



Representation of Women's Beauty identity in Rare Beauty Cosmetics advertising videos - only at Sephora on Youtube

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ABSTRACT

Keywords

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This research is about representing women's beauty identity in Rare Beauty - Only at Sephora cosmetic advertising videos on YouTube. The background to this research is that the Rare Beauty - Only at Sephora cosmetic advertising video on YouTube strongly represents women's beauty identity. This ad emphasizes diversity, inclusion and mental health, reflecting the Rare Beauty brand's commitment to changing society's view of beauty. Through this video, Rare Beauty promotes self-care and self-acceptance. Not only are they changing women's perceptions of beauty, but they are also raising new standards in the beauty industry that are more inclusive and support various forms of female beauty. This research aims to discover how beauty identity is represented in one of the advertising videos from the Rare Beauty cosmetics brand entitled Rare Beauty - Only at Sephora, which was uploaded on the brand's YouTube channel. The theoretical study used by researchers in this research is the Representation of Beauty Identity and Women's Identity in the Media. This type of research is qualitative descriptive research. The research method is Roland Barthes' semiotics. The results of this research titled "Representation of Women's Beauty Identity in Rare Beauty Cosmetics Advertising Videos - Exclusive on Sephora's YouTube Channel" shows that Rare Beauty effectively portrays Latina American women's beauty. Rare Beauty's advertising videos, found only on Sephora's YouTube channel, promote a message of self-acceptance, uniqueness, and self-confidence. They emphasize that their products enhance natural beauty rather than altering one's identity. These feelings of self-acceptance, individuality, and self-assurance are closely linked to Latina American women. The study also suggests that Rare Beauty aligns with industry standards by promoting a beauty ideal characterized by tanned skin. Furthermore, the media portrays Latina American women as hardworking individuals.

1. Introduction

Views regarding ideal beauty have significance in social life. People who feel that their bodies do not conform to body standards that are considered superior may experience dissatisfaction with their appearance and lack of self-esteem (Rosida & Saputri, 2021). Beauty is a concept that has various definitions and is very subjective. Beauty may be seen as physical aspects such as shape and appearance. However, it can also refer to its function and influence on individuals and the environment as a source of inspiration (Yung, 2017). Rare Beauty launched in 2020 to change how people view beauty. The brand is committed to promoting diversity, inclusion and self-confidence. One aspect that sets Rare Beauty apart from other cosmetic brands is its focus on mental health (Siska, 2021). Rare Beauty, developed by Selena Gomez, aims to spread the message of self-love to the public. This is done considering that many people still feel insecure and lack self-confidence because of beauty standards in society in this modern era (Wayan, Mirani, Dian, Candra, & Eka, 2021). Similar research

has been conducted on the themes examined in this research. First, research was conducted by Ni Wayan Alan Mirani, Komang Dian Puspita Candra and Desak Putu Eka Pratiwi entitled *The Meaning of Beauty In Rare Beauty Video Advertisement*. This research discusses the meaning of beauty in Rare Beauty video advertisements taken from one video on the Rare Beauty Instagram account (Wayan et al., 2021). Second, research conducted by Nurul Malahayati, Rosi Islamiyati, and Nanang Mizwar Hasyim is entitled *Representation of Beauty in the Somethinc x Lifni Sanders 2020 Advertisement* (Amalia, 2020). This research discusses where beauty standards are generally based on physical aspects. Somethinc product advertisements have a different approach. The research aimed to investigate how beauty is represented in Somethinc product advertisements, especially in terms of written language and visual elements (Malahayati, Islamiyati, & Mizwar Hasyim, 2022).

Unlike previous research, this research will focus on how women's beauty identity is represented in one of the advertising videos from the Rare Beauty cosmetics brand entitled *Rare Beauty: Only at Sephora*, which has been uploaded on the brand's YouTube channel. This research aims to discover how beauty identity is represented in one of the advertising videos from the Rare Beauty cosmetics brand, *Rare Beauty: Only at Sephora*, uploaded on the YouTube channel.

2. Method

The paradigm in this research is a critical paradigm with a qualitative descriptive research type. Qualitative research emphasizes theories that emerge inductively from field data during the research or through continuous interaction with the data. In this case, theory is developed based on empirical findings found during research (Habsy, 2017). The critical paradigm critically reveals a situation's deeper structure (the actual structure). This paradigm seeks to see what is hidden behind illusions or false needs in the material world. The aim is to increase public awareness so that they can change social conditions for the better and combat various forms of human oppression (Hawali & Cyrielle, 2020).

