Reception Analysis of Beauty Standards of Skincare Advertisements on Instagram @skingame

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Abstract

Purpose: This research aims to find out how male and female students interpret or accept the content of messages on the @skingame Instagram video reel campaign upload.

Methodology: This research uses a descriptive qualitative approach. The sampling technique used purposive sampling, and data validity was used using source triangulation. Data collection techniques used video content analysis and in-depth interviews. The theory used in the research is Stuart Hall's reception theory. This theory has three categories in audience interpretation : dominant reading, negotiated reading, and oppositional reading.

Results: The video content analysis research shows that @skingame advertisements emphasize beautiful women who have self-confidence, love, and accept themselves as they are. @skingame also features models who have unusual physical characteristics to counter the meaning of beauty, which usually only focuses on material conditions.

Applications/Originality/Value: As for the differences in this study, the advertisements used in previous studies included traditional short-duration advertisements. The advertisements used in this study are modern advertisements uploaded to digital platforms.

Introduction Section

Beauty standards in Indonesia are still problematic among Indonesians, from teenagers to adults, where existing beauty standards cannot change people's perspectives that beauty does not have to have white skin, an attractive body shape, and the ability to wear makeup. This form of stigma and perspective threat affects people's perception of the importance of beauty and women's self-confidence (W.Littlejhon Stephen & Foss. A Karen, 2009).

Reception Theory analysis audiences about media and cultural studies, describing reception as work focusing on the interpretive relationship between audiences and media (Nightingale, 2011). Stuart Hall says that the reception or formation of meaning adapts the encoding-decoding model. The meaning encoded (encoding) by the sender can be interpreted (decoding) into a different meaning by the receiver. The sender (encoding) sends meaning by their perceptions and goals, while the audience or receiver (decoding) will interpret the meaning by the perceptions they make. So, the meaning of the message received may not be the same (Stuart Hall, 1991).

Encoding and Decoding are influential in analyzing the relationship between readers and texts. It encourages researchers to understand media messages as encoders who utilize surrounding resources to construct them (Wood, 2007). Researchers view the meaning of the message encoded (encoding) @skingame through Instagram social media that the campaign video invites always to be confident and love themselves for their beauty and against normalized beauty standards in Indonesia. Meanwhile, the audience (decoding) can receive the video message by being motivated and aware to love themselves more. In reception analysis, audiences can make meaning and emphasize how audiences' views produce different meanings of media content.

The audience's interpretation of media content consists of 3 categories. The first is Dominant (Hegemonic). Reading is the position of the audience to fully accept the message of the video program without any rejection or disagreement. Second, Negotiated Reading is the audience's position mixing specific social experiences that align with the encoded message. Still, the audience can modify it to reflect personal positions or interests. Third, oppositional reading is the audience's position not being in line with the encoded message, and the audience rejects the message's meaning. Then, the audience determines how to interpret the message's meaning (During, 1999). With reception analysis, researchers can analyze and reveal how the audience's role in receiving the content of video messages is an integral part of media messages in themselves (Jensen, 1987).

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Beauty Standards

Beauty standards that have been normalized today make every brand compete in creating new products on social media. Every brand in the beauty industry has its primary products. Most brands in the beauty industry today claim their products can whiten the skin of the face and body and make glow in a fast period where marketing dominates both on social media and television; the goal is to attract audiences who pursue normalized beauty standards. Today's society is more concerned with white but dangerous skin than healthy skin (Malafitri et al., 2022).

One of the beauty clinics, ZAP Clinic, surveyed Indonesian women to review how Indonesian women view the beauty industry. According to the survey results from the ZAP Beauty Index, 73.1% of women in Indonesia stated that the word "beautiful" is defined as a woman with clean, smooth, and bright skin, and 24.6% think that white skin is more important than happy and healthy skin. In general, women prefer to use fake beauty products, and this is the result of survey data showing 17,889 women in Indonesia (Malahayati et al., 2022).

