 5. Analysis of Picture 4

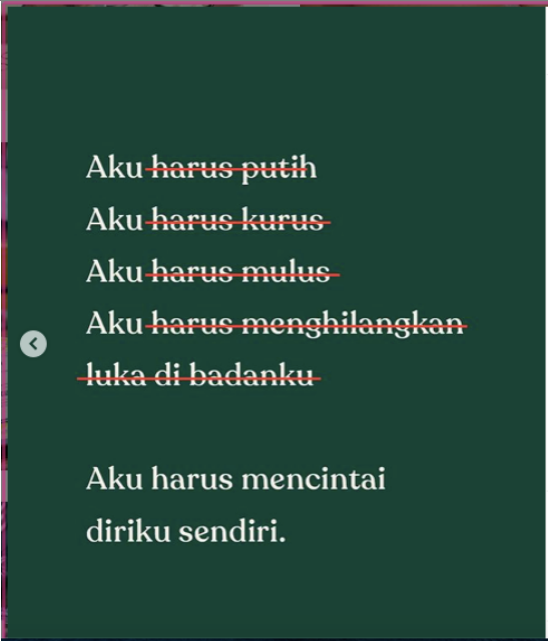
Signifier	Signified
Photo of a woman's body with a lot of cellulite. Text: Admire your stretch marks. They tell of your struggles.	The bold advertising concept displays the body parts of women with lots of cellulite. There is hardly any other cosmetic advertisement that dares to show off body skin like this. Usually, if someone shows skin like this, it's just a mockery, where in the end advertisers offer products to treat or get rid of cellulite. The additional text in the ad actually invites women to be brave and love the cellulite lines that are proof of their life's journey.
Denotative Sign	
Connotative Signifier	Connotative Signified
This photo of a body full of cellulite shows that the female body of this advertising model is not smooth, not slim, and not perfect. As for the text "Admire your stretch marks. They tell of your struggles." Is an encouraging sentence.	Body not smooth, not slim, lots of cellulite is not something to be regretted, covered up, or hidden. The Body Shop invites women with various skin problems to appear as they are and instead cherish their imperfect skin as if it were the best skin in the world. Because, skin full of cellulite that has been accompanying his life journey.
Connotative Sign	This advertisement for The Body Shop calls on women to

always be proud of themselves, not of other people's bodies. What is currently owned is the result and friends of the women's journey so far. So, we should be grateful to the skin that has sacrificed a lot to fight together.

Table 6. Analysis of Picture 5

Signifier	Signified
Photo of a dark-skinned woman's body with a scar being lathered while bathing. Text: Your wounds make you beautiful. They are there to remind you that you have managed to survive.	This ad depicts a woman's body that is considered imperfect, or not in accordance with the mainstream concept of female beauty. The text tries to encourage women with scars to continue to be confident and not feel inferior because of their imperfections.
Denotative Sign	
Connotative Signifier The photo of a dark-skinned woman taking a bath, where her skin has scars, shows that this woman does not conform to society's long-held concept of beauty. The text shows that beautiful doesn't mean it has to be perfect and flawless.	Connotative Signified Skin that is not white and perfectly smooth is still beautiful. Even though it doesn't conform to the old concept of beauty that has been embedded in people's minds, dark skin and scarred wounds are still beautiful. The measure of beauty that relies on white skin perfection is no longer the time.
Connotative Sign	This advertisement for The Body Shop invites women to always believe that their skin is beautiful, whatever the color, even if it's not flawless. This concept is a counter-hegemony of the old views that have dominated the hegemony of the majority of Indonesian people. The Body Shop wants to show that the standard of skin beauty is not white and smooth.

Table 7. Analysis of Picture 6

Signifier	Signified
Teks: Aku harus putih Aku harus kurus Aku harus mulus Aku harus menghilangkan luka di badanku Aku harus mencintai diriku sendiri. The four sentences above are crossed out, showing disagreement. It is the final text that the advertiser wants to convey.	The last part of this series of advertising photos is the conclusion of the five previous photos. Women don't have to be white, thin, smooth and free of wounds. Whatever the condition of a woman's skin and body, she must still love herself.
Denotative Sign	
Connotative Signifier	Connotative Signified
Four crossed out texts, namely: must be white, must be thin, must be smooth, must remove the wound on my body. This shows that what is crossed out is wrong, what is correct is what is not crossed out.	Fat body is not a disgrace. Unsmooth body is not a sin. There is no obligation that women must remove all scars on their bodies. Through the closing sentence in this ad, The Body Shop tries to make women aware that they should always love themselves without being affected by other people's bad comments.
Connotative Sign	The last photo and text in this ad for The Body Shop is a wrap up of the 5 previous photos. Explicitly, The Body Shop has tried to fight against the hegemony of the concept of women's beauty that has existed for a long time with a new belief that everyone is beautiful with any color and the smoothness of their skin. Everyone should love himself, as he is.

