



The representation of self love in Dove Shampoo digital ads in 2022

Siti Afna Nazila^{1*}, Firly Annisa²

¹Faculty of Social and Political Science, Muhammadiyah University, Yogyakarta, 55183, Indonesia

²Faculty of Social and Political Science, Muhammadiyah University, Yogyakarta, 55183, Indonesia

Email: siti.afna.isip19@mail.umy.ac.id¹, firlyannisa@umy.ac.id²

ABSTRACT

Keywords

Representation
Self Love
Women
Semiotica Analysis
Postfeminism

This essay looks at how self-love is portrayed in Dove shampoo digital commercials in 2022. This study examines how Dove's advertising for self-love leverage the idea of self-love's commercialization in the media. This study also examines how the discourse on self-love includes representations of women. This study will explain how self-love obtains commodified in advertising and turned into a product. Roland Barthes' semiotic analysis qualitative research approach is used in this study to describe the myths found in the dove shampoo commercial. According to the study's findings, women are urged to use Dove shampoo as a means of expressing their love for themselves and as a means of achieving female emancipation.

1. Introduction

In the mid-20th century, awareness regarding mental health discourse had developed and advanced considerably, along with advances in modern science and technology (Masturi, 2019). Mental health is often associated with the discourse of self-love, which is often related to self-development. Self-love is a dynamic state of self-appreciation, which grows from actions that support physical, psychological and spiritual growth (Yasmin & Fardani, 2020). Many advertisements in the media discussing self-love can be found, one of which is the digital advertisement for Dove shampoo in 2022. The Dove shampoo advertisement creates an advertising concept that seems creative and different by carrying out an advertising idea with the theme "My Hair is My Crown". This advertisement seems to show something different that the Dove Shampoo manufacturer offers compared to similar shampoo advertisements. With a message to encourage women to always increase women's self-confidence amidst the onslaught of advertisements and media offers that show a woman's perfection as determined by her hair type, which is usually displayed as straight, black and long. In this Shampoo Dove advertisement (2022), it also tells about the difficulties and dislike of women with curly hair because they are considered not ideal, good, perfect because they have hair like a wasp's nest.

In this study, researchers discovered that commercials for Dove shampoo (2022) portrayed women as if they had control over themselves. The advertising illustrates women's personal experiences with society's stereotypes about what constitutes "Beautiful Hair" connected to their hair. Women's self-esteem suffers as a result of this stereotype. Dove shampoo, starring Dian Sastrowardoyo, promotes women to love themselves by using Dove shampoo products in 2022.

As a result, the value of self-love becomes the advertisement's selling point. Women in advertising are typically shown in order to capture the attention of the opposing sex, as in other beauty advertisements. Dove turns self-love into a commodity, and the value of self-love is commodified in its advertising. The advertising places a high importance on how self-love is portrayed. The

advertisement also depicts a woman who has control over herself and feels empowered. This is consistent with the female image in the feminist movement's new paradigm, postfeminism. Post-feministic ideology is a new form of empowerment, individual choice, independence, consuming, celebrated fashion idea, and independently (sexual) pleasure, can be considered important for this idea (Annisa, 2022; McRobbie, 2004).

Women's struggle to achieve freedom in the postfeminist era is depicted as independent women, who are able to make life choices without the shadow of male figures in decision making. This means that women's freedom in the post-feminist era is women's freedom to gain access to work, social and education without having to fight for their other rights over men. Apart from Madonna, singer and actress Beyoncé can be said to be an icon of postfeminism. Beyoncé succeeded in proving to her fans that apart from being a world pop star with a fantastic income, she also succeeded in being a good housewife in taking care of her children and husband (Akmala, 2003). Apart from that, he managed to control his own life and determine what he chose. In the era of postfeminism, this is the concept of women that postfeminism wants to build, which raises gender equality and opportunity through information media, both mass media and print media.

The role of the media is very influential in framing a negative and popular general understanding of postfeminism. In the Dove shampoo advertisement, it shows postfeminist women. With depictions of independent women and women who succeed in controlling themselves. In advertising, whether the creators realize it or not, there are various signs that contain ideologies and meanings that are perceived by the audience differently (Aisyah, n.d.).