Brand @skingame has one of the #IamBornThisAway campaigns, which is a brand in the beauty industry, specifically for acne fighters or problematic skin. Brand @skingame has its beauty standards and aims to invite everyone to be proud and love themselves by having white or brown skin and any body flaws. Brand @skingame fights back so that people are aware of beauty standards, not only those with white, clean, bright skin and slim, symmetrical bodies, but everyone has the right to be beautiful with their advantages and disadvantages.

The @skingame brand, in a campaign video through Instagram social media, claims that everyone is included in the standard of beauty, especially people who can be confident in their shortcomings. Everyone is beautiful, and everyone has their process. So, it cannot be forced to follow existing beauty standards. Therefore, skingame conducted the #IamBornThisAway campaign to motivate people to be more proud and love themselves.

Stuart Hall first proposed reception theory; this theory focuses on how audiences make sense of mediated meanings, where audiences have relative freedom to interpret the meanings offered to them in media texts, images, or videos, which are consequently thought to carry many potential meanings. Reception reveals different notions of media messages, firstly, as media messages tend to follow age, gender, and ethnic boundaries. In contrast, media messages are related to fan culture, where members have a strong sense of cultural belonging (W.Littlejhon Stephen & Foss. A Karen, 2009).

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Reception analysis is an approach in which individuals negotiate a media meaning based on their personal experiences that emerge with media messages in a subjective, individually shaped manner. In reception analysis, the focus is not on the meaning in the media but on the sense that appears to be formed in the interaction between the audience or audience and the media content. Media content becomes essential when the reception occurs and when audiences actively create meaning according to their social or cultural status (Agusta & Wahyuni, 2023).

There are previous studies that are relevant to this research. The first study concluded that the stigma of beauty, according to society, is being slim, having long hair, or white skin. However, Indonesia is known for its ethnic and cultural diversity, which presents the natural beauty of Indonesian women in each region. So, it cannot normalize the beauty of every woman's skin (Evita, 2020).

Then, the second previous research concluded that the diversity of Indonesian skin colors depicts beauty in Pond's advertisements. This ad proves that white skin is not a standard of beauty because all skin colors can look beautiful and unique, just like white skin. All women deserve to be confident with any skin color(Mareris Sukisman & Savitri Setyo Utami, 2021).

This research is different from previous studies. The advertisements used in previous studies included traditional advertisements, which were only aired through television media with short duration and were difficult to access by the general public due to limited channels. However, the ads used in this study are modern because they ads are.

Based on the explanation above, the researcher aims to determine how male and female students interpret or accept the message's contents in the @skingame Instagram video reel campaign upload. It can be helpful for the general public in Indonesia to love themselves more and be confident in their beauty. The formulation of the problem in this study is how the reception of college students and female students towards @skingame's "I'm Born This Away" Instagram video reel campaign.

Method

This research uses a descriptive qualitative approach method. Qualitative research is a planned or structured research that is more detailed in its research design (Hardani et al., 2020)—the technique of taking informants using a purposive sampling technique. The purposive sampling technique is a sampling technique or data source with specific considerations, and the informants used also have certain criteria made based on the study's objectives (Sugiyono, 2013).

The criteria for informants used in this study are men and women, such as UMS students and students who are still actively pursuing education. Informants from Javanese, Acehnese, and Pontianak ethnicities have different body shapes such as fat, full or thin bodies, unbalanced height, curly hair for men, and dark skin tone colors to light skin.

Researchers use different ethnicities because Indonesia has a variety of experiences, cultures, and traditions. Therefore, how informants of different origins view beauty standards can help identify societal inequalities and social justice.

The data analysis technique chosen in this research is the reception analysis technique. Stuart Hall's reception analysis technique determines the audience's position as a text reader through symbols from a media broadcast. Reception analysis focuses on the encounter between the audience and the media or vice versa, the media and the audience, where the audience will interpret the media text by their respective experiences and sociocultural conditions (Jensen, 1987).

The data collection technique is through in-depth interviews. Interviews were conducted with informants selected according to specific criteria to determine the informants' reception of the message content in the #IamBornThisAway @skingame campaign. The research subjects used were UMS students from Javanese, Acehnese, and Pontianak ethnicities who were still actively studying. The object of research is the beauty standards of women and men in Indonesia, where many general audiences feel insecure.

