



# Women's body image in MS Slim beauty television ads

Arinda Novitasari<sup>1</sup>, Wulan Widiasari<sup>2</sup>

<sup>1</sup>Department of Communication Science, Muhammadiyah Yogyakarta University, 55183, Indonesia

<sup>2</sup>Department of Communication Science, Muhammadiyah Yogyakarta University, 55183, Indonesia

\*Corresponding author's email: [arinda.n.isip19@mail.umy.ac.id](mailto:arinda.n.isip19@mail.umy.ac.id), [wulanumy@gmail.com](mailto:wulanumy@gmail.com)

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This research discusses the narrative of women's body image in MS Slim Beauty television advertisements so that the purpose of the research is to see how the depiction of women's bodies in advertisements. MS Slim itself was chosen because the researcher was interested in their adverts that not only display the benefits of the product but contain their own meaning, namely shaping a healthy ideal body with MS Slim Beauty. Researcher will use narrative analysis to look at the storyline including initial equilibrium, disturbance and final equilibrium with data obtained in the form of scenes and verbal text used in the advertisement. The results showed that the depiction of the women's body was built through the development of three flows including the section; Initial equilibrium which provides a stable atmosphere or as an opening in the advertisement. While the disturbance part shows how a woman has fears and difficulties in shaping the ideal body she wants. Then the final equilibrium provides a picture of a slim, toned and healthy body as a solution offered by the product. However, the body that is intended is not just an image of the product but is used as an attraction through imagery and verbal text that is persuasive to attract consumers and become a selling point for the product so that women are often tempted by the results offered and assume that the ideal body in advertising is a definition that is considered correct and makes it a body that must be owned.

## 1. Introduction

Women's bodies are likened to objects for interpreting situations (Wirasari, 2016), so that the women's body becomes a definition of various interests. Similarly when women's bodies are used as models in advertisements, where the body is not used to define itself but is used to define a situation or the interests of the advertisement. To perpetuate this, the appearance of the women's body is an important issue to be considered (Utami, 2022).

Advertisements compete to use and display women's bodies as beautifully as possible. The beauty includes the physical appearance starting from how the shape, size or things that can be highlighted in the body. With the diverse appearance of the women's body in advertisements, the definition of the women's body is also different (Salsabila & Jamiati, 2022). However, if you look further, advertisements that use the appearance of women's bodies have the same goal, which is to provide a message about the flawless perfect women's body. The advertisement depicts that the perfect body shape refers to any shape that is slim or small by labeling it as something ideal and can be owned by women. Therefore, a perfect body becomes a distinguished body (Novianti, 2015), because a perfect body is inseparable from a women's form.

Advertising consistently changes mindsets and create counterfeit consciousness through the images it offers of women's bodies. The message conveyed about the ideal women's body can be easily accepted and believed by the community, especially for women themselves. As a result, it can not only affect a person's physicality but also how the soul, mind, consciousness and will of an individual are changed. So that women tend to want to have a body according to what is shown by advertisements (Hogan & Strasburger, 2008), causing women to feel dissatisfied and compare themselves to what is seen in the media. Women began to make great efforts to create the illusion of achieving the desired body to fulfill their dissatisfaction with their body shape (Qorin Munandiyal & Fajar Junaedi, 2022). Because of this, women often have fears about changes that occur in their body starting from the shape and size of their body, so they are more careful in maintaining their body shape. As explained earlier, the problems faced by women regarding dissatisfaction with their body shape have become a much-debated issue and a target for the industry (Parker, 2009). Many manufacturers have begun to launch a variety of products that support the creation of an ideal body by providing persuasive offers and imagery through the depiction of the intended ideal body, one of which is MS Slim Beauty. Researcher chose MS Slim Beauty because researcher were interested in how their advertisements showed the benefit of the product, but if you pay more attention, it has its own meaning, namely forming a healthy ideal body. In addition, they also use problems that are closely related to women, especially teenage girls (Vidiyawati & Wibowo, 2023).

With so many women's issues and how the media utilizes them, previous researchers have conducted research on women's body image in advertisements. Research conducted by Dewi and Sri (Kartika & Sumarmi, 2017), Nur and Lidwina (Kumalaningtyas & Sadasri, 2018) and also Cikita and Deden (Tiara & Durahman, 2013), results that the media greatly influences how women feel about their bodies. However, women often do not realize that the body appearance used by the media through advertisements has certain goals and objectives that they want to achieve. Women only see what is offered to fulfill their body dissatisfaction.