Several academics have conducted similar study, with the result that the song's lyrics carry a message of self-love. Answer: I adore myself. Produced, the message of self-love that can be derived from this song is that we must be confident in what we are aspiring to. Dream, believe in our talents, and be able to make peace with the past in order to grow into a better person (Rinanda et al., 2022). Further research revealed that both implicitly and overtly, children's stories in Bobo magazine incorporated components of self-love such as self-awareness, self-worth, self-esteem, and self-care. (Srimaryanti et al., 2022). Based on the information presented above, the researcher want to represent Self-love in a digital advertisement for Dove shampoo in 2022. The researcher wishes to demonstrate that the image of self-love in the Dove shampoo advertisement demonstrates that women must consume something in order to gain the worth of self-love.

2. Method

This research will use the qualitative research method of Roland Barthes' semiotic analysis. In Semiotics, Roland Barthes studied how humanity makes sense of things, in this case it cannot be used through communication. Meaning means believing that objects not only carry information but also communicate through signs (Sobur, 2002). Roland Barthes revealed that language is a sign system that reflects the assumptions of a particular society at a particular time (Wahyuningsih, 2014).

In his theory, Barthes uses three things as the core of his analysis, namely Denotative, Connotative and Mythical meaning. Denotation is the most obvious meaning of the sign, while connotation is a term to indicate the second stage of significance which has a subjective meaning. And myth is a communication or message system whose function is to provide justification for the dominant values prevailing in a certain period (Mulyaden, 2021). In this research the author will describe the meaning of denotation and connotation which will then be reinforced with myths about self-love. The data collection technique used by the author uses documentation of the advertisement by cutting scenes that show the representation of self-love. In the search process, the data will be analyzed according to the needs of this research.

3. Result and Discussion

This research will look for depictions of self-love in the scenes from the 2022 Dove shampoo advertisement. Self-love scenes are grouped into two sections: consumption as a form of self-love and self-love as a form of women's independence. These categories emerge from text analysis based on Roland Barthes semiotics ideas, which are used in this analysis.

3.1. Consumption as a form of self-love

In this section the researcher will conduct an analysis of consumption as a form of self-love of three pieces of images in the Dove shampoo advertisement in 2022. Figure 3.1.1 depicts a woman, Dian Sastrowardoyo, in a salon where numerous women were having their hair done. The image depicts the atmosphere of a fancy salon filled with female customers having their hair done as a kind of self-love.



Fig 1. Dove Indonesia Shampoo Advertisement "My Hair is My Crown" 2022

The implication in this image is that women are modifying their appearance in order to boost their self-esteem. This is done because self-confidence is a vital aspect of self-love. Self-love, as defined by Fromm (1957) in (Rinanda et al., 2022) is a psychological objective centered on oneself. The standardization that develops among these circles is one of the causes of women's lack of self-confidence. This is what drives women to compete to improve their appearance by visiting salons and eating products that can alter their appearance. Such as going to the salon for treatment or altering their hairstyle to feel more confident about their new look. Caring for your hair should not require you to visit a salon in order to be beautiful; this activity may be performed at home without the need to visit a salon or consume other beauty products. In society, the building of beauty has some commonalities and standards, such as beauty must be small, tall, and hair must be straight (Nurafia, 2022).

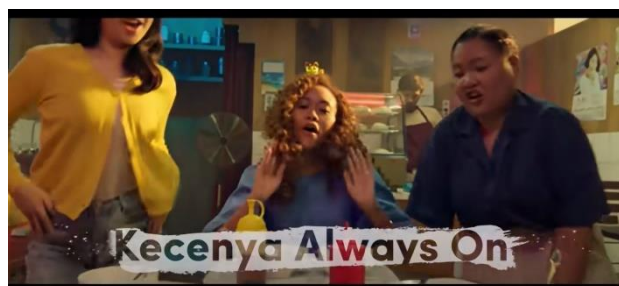


Fig 2. Dove Indonesia Shampoo Ad "My Hair is My Crown" 2022

Fig.2 depicts Agnes Oryza in a cafe, which might be taken as a denotation that a lady is in a cafe. This photograph depicts the ambiance of a crowded bistro. The photography approach employed is a medium shot, with the goal of capturing the atmosphere of the cafe in the advertising. In the meantime, the connotation in this advertising is of a woman chatting with her friends in a public setting, specifically a cafe.