The validity technique used in this research is Source Triangulation. Where the source triangulation validity technique is used to test data from various sources of informants who will be taking data, as well as test the truth of the data obtained from one informant source with another informant source so that researchers can compare interview data to find the truth of existing information (Alfansyur & Mariyani, 2020), uploaded through digital platforms such as Instagram and social media.

As well as the renewal of features and characteristics different from previous advertisements, starting from how the advertising message is delivered to the audience, longer video duration, and video resolution. This advertisement can be easily accessed freely without any time restrictions.

Result and Discussion

In this study, researchers used two stages to find the acceptance of the meaning of beauty in the "I'm Born This Away" campaign on Instagram @skingame. The stages used by researchers were content analysis and in-depth interviews. In his encoding-decoding theory, Stuart Hall states that message meaning is formed between the encoder and decoder. The theory used in this study is reception theory, which can influence audiences in receiving the meaning of media messages, and audiences have the freedom to receive messages based on their social and cultural experiences (Jensen, 1987). The following is a description of the results and discussion:

Content analysis of @skingame's "I'm Born This Away" Instagram campaign.
In this campaign, @skingame features Emily, Nana, and Nisya as the talents of the 'I'm Born This Away' campaign. In this campaign, each skill has certain physical characteristics: Emily has a thin body shape, long hair, and has albinism or genetic disorders in her body, Nana has a slim body shape, hijab, brown skin, and birthmarks. Nisya has a fat body shape and fair skin, is tall, and has abnormalities such as hair in certain body areas.

The @skingame "I'm Born This Away" campaign is divided into 4 video reels that have different durations in each reel. The first video reels 20 seconds and is divided into six scenes; scene 1 depicts Emily with a cheerful expression. Scene 2 shows Emily's activities expressed through art and design. Scene 3 depicts Emily watching her appearance in the mirror, with a positive expression with her hair down, which is a form of love in the world. Scenes 4 and 5 show Emily taking skincare products for self-care to care for the skin, which can add a sense of enthusiasm during activities. Scene 6 shows Emily sitting, thinking, and holding a book and a ballpoint pen to pour creative ideas by design.

The second video reels are 20 seconds long and are divided into seven scenes. In scene 1, the advertisement describes what is in Nana. Scene 2 shows Nana when choosing clothes to look neat during activities. Scenes 3 and 4 show Nana during her activities as a content creator who does not forget to take care of facial skin by using skincare products. Scene 5 depicts Nana, who remains comfortable with herself even though she uses skincare products or does not use them during her activities as a content creator. Scenes 6 and 7 show Nana during her activities as a content creator and a beautiful woman who is a limited edition. In contrast, other women do not have genetic disorders that exist in Nana's body.

The third video reel lasts 25 seconds and is divided into seven scenes. Scene 1 depicts Nisya with a cheerful expression. Scene 2 shows Nisya making a video to upload to the Tiktok application because Nisya is a content creator in the Tiktok application. Scene 3 depicts Nisya getting a lot of negative comments from netizens because Nisya has hair or fur in certain areas.

Scene 4 shows some negative comments made by netizens, but after reading some comments, Nisya feels that she is not alone because Nisya met a support system on social media. Scene 5 shows Nisya, who also founded a Korean boy band, which can be called the BTS fandom, where indirectly, the fandom helped Nisya find confidence even through the song. Scene 6 shows skincare products also play a big role in Nisya's search for confidence. Scene 7 shows Nisya with a cheerful expression and very happy with what she has.

The fourth video reel, the last video, is 32 seconds long and describes all the talents of the "I'm Born This Away" campaign where other women do not have this genetic disorder, and all the talents support each other and express cheerful expressions because they can love themselves and the confidence they have now.

Although each of them has a genetic disorder that is not a barrier, pictured in the ad, Emily, Nana, and Nisya each have different activities. Emily is a designer and artist; Nana is a content creator who must have a neat look; Nisya is a content creator on the TikTok application and has a hobby of watching BTS fandom. This is based on the scenes that are accompanied by narration.