This research uses Roland Barthes' semiotic analysis approach, which develops and applies Ferdinand de Saussure's ideas in analyzing signs in a broader scope. The method Roland Barthes uses is often used in media research, focusing on semiotic analysis in various media fields such as advertising, cinema, films, video clips and caricatures (Syahdan, 2022). Semiotic methods involve more than simply interpreting texts; they also include giving voice to the text and considering aspects outside the text (Rohmaniah, 2021).

Barthes put forward two orders of signification, namely denotation and connotation. Denotation is the initial marking level, which describes a sign's literal meaning or precise meaning. Therefore, denotation in visual images refers to what all people see without considering their culture, ideology or society. Roland Barthes stated that the message shown has an analogous nature and is the main thing in the signification process, compared to connotation. Meanwhile, connotation is the second meaning of the text. In the connotation, there is a myth (Bouzida, 2014).

The development of aspects of form is known as metalanguage. Then, at the second level, Barthes also developed a semiotic model called myth. Barthes called it mythology. As the primary system's first stage, denotation is society's basic norm. Meanwhile, connotation, as the second stage in the signification system, is the special meaning of the central system (additional meaning) (Wenerda, 2022).

3. Result and Discussion

3.1. Results

The findings that have been found by researchers in the cosmetic video content of the Rare Beauty brand on its YouTube channel entitled *Rare Beauty – Only at Sephora* are as follows.

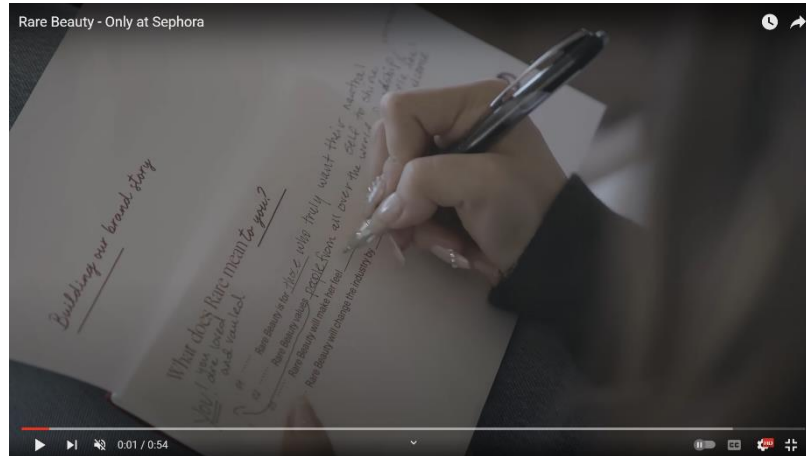


Fig. 1. A hand is writing answers to questions written on paper. (YouTube.com, 2020).

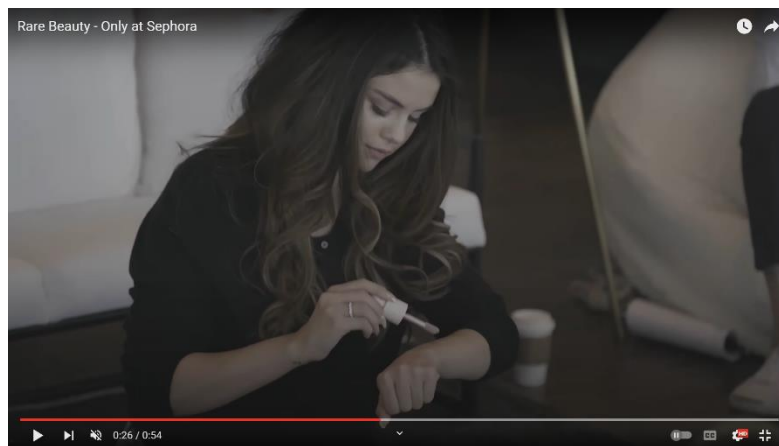


Fig. 2. Selena Gomez is trying products from the Rare Beauty brand. (YouTube.com, 2020).