From the tables above, it can be seen that each photo that is displayed in the Love Yourself version of The Body Shop advertisement has two meanings which are applied in terms of denotative and connotative significance. However, from the two meanings obtained from the two stages of signification, they are still interconnected, as well as from each table that is made also does not stand alone because one photo with another has an attachment in building a meaning that is understood by the audience.

The emergence of photographs of dark-skinned women with various scars and cellulite which are clarified by a series of texts is a signifier. This is in line with Roland Barthes' view of his semiotic map which means that a signifier is a meaningful sound or stroke (Sobur, 2016).

The concept of beauty was originally formed from the signs contained in cosmetic advertisements that hit many people. These signs contain ideas which are then interpreted and perceived by the public as a standard of beauty. The ideas and meanings contained in cosmetic advertisements are automatically perceived by the public because in addition to functioning as a medium for conveying messages from producers, advertisements are also a representation of the problems faced by women, social and cultural. This idea eventually formed the myth of female beauty. The myths contained in advertisements then develop into an ideology that is accepted by the public. It is this ideology that ultimately creates politics or the power struggle of women's beauty in advertising, so that it will provide understanding for women. (Wirasari, 2018:10).

Rahmawati (2019) examines that the issues surrounding beauty concepts such as related to women in color, how society make their own standard of beauty and how its prevalence in any mass media's advertisements deserve our attention. The media tried to handle those problems related to skin tone and beauty standards. The objectives of her research were to analyze how the cosmetic advertisement represent beauty concepts according to semiotics signs, and to decipher messages conveyed by verbal (tagline) and visual signs in cosmetic advertisement represent beauty concept.

Widhyastuti (2015) argues that beauty standards are always changing and developing according to the times. Beauty standards can be said to be neutral because they appear as a myth that is believed by the public. Popular culture which later turned into mass culture is now often emphasized on television programs in general, including beauty advertisements.

According to Gramsci's theory, the solution to this kind of hegemony is to counter hegemony, which focuses on education. Counter hegemony or resistance to this hegemony arises because previously there was hegemony. The concept of counter hegemony is the answer to the process of hegemony in the dominant group (Alladin, et al, 2022).

Then the description of the meaning of the signifier becomes a signified form. Just as Roland Barthes explained, signified) is a mental image, thought or concept. The signifier and signified also become a denotative meaning in this advertisement. The meaning of denotation is the meaning of what appears. The connotative meaning can be seen in the description in the table. There have been many interpretations from the author added here, so that a second meaning is created.

Counter hegemony assuming that the audience is not silent and simply agrees with the message conveyed by the media. Counter hegemony means that at some point people will challenge the dominance that already exists in their lives. According to Gramsci in West and Turner (2008:71), "to a certain extent, individuals will use the same hegemonic domination practices to challenge the existing domination."

Through counter hegemony, the voices of minority groups that were previously silenced can be voiced because sometimes the audience uses the same abilities and strategies used by the dominant group. The audience does not simply believe and accept the message conveyed by the dominant ideology of the media.

The second layer of meaning is formed when the marker is associated with various psychological aspects, such as feelings, emotions or self-confidence. Connotation can produce a second layer of meaning that is implicit, hidden, which is called connotative meaning.

Conclusion

The objects in this study are six photos of Instagram advertisements for the Love Yourself version of The Body Shop. The six photos are studied using Roland Barthes' semiotics by analyzing the signifier, signified, denotative and connotative meanings of advertisements. Based on the analysis and interpretation carried out on the ad, the researcher can draw the conclusion that through the advertisement I Must Love Myself, The Body Shop Indonesia wants to convey resistance to the concept of beauty that has been in the minds of Indonesian women for so long. The Body Shop conveys a counter to the hegemony of the concept of beauty that beautiful women must be white, thin, smooth, and without scars.

This resistance is shown by the beautiful meaning according to The Body Shop advertisement on Instagram which consists of 6 photos with narratives and visuals that support each other. Visuals and advertising narration reinforce each other's concept of The Body Shop that there is no certain standard of beauty. Every woman is beautiful in her own version. Therefore, all women must love themselves, and love their own bodies which have helped them struggle to survive until now.

This advertisement clearly invites women not to refer to one concept of beauty visually, but to their own version of beauty. Through this advertisement version of I Must Love Myself, The Body Shop Indonesia wants to invite the audience in its segment to always be confident so that they can love themselves without heeding the blasphemy of others, let alone criticizing themselves. The Body Shop wants all Indonesian women to be strong, confident, and not easily influenced by other people's comments.

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