All the duration of the video reels of this campaign shows that @skingame advertisements emphasize self-confidence, love, and acceptance by not caring what kind of physical condition they were born into. @skingame also features models who have unusual physical characteristics to counter the meaning of beauty that usually focuses only on physical conditions. This shows that according to @skingame, beautiful women are inner beauties, such as self-confidence and self-love, which is the best look for everyone.

In-depth interview

After the content analysis stage of the @skingame campaign, the next stage was to conduct in-depth interviews with informants. Interviews with informants were held offline and via Zoom on October 21, 2023, October 24, 2023, October 27, 2023, and October 28, 2023. During the interview session, the researcher acted as a moderator. Interviews are carried out in research so that researchers obtain data and find out how the views, opinions, and reasons of informants in making decisions (Tunshorin, 2016)

Researchers used five informants who were by the specified criteria. The following is informant data based on the reading position of each informant:

Table 1. Informant data based on the reading position

| No | Information Name | Social Background | | | Reading Position |
		Gender	Physical Characteristics	Cultural Origin	
1.	Neritza Naura Salsabilla	Female	Thin, tall, yellow skin, untidy teeth	Java	Dominant
2.	Nabilla Dea Azzahramajid	Female	Plump, Short, Fair skin, untidy teeth	Aceh	Dominant
3.	Tysna Restu Aji	Male	Plump, Tall, Tan skin, Curly hair	Java	Negotiated
4.	Maulana Al Iqbal WIdodo	Male	Thin, tall, tan skin, overbite teeth	Pontianak	Negotiated

| 5. | Rahma Lintang Alifisayanti | Female | Plump, Short, Tan skin | Java | Negotiated |

Before the interview discussion began, the researcher shared the "I'm Born This Away" campaign video from the official @skingame Instagram account to ensure the informant had watched the campaign advertisement. In the interview session, the acceptance of the meaning of beauty, according to informants, is only divided into two, namely dominant and negotiated. The following are the results of the research at the interview stage:

Beautiful women can be seen in self-confidence and self-love (Dominant)

Based on the interview process in the research, as depicted in the campaign, beautiful women are free to emphasize physical conditions, self-confidence, and love and accept themselves by not caring about what physical conditions they were born with. Neritza Naura and Nabilla Dea mentioned that beauty is when people can get their uniqueness without comparing themselves with others and love themselves.

"The advertisement is, in my view, the meaning of beautiful women when people can accept themselves without comparing themselves with others, such as the talent in the video can express themselves freely" (Neritza Naura Zalsabilla).

Apart from Neritza, Nabilla also stated.

"The advertising campaign is, in my opinion, beauty is more about self-confidence, yes, of course, to be more grateful" (Nabilla Dea Azzahramajid).

According to the results of interviews in this study, a beautiful woman is a woman who loves herself, accepts herself with gratitude, and has a good attitude. This is based on the views of Neritza and Nabilla.

"When people can accept their uniqueness without comparing themselves to others, the point is still people who can love themselves and are confident in what they have, as well as people who have a good attitude" (Neritza Naura Zalsabilla).

Meanwhile, according to Nabilla Dea said.

"People who are confident and accept themselves anyway, if white is tall, smart and thin, it is a gift from above, so accept it without being insecure" (Nabilla Dea Azzahramajid).

Beautiful women are women who are beautiful inside and out. Everyone has a confident side, but it must also be supported by physical conditions (Negotiated)

In the interview process of this study, the researcher found out that each informant had an opinion about the meaning of beauty. The similarity of the views on the meaning of beautiful women is that women are beautiful from the outside and inside, apart from their physical condition, because everyone must have a confident and self-love side.
As said by Tysna Restu Aji in the interview

"The meaning of beautiful is to have a physical condition that supports. Not only that, beauty must also be from the outside and inside and supported by morals and conscience. Because everyone must have a confident and self-love side" (Tysna Restu Aji).

Apart from Tysna Restu, Maulana Al Iqbal Widodo also stated so.

"In general, the meaning of beautiful is to look more at the physical shape of the face and hair, as well as how we make ourselves more attractive in the general public, but interesting is not always about the physical but about thinking, because everyone must have a confident side, even though the environment sometimes makes self-confidence fade" (Maulana Al Iqbal Widodo).