Cafes in general are places to meet face to face, whether with family, friends, or work colleagues. This is regarded as a type of globalization demand that has a substantial impact on people's lifestyles (Fauzi et al., 2017). One of them is the desire for a social gathering place. The pattern of space consumption that occurs can also alter as tastes, reasons, and diverse interests for each person in it change. Not only that, but changes in cafe space and lifestyle have an impact on, and potentially affect, consumption patterns and individual motivations for attending cafes. This is illustrated in figure 3.1.2, where the model's consumption behavior of visiting cafés represents the impact of changes in consumption patterns. In this study, the model and her friends' goal in visiting the cafe is to learn the virtue of self-love. According to the foregoing argument, the café provides a sense of comfort and space for the public to socialize, which is one part of self-love, namely self-esteem.



Figure 3.1.3.

Dove Indonesia Shampoo Ad "My Hair is My Crown" 2022

Figure 3.1.3 depicts a woman wearing a headscarf, Natya Bestari, who is visiting a karaoke club. This image depicts a woman wearing a headscarf and her companions in a karaoke bar with a cheerful grin. And the implication of this scene is that a lady wearing a hijab is expressing herself in a public setting, in this case a karaoke bar, with a cheerful and comfortable expression. The hijab is now not merely a religious symbol, but also a way of life. And hijab style is no longer associated with the requirement to wear the hijab, but rather with being beautiful and trendy, as illustrated in figure 3.1.3.

According to Fromm and Khoshaba in (Srimaryanti et al., 2022) self-awareness, self-worth, self-esteem, and self-care are all factors that contribute to self-love. Self-esteem is an aspect of feeling comfortable and sufficient in one's own skin, based on where one is and what one has. Figure 3.1.3 depicts a woman wearing a headscarf who is at ease and free to express herself in public settings, specifically karaoke establishments. However, this advertising implies that in order for women to feel comfortable, they must visit a karaoke establishment.

3.2. Self-love as a form of women's liberation

In this section the researcher will conduct an analysis of self-love as a form of women's liberation in two images in the Dove shampoo advertisement in 2022. Figure 3.2.1 depicts a feminine figure named Poppy Sovia. The image depicts a woman who is a mother, has a manly appearance, short hair, and is picking up her child from school. Meanwhile, the meaning in this image is of a woman who is free in her appearance, as evidenced by Poppy's attire, which consists of a leather jacket with jeans underneath. Poppy appears to desire to project a manly side through her clothing. Poppy is presented in this advertising to have a strong and forceful personality as a result of her ability to express herself.



Figure 3.2.1.

Dove Indonesia Shampoo Ad "My Hair is My Crown" 2022

Poppy's conversation "It doesn't have to be long to be a mother" is depicted in the image. The implication of this exchange is that a mother's figure is more than just her long hair and feminine demeanor. The mother is always shown as a feminine woman with long hair. Long hair is a mark of honor and femininity for normative women, whereas women with short hair are considered more masculine than women with long hair (Intan, 2021). This advertising demonstrates that women are free to express their physical appearance because having freedom inside themselves is a component of self-love. The woman in this advertising is an empowered woman, which is typical of modern

women, particularly women in the media. Where they demonstrate their power through their appearance style.



Figure 3.2.2.

Dove Indonesia Shampoo Ad "My Hair is My Crown" 2022

Figure 3.2.2 depicts a female figure, Marischka Prudence. The image depicts a female woman wearing gray clothes and a style and color of hair that differs from the folks in the office. The parameters used indicate that the location is in the office. The image above depicts a woman who appears confident while wearing clothing and hair that differs from those of others. The dialogue "I say I dare to be different" demonstrates this woman's confidence in her distinctive appearance.

This indicates that women who are free and self-confident must have a distinct appearance from others. In the media, women are always shown with the appearance of having long, black and straight hair, which is part of social construction (Widiastuti, 2008). The freedom of women to choose their identity through their hair is a sham. Figure 4.2.2 depicts a woman with her hairdo free to express her sense of self-confidence and comfort in applying self-love to oneself.

4. Conclusion

According to the research findings, self-love is commodified into an expensive value in the Dove shampoo campaign, but in the Dove shampoo advertisement, women must consume a product in order to have the freedom to express themselves. In this advertising, women utilize self-love as a tool to bring freedom in the form of comfort, self-confidence, and the bravery to express themselves in public. To attain these ideals, however, women are shown to have a consumerist mentality, and venues such as salons, cafes, and karaoke are shown to be places that women require.

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