This research will not only look at the depiction of women's bodies, but this research will also want to see whether the depiction of women's bodies is included in the commodification business carried out in advertisements. It is expected to be useful for adding reference contributions to the field of communication science, especially understanding of narrative analysis of women's body image and also build public awareness that the images of women's bodies in advertisements are just images created for the sole purpose of interest.

## 2. Method

This research uses narrative analysis, where narrative analysis is a way to examine media texts, therefore this analysis is used to uncover the ideological intent of the work hidden behind it (Kustanto, 2015). Furthermore, the researcher uses Tzvetan Todorov's narrative analysis to see how the story structure is in the advertisement. The researcher will analyze the storyline in the advertisement starting from the initial equilibrium or the beginning of the advertisement which displays a stable situation, then the start of the disturbance or problem in the character and the final equilibrium or solution to the problem faced.

The researcher will analyze the data obtained through 4 scenes that are related to each other as well as the verbal text narration contained in the MS Slim Beauty advertisement version of "Body Tetap Slim Ya MS Slim". In addition, researcher will also see whether there is a tendency for women's bodies in advertisements to become a commodity. By using this analysis, the researcher aims to understand what structures are used to build the depiction of women's bodies in advertisements.

## 3. Result and Discussion

In analyzing the portrayal of women's bodies in MS Slim Beauty television advertisements in the "Body Tetap Slim Ya MS Slim" version by using narrative analysis, the researcher obtained the following results:

Table 1. The content of the storyline in the ads

Flow	Second	Scene Visualization	Explanation
Initial Equilibrium	00.01-00.02		The woman sits with a table of food right next to her. The food shown is food that appears to contain chocolate.
Disturbance	00.02-00.03		Women were hesitant to take the food on the table because they were afraid it would make them gain weight. VO: "Want to eat without fear of gaining weight?"
Initial Equilibrium	00.04-00.05		Women are shown doing sports activities to build an ideal body.
Disturbance	00.06-00.08		In shaping the ideal body, exercise is considered to be a tiring activity. Women want a more efficient way to build an ideal body. VO: "Want to have an ideal body that is not complicated?"
	00.10-00.12		Women feel that the body they have is lacking, they are still dissatisfied and want to have a toned body. VO: "Ideal but not toned body."

<p>Final Equilibrium</p>	<p>00.13-00.33</p>	  	<p>MS Slim is here to provide solutions for women to shape the ideal body. VO: "MS Slim fiber drink helps control carbs, improve bowel movements and boost metabolism."  "Sliming capsules also help to control blood sugar and cholesterol levels in the body."  "Body treatment oil used on chin, arms, stomach, and thighs."</p>
	<p>00.34-00.46</p>	  	<p>Women have the ideal body they want due to taking MS Slim Beauty products. VO: "MS Slim helps me get the ideal healthy body."  "Eat whenever and wherever you want, no more fear."  "Want to keep your body slim, MS Slim."</p>

The depiction of the women’s body in MS Slim advertisements uses a storyline that is built through the development of a woman's situation who feels worried about gaining weight, difficulty in forming an ideal body and also dissatisfaction with what is in her body and how later women succeed in having the ideal body they want, this can be seen through parts such as what is in the table above. The equilibrium or initial flow in the ads consists of two scenes featuring different activities of a women character and the atmosphere that is built still looks stable. The first equilibrium at seconds 00.01-00.02 focuses on showing a woman and a food, where the woman seems to want to enjoy the food

served on the table next to her. While the second equilibrium at seconds 00.04-00.05 shows a woman character who is exercising, the woman is trying to form the ideal body she wants.

Continuing into the next scene, it can be seen that the stable atmosphere built in the previous scene is lost and disturbances or problems faced by the women character begin to appear. The first disturbance begins at 00.02-00.03, where the women character discourages eating the food because she is afraid of gaining weight. Women characters believe that chocolate-containing foods can quickly affect weight and cause obesity. Women are shown that having excess weight is not an ideal body size, so that a fat body is not a body shape that she wants to have. The second disturbance at seconds 00.06-00.08 shows that women feel that exercise is an ineffective way in shaping the ideal body. Exercise is an activity that requires extra effort, so women often feel exhausted and want a more efficient way to help shape their ideal body. Furthermore, the third disturbance at seconds 00.10-00.12, the woman has a body that is not toned and she is not satisfied with it. Women want to look perfect, besides having an ideal body in terms of body size and shape, they also want to have a toned body so that the appearance they have looks beautiful.