Meanwhile, according to Rahma Lintang Alifisayanti, beautiful women are confident and active in outside activities but also supported by physical conditions.

"Beautiful women are people who feel confident, love themselves by fully accepting the same as being active in outdoor activities but also supported by physical conditions such as Koreans or Japanese, who have white skin, thin bodies or balanced with their height" (Rahma Lintang Alifisayanti).

In the interview process, researchers grouped informants based on the informant's position in receiving the meaning of beauty in campaign advertisements, namely Neritza Naura Zalsabilla as the dominant audience reading, Nabilla Dea Azzahramajid as the dominant audience reading, Tysna Restu Aji as the negotiated audience reading. Maulana Al Iqbal Widodo as the negotiated reading audience.

This in-depth interview was conducted so that researchers would know more about the acceptance of the meaning of beauty in @skingame's "I'm Born This Away" campaign. Interviews with each informant will have different results. Several factors influence audiences to interpret media messages differently. The differences in influencing factors are social background, culture, experience, media consumption, and the age and gender of each audience (Gebi Fitriya, 2023).

The Beautiful Meaning of "I'm Born This Away" Campaign @skingame

Neritza Naura Zalzabilla, in accepting the meaning of beauty in @skingame's "I'm Born This Away" campaign, is dominant. Researchers found out in the interview stage that, according to Neritza Naura, besides being confident, she must also use skincare because it is important to care for skin health.

"Apart from being confident, when using skincare or makeup, it can be for yourself, and as a form of self-love, because yes, skincare, especially the face, is important too, not changing it, in my opinion, it's more about caring" (Neritza Naura Zalsabilla).

The construction of beauty in a woman is doing anything to get recognition or be considered beautiful by her scope by using cosmetic products, taking care of the body, maintaining body shape, and others. "Beauty is pain" is one of the sentences that is firmly held by some women to achieve the target of being beautiful, a lot of hard work because maintaining physical appearance is one of the requirements to look like a beautiful woman (Worotitjan, 2014).

The beauty of a woman is not only from the physical but also from the non-physical, such as communicating well and having broad insight. In addition, taking care of facial skin using skincare is considered as taking care of facial hygiene and health. This can make them more confident when doing activities (Lestari et al., 2023).

In addition to caring for skin health, according to Neritza, women must maintain their body appearance by dressing neatly. Judging from Neritza Salsa's social and personal background, she opines that for now, many audiences need to pay attention to neat clothes because they are one of the centers of attention of the general public, who are not only seen for beauty alone.

"When you look presentable, it's comfortable for yourself and a form of self-love. When we want to meet people or accidentally meet others, we look disheveled like we don't respect ourselves; if we look neat and confident, we can look very appreciative of what we have" (Neritza Naura Zalsabilla).

According to previous research, women who wear neat and feminine clothes are a form of support to fit the ideal beauty standards. Most women consider it one of the factors for women to remain confident with a beautiful face on their body(Putri et al., 2022).

Meanwhile, Nabilla Dea Azzahramajid is also classified as a dominant position. According to Nabilla, the acceptance of the meaning of beauty is a person who can fully accept themselves for their physical form. This is based on Nabilla's social background and experience; she believes that some physical forms that a person has are difficult to accept, and many people want to change their physical form.

*"People must first look at us physically, so yes, for example, if we have a physique like this, we must accept what it is and be confident. What else can I do if I originally wanted to change but didn't? I was lazy, too, so I took care of it because what else could I do? It's inherited from there" (*Nabilla Dea Azzahramajid).
"Some people around me understand that if they have a physique that doesn't fit society's standards, they must accept and intend to change. Moreover, I am often teased by midgets and dwarves like me, but again, I must be able to accept myself fully" (Nabilla Dea Azzahramajid).

Informants in this study, two of whom are classified in a negotiated position. Maulana Al Iqbal Widodo believes that a beautiful woman is not only confident and can accept what she is, but it is also necessary to maintain her physique because she is currently looking at how job vacancies must look good.