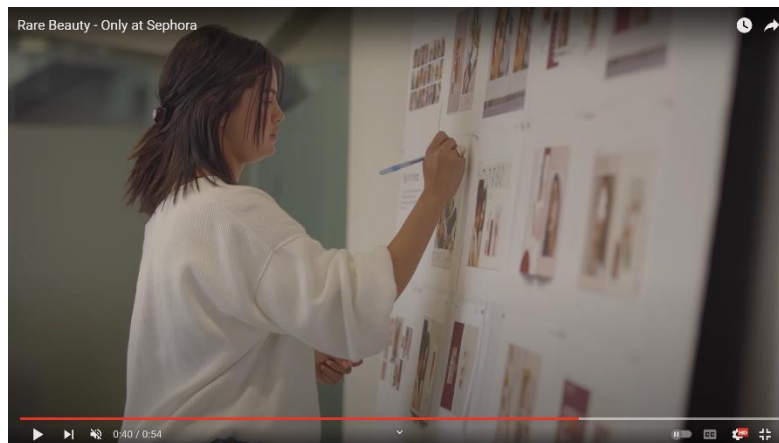


Fig. 3. Selena Gomez is creating a product design on a board for the Rare Beauty brand. (YouTube.com, 2020).

3.2. Discussion

Several exciting sequences from the YouTube content video for the Rare Beauty brand entitled Rare Beauty – Only at Sephora, which lasts 54 seconds—use Roland Barthes' Semiotic Theory. Roland Barthes classified the difference between denotation and connotation in the context of an image. Image denotation refers to the visual content of the image (Stephen W. Littlejohn, Foss, & Oetzel, 2012). Budiman also stated that the connotation was related to ideological operations. Connotations refer to myths supporting dominant values in a certain period, expressing them, and

justifying them (Drs. Alex Sobur, 2018). Myths can contain religious, moral, or historical elements and often reinforce social norms or values within a culture. In other words, myths help cultures understand and provide meaning (Pradani & Purwati, 2021).

First is denotation. Start from Figure 1. Figure 1 shows a hand holding a pen and writing down answers to questions that function to build the brand value of the Rare Beauty brand. Figure 2 shows Selena Gomez trying one of the Rare Beauty products on the back of her hand. Selena Gomez is a Latina American woman with brunette hair. Meanwhile, the Figure shows Selena Gomez writing with a pen on a planning board for the Rare Beauty brand. Selena Gomez's Latina identity and brunette hair appear again, dressed in a white shirt (Rinawiyanti & Kusumo, 2023).

From the denotation above, the connotation is as follows. Start by creating a business plan and building the brand value of the Rare Beauty brand in Figure 1. Then, after finding the right formula for the Rare Beauty product, Selena Gomez tried the product to see how it felt when the product was applied to the back of her hand, which can be seen in image 2. Then, in image 3, Selena Gomez's face is very serious, showing that she is busy continuing the business plans for the Rare Beauty brand on a planning board. These connotations show the ideal female identity is a Latina American woman working hard. The connotation of Selena Gomez's true beauty identity gave birth to a myth about the true beauty of Latina American women. Selena Gomez, with beauty displayed in a natural representation of a Latina woman. Tan skin and brunette hair have become a myth of the ideal female identity.

Selena Gomez introduces Rare Beauty products that align with self-confidence, uniqueness, and self-acceptance. It creates the idea that true beauty involves being comfortable within oneself, not trying to achieve beauty standards set by the beauty industry. The beauty industry's standard of beauty is Latina American women. More than that, Latina American women are hardworking women. The message is that true beauty comes from within us, and beauty products can increase our self-confidence without changing who we really are. This myth reminds us to appreciate and celebrate our uniqueness and natural beauty. According to Barthes, myth has a close relationship with ideology. Myths are narratives or symbolic representations that culture uses to convey ideological messages (Papadaki, 2021). However, this myth that seems to have to be accepted is a myth that comes from Latina American women.

3. Conclusion

The conclusion of the research entitled Representation of Women's Beauty Identity in Rare Beauty Cosmetics Advertising Videos - Only at Sephora on YouTube is that Rare Beauty has succeeded in creating a representation of the beauty of Latina American women. Rare Beauty Cosmetics Advertising Videos - Only Sephora on YouTube puts forward a message of self-acceptance, uniqueness, and self-confidence, emphasizing that their products are only a complement to enhance natural beauty, not to change a person's identity. This self-acceptance, uniqueness, and self-confidence emerge from Latina American women. This research found that Rare Beauty promotes industry-standardized beauty. Ideal beauty is female beauty that comes from tan skin. Latina American women represent hardworking women in the media industry.

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