From the three disorders in the advertisement, it can be seen that women often have negative feelings about their own bodies. These negative feelings lead women to feel dissatisfied with their bodies, comparing what is in their bodies so that women always try to shape their bodies according to what they want to achieve an ideal shape. In this case, MS Slim recognizes the problems experienced by women and offers solutions to these problems. Judging from the end of the disturbance flow that brings up the verbal text where MS Slim lures women that they can eat anything without thinking about weight and can get the ideal body without extra effort, further can be seen through the final equilibrium section.

Final equilibrium is a flow that contains the end of the resolution of disturbances or problems that have previously occurred. In this case, MS Slim provides the benefits of its products to shape the ideal body as desired by women. At seconds 00.13-00.33, MS Slim offers women an image of the ideal body shape that they will get. Through the verbal text used, among others:

“MS Slim fiber drink helps control carbs, improve bowel movements and boost metabolism”, where it is intended that fiber drinks can burn and eliminate fat in the body so that later women get a slim and slender body.

“Sliming capsules also help to control blood sugar and cholesterol levels in the body”, it is intended that sliming capsules can prevent obesity and maintain a healthy body so that women can have a slim body that remains healthy.

“Body treatment oil used on chin, arms, stomach, and thighs”, it is intended that body treatment oils can tighten the body so that women not only get a slim and slender body shape but also get a toned body. Through the verbal text, MS Slim answers women's problems and fears in shaping the ideal body where MS Slim assures that women do not need to worry about weight changes due to the food they consume and women do not need to spend extra effort in shaping the ideal body they want. Women will still get the ideal body shape that is slim, slender, toned and still healthy.

In addition, to further convince women of MS Slim products, at the end of the ads scene at seconds 00.34-00.46, imagery is shown which is intended as a real example of the ideal body shape obtained by using MS Slim products. Where women are shown with a slim, slender, toned and healthy body shape coupled with the appearance of women who are shown charming. The clothes used are very encouraging for body shaping, seen from the mini dresses that accentuate the curves of the body and show slender legs. In this scene also uses verbal text that persuades women to start using MS Slim products, including "MS Slim helps me get a healthy ideal body", it can be interpreted that the woman mentioned as "Me" really feels the benefits and gets the ideal body intended by MS Slim, namely a slim, slender, toned and healthy body. Another verbal text used is "Eat anytime and anywhere, no need to be afraid anymore", which means that women do not need to pay attention to what ingredients are in food, they are free to eat whatever food they want and also women no longer need to limit what time they have to eat. Then the last text used as a closing ads is "Body stay slim ya MS Slim", emphasizing that MS Slim products can shape women's bodies to be slim.

Slim, slender, toned and healthy body shape is an attraction that is displayed in advertisements, MS Slim repeatedly convinces women that the solution in getting the ideal body is to use its products,

besides that women are given a freedom and efficient way. This attraction is of course used to obtain a goal, namely to attract consumers, especially women, and get the highest profit. The body eventually becomes a commodity that continues to be used and utilized by advertisements accompanied by the use of verbal texts that are persuasive in order to gain the interest of consumers. This is seen in advertisements where the appearance of a slim, slender, toned and healthy body is really highlighted and displayed attractively. In addition, the use of verbal text such as the words "Help", "Get", "No need to be afraid anymore", "Body stay slim ya MS Slim" becomes an implied persuasion word that can persuade and sell to consumers.

From the data above, it can be seen that the depiction of the women's body in MS Slim Beauty television advertisements refers to a slim, slender, toned and healthy body shape, where the body is intended as a flawless perfect body. In accordance with the theory of the women's body in advertising, that the women's body is considered as something that must always look beautiful; how the body is seen, the body is understood and used as an object of feelings and emotions. In this case, MS Slim advertising uses a slim, slender, toned and healthy body as an image of the body desired by women. By getting the desired ideal body also affects the emotions possessed by individuals from how happy and pleased women feel when they have an ideal body, on the contrary, feelings of sadness and dissatisfaction will be possessed by women if they do not have the desired ideal body depicted in the advertisement.