"I look presentable for myself, but it is also important for the general public because looking at how job vacancies look good, there is a relationship between appearance and future careers. Looking neat, beautiful, or handsome is an interest and a necessity. Not everyone has the same perspective, so I try to take care of my physique and appearance" (Maulana Al Iqbal Widodo).

Maulana Al Iqbal also believes that not everyone who fits the beauty standards is attractive; people with certain characteristics can be called beautiful. According to him, there is no need for people's views to be a barrier to progress. Some people can convince themselves that they are attractive without the recognition of others.

Iqbal's opinion is by the meaning of the beautiful image of women that there are several beautiful images of women, such as the social image, which defines that women must always maintain their physique to be accepted by the general public and women must also be attractive in character, personality, and characteristics (Pratiwi Briyan, 2018).

"Back to the perspective, beauty is relative to having self-confidence; if a woman is not beautiful, it does not mean she is not attractive; an attractive person must have their characteristics. As in the video, they are used as a video model, which means that they are not always beautiful but also have to be attractive women. They also seem confident that they are attractive and do not see other people's views of themselves" (Maulana Iqbal Al Widodo).

The fourth informant, Tysna Restu Aji, also did not fully accept the meaning of the message from @skingame's "I'm Born This Away" campaign advertisement. In Tysna Restu's opinion, beauty is not only from self-confidence and self-acceptance but also from maintaining physical characteristics such as height, proportional weight, clean white skin, short or long straight hair, and others.

"Beauty is not only self-confidence, but beauty is from within ourselves, and not all beauty is explicit. And it's important to maintain physical beauty judging from the conditions of the world of work now." (Tysna Restu Aji)

Tysna Restu, in accepting the meaning of the advertising campaign message, is influenced by her college education background. Tysna is also 22 years old, and it is time to think about the world of work, which, according to her, is the current working world's conditions first seen as good physical beauty standards. Tysna Restu's views are supported by previous research, which states that women whose physical appearance is attractive and good have benefits in the world of work. A pleasing appearance tends to be considered good for socializing and can provide a positive image. Many companies set this rule as a condition of employment. Therefore, women deemed unattractive will find it difficult to get a job (Muslimin Abdullah et al., 2021).

The @skingame campaign features models who have unusual physical characteristics to counter the meaning of beauty, which usually only focuses on material conditions. Judging from the beauty standards in Indonesia, the informants in this study had negative experiences regarding their physical characteristics.

Informant Neritza Naura stated.

"Once, I received a negative comment on social media that I was too thin, which made me feel insecure and closed the comment column" (Neritza Naura Salsabilla).

While Nabilla Dea also stated.*"Once, when I made a story on social media, there was a comment like a dwarf, and it wasn't just one person"* (Nabilla Dea Azzahramajid).

Meanwhile, other informants also have the same experience regarding normalized physical conditions. Informant Tysna Restu stated. *"When I was in junior high school, I was bullied like my skin was dark black, it looked like I never bathed, and I was bullied every day" (*Tysna Restu Aji).

Maulana Iqbal also stated so. *"I was bullied for being ugly and then likened to an animal too, too skinny like my body shape is not normal"* (Maulana Al Iqbal Widodo).

In addition to informants having negative experiences regarding the condition of physical characteristics. About the meaning of beauty in oneself, informants have different perceptions of themselves when associated with the concept of beauty. Some informants feel they are beautiful with their physical condition, while others think they are unattractive. Informant Neritza Naura stated.

"65% I feel beautiful, the rest is not because I do not have normalized beauty standards such as white skin, sharp nose, ideal body shape and so on" (Neritza Naura Salsabilla). Nabilla Dea also stated. *"I don't feel beautiful because my body shape is short"* (Nabilla Dea Azzahramajid).

Culture's Link to the Meaning of Beauty
Seen from a cultural background, Nabilla Dea Azzahramajid comes from Aceh ethnicity; according to her, Aceh ethnicity is not influenced by the meaning of beauty.

"When viewed from the Acehnese culture, it is not influenced by the meaning of beauty, so it's normal, I don't think about beauty standards" (Nabilla Dea Azzahramajid).

Meanwhile, Tysna Restu Aji, when viewed from a cultural background, Tysna Restu is influenced by an artistic background that comes from Javanese ethnicity; based on personal experience, according to her, men from Java prioritize and are controlled in viewing physical standards and female beauty.

"Women are like jewelry, so they have to be beautiful, be able to take care of their physique, having long and straight black hair looks beautiful, seen in the current conditions, it's only natural, like the views of the people around me, the average view is that beautiful women can take care of their physique" (Tysna Restu Aji).

According to campaign advertisements, the meaning of beauty is not fully accepted by Tysna Restu Aji. This is supported by previous research stating that beauty standards have existed since ancient times, but there are always changes. In the past, women were considered beautiful if they had a fat body because of fertility. But nowadays, as times develop, women are considered beautiful with slim bodies, white skin, and straight hair (Yosiana, 2022).

Based on the results of in-depth interviews conducted by researchers, the four informants have different views and understandings of the meaning of the beauty standards of @skingame's "I'm Born This Away" campaign on Instagram. The different backgrounds of each informant influence the difference.

In reception theory, Stuart Hall states that each individual, in interpreting the context of the advertising message received, can vary according to their background experiences, age, and culture. And individuals can actively absorb and process in understanding advertising messages (Riskiy & Hapsari, 2022).

Although researchers used informant criteria from different ethnic cultures, the meaning of beauty that emerged in this study was only motivated by social factors, age, and experience. Ethnic culture in a person's beauty is now not the main thing and is slowly starting to shift. Based on previous research, in the city of Tanjung Pinang, there are different ethnicities, including Malay, Javanese, Minangkabau, Batak, Sundanese, Bugis, and people of Chinese descent, namely the Chinese.

The meaning of beauty in ethnic Chinese is influenced by two factors, namely internal factors, which involve physical characteristics that are not satisfied with the body, and external factors influenced by social, economic, and values taught from childhood. The changes in social construction in society can support self-existence, differences in social classes, and as a picture and manifestation of women's success in maintaining their physique (Elsera et al., 2022).

In addition, culture is constructed by each audience, including the creation, reception, transmission, and interpretation of advertisements. Advertising is a popular culture that a wide audience can consume. Trends in popular culture, such as beauty products, makeup, fashion, and so on, are currently very developed; this can impact local culture, which is increasingly fading and starting to be displaced in society (Ridaryanthi, 2014).

Discussion
Encoding: Inner Beauty in the @Skingame Campaign
The results show that the meaning of beauty in the @skingame campaign tends to focus on inner beauty. @skingame uses models with unusual physical conditions, such as models with birthmarks. @skingame seeks to convey to the audience that beauty is not only physical, but inner beauty is also important. This differs from previous research, where external beauty and inner beauty are equally important, and women must develop their outer and inner beauty to become truly beautiful (Ma, 2023).

Stuart Hall said encoding and decoding are influential in analyzing audiences in receiving messages. Audiences, as decoding, can utilize their resources to deconstruct media messages. The decoding process occurs when the informant can make a creative relationship between the message and himself (Wood, 2007).

Beauty standards: According to the @skingame brand itself, women can emphasize self-confidence, love themselves, and accept themselves fully without comparing themselves with others. This is opposite to the K-Beauty brand. The standard of beauty for women follows the Korean beauty standard of having glowing or brighter skin. People follow the set ideal beauty standards (Rizki et al., 2022).

In addition, 5 Korean beauty product brands claim that beauty standards in women have white skin, maintain a youthful physique, and use makeup whose purpose is to improve the prevailing image of female beauty (Trevinos-Rodríguez & Díaz-Soloaga, 2023). In previous research on beauty myths, the domestic industry on Instagram stated that beauty standards in Indonesia use makeup beauty products and adjust to Western beauty (W. L. Putri et al., 2023).

Accentuating and emphasizing inner beauty can change the audience's understanding of beauty by assuming that everyone has different uniqueness and positive sides. Seen from a cultural context, @skingame is trying to fight beauty myths that focus only on physical standards, like the views of the Banjar people, who are also concerned with inner beauty because it radiates from their behavior, especially their speech and manner of speaking. Moreover, beautiful physical beauty is followed by good speech so that beauty will look perfect (Nurdiyana & Najamudin, 2021).

This @skingame campaign, by highlighting inner beauty, indirectly aims to shift the myth of beauty standards that only focus on physical appearance. By @skingame using models who can't, @skingame celebrates each individual's unique, positive character. @skingame's "I'm Born This Away" campaign not only builds inner beauty but also shapes audience awareness of inner beauty through media and creates a broader view of timeless beauty.

Beauty standards in social media can be communicated widely, creating high expectations and a certain lifestyle. Similar to previous research, beauty trends in old age are influenced by media and popular culture in optimizing the self to maintain social conditions (Elfving-Hwang, 2021). Culture will emerge as meanings and values among different social groups or classes based on their conditions (Hall, 1980).
Indonesia has very diverse multicultural conditions such as ethnic diversity, language, religion, race, culture, and so on. These multicultural differences can expand Indonesian people's views on beauty standards, which are difficult to set. So, ethnic beauty commodified by media advertisements will influence audiences to follow ideal beauty standards to gain power in society (Picton, 2013).

As previous research has stated, multiculturalism reinforces the logic in advertising images and language that directly influences beauty aesthetics in the media. Such as maintaining the social position of women who have black or brown skin as marginalized and normalizing white skin as ideal beauty. This gives rise to a perception of diversity that has been ignored in ethnicity and culture (Guadalupe et al., 2021). The existence of ethnic and cultural diversity in Indonesia

gives rise to diverse beauty emphases so that the normalized beauty standards in Indonesia affect a person's psychological condition. Some of the impacts that arise from emphasis include low self-confidence, anxiety, depression, and so on.

Based on previous research, the impact experienced by a person due to pressure on beauty standardization, experiencing a decrease in self-confidence, and alienating themselves from the social environment and social media. This is the role of social media on beauty standards in Indonesia, which is very influential on people's mindsets (Wiryawan1 & Sutantri, 2023).

Decoding: Self-Accepted In The @skingame Campaign

The results showed that the informants in this study were in the position of dominant reading and negotiated reading. In this study, informants in the negotiated position stated that they accepted messages in the cultural part related to the meaning of beauty but did not accept messages in the beautiful meaning part of the @skingame campaign.

Hall explains that a person's acceptance of a message is always related to a person's background (Hall & Jefferson, 2003). This study interprets the background as gender, experience, and physical condition. Interestingly, although informants come from different cultures in this study, cultural factors tend not to be a significant factor in informants' acceptance of the meaning of beauty carried out by @skingame in its campaign.

In this study, female and male informants have different views on the meaning of beauty. The meaning of beautiful, according to the dominant position of reading informants, informants argue that women are beautiful when they can accept their uniqueness without comparing themselves with others, love themselves, do not feel insecure, and can maintain a neat appearance. This is supported by previous research, which shows that beauty can start from a positive state of mind that can make people confident in their quality and value (Rosida & Saputri, 2019). By doing good, sharing can inspire many people and increase self-confidence, and beauty can radiate by itself (Junaidi & Christinawati, 2020).

Meanwhile, according to the informant in the negotiated reading position, the informant argues that beautiful women are not only seen as self-confidence, but they must also be able to maintain their physique such as height, proportional weight, white skin, and so on, because looking at the current job vacancy conditions, they are looking for good looking ones. Previous research says that everyone can work with them to appreciate and care for the body for an ideal beauty image (Buetow & Wallis, 2019).

Women who are experts in wearing makeup can add to their self-confidence (Ginting et al., 2022). In addition, taking care of the face using make-up has a positive effect and can improve their well-being, self-esteem, and physical attractiveness (Kosmala et al., 2019).

The factors behind the informant's experience are in the reading negotiation position. Hall said the informants' experiences were obtained directly from the environment around them. Also, informants' thoughts in accepting the campaign can be influenced by experience and knowledge to produce meanings that indirectly occur in negotiations between acceptance and the @skingame campaign. This informant combines the understanding between himself, the campaign, and the environment (Ott. L