The body in advertising is used not only to be a mere display, but the body is used to convey messages about the ideal body concept formed by MS Slim Beauty. The body reinforces the content of the message and gives an impression of the product so that later consumers will more easily interpret the message and trust the advertised product. The concept of the ideal body can be easily accepted by consumers and becomes a must-have rule. As a result, a slim, slender, toned and healthy body in MS Slim advertisements becomes a representation for a woman and becomes something that is considered natural for women to have.

Of course, the use of the body in advertising departs from the understanding that the body is something worth selling and the body is a part of the commodity. A commodity is literally something that can be traded, exchanged or stored for a long period of time and is something that can be physically touched. With this definition, a question arises as to why the body is a commodity? Is the body an object? How did this happen? The body, which is an individual's right, which only belongs to the individual, is used by a certain interest to be used for profit. A woman's body, which is not an object, undergoes a process of commodification so that it can be bought and sold. Commodification itself has the meaning as a process of changing objects that only have use value into objects that have use value and selling value. The body eventually undergoes various changes that are adjusted to the wishes of the interests or tastes of society, starting from the definition of a body for women, the shape of the body that is created and resulting in how the body will be judged from the view of society. In other words, in making the body marketable, stakeholders use the appearance of the body as something attractive. It is what is considered attractive that is used in exchange for a profit, so it is not surprising that the body, especially women, is always displayed attractively. Of course, making the body a commodity is not something that is considered right, women often do not realize that their bodies are being used as a commodity that is used by an interest. Although this is something that is not right, the practice of making the body a commodity is still being used, especially in advertisements, and they even consciously utilize women's bodies in a big way to get high profits.

MS Slim advertisements emphasize the attractiveness of the woman's body by showing parts of her body, can be seen from several scenes that focus on the chest, waist, abdomen to the legs. The body is also shown accompanied by a woman character who has a beautiful face, white skin and long hair, if you pay attention to the attractiveness of the body in advertising is formed as something beautiful, sexy and elegant. It also uses verbal texts that attempt to offer the ideal body. That is an attempt to sell to consumers so that consumers are interested in using MS Slim products. With the perfect look and instant methods offered in advertisements, consumers especially women, are tempted and compete to get the ideal body as shown. It can be seen from the real effects that arise in social life, where women make diets as an alternative to forming an ideal body according to what they see in advertisements. In addition, the appearance of women's bodies in advertisements also affects women's minds; something positive or negative in seeing their own bodies.

Without us realizing it, the construction of the ideal body concept that develops in advertisements makes a woman not have rights about her own body. The body concept set by advertisements becomes a standard that applies and becomes a judgment of society in viewing women. In accordance with what is stated in postfeminism theory, the media uses the body to show the source of women's identity. Where in looking at a woman, the body becomes the first thing to be judged. In this case, a slim, trim, toned and healthy body is something that women must have in order to be recognized. The body should not be something to be judged or to prove oneself. Women should be free to own their body shape, explore themselves and have meaning for themselves without recognition from others.

#### 4. Conclusion

The depiction of women's bodies in MS Slim Beauty advertisements is carried out using plot development starting from the initial equilibrium which is the initial state of the advertisement, then continues to the disturbance which is the problem experienced by the character and ends in the final equilibrium which is the resolution or final solution to the problem. In developing the flow, the product wants to build an image that women are someone who has a slim, slender, toned and healthy body shape. However, the researcher sees that in this advertisement there are persuasive elements through verbal texts and imagery offered so that the researcher can conclude that in shaping the product image, the advertisement participates in using a slim, slender, toned and healthy body as an attraction to attract interest so that consumers are interested in using the product. In other words, this ads has its own value, offering a healthy diet with MS Slim Beauty products. Of course, it cannot be denied that this affects how the social sphere, especially women, assesses the ideal women's body. The construction of the body spread by advertisements is slowly accepted and considered as a true value so that it influences women to compete to get the ideal body to fit the prevailing value system, which should not be a benchmark for judging the body.

The limitations of this research highlight the image of the woman's body in one advertisement, namely the MS Slim Beauty version of the "Body Tetap Slim Ya MS Slim". Researcher see that in depicting women's body image in advertisements, the body is still used as a commodity. Therefore, the researcher gives advice to advertising producers to eliminate elements of commodification. In addition, the researcher also recommends future researchers to look at image construction with the theme of "body positive" which focuses on making women realize that whatever body shape they have is a form that still has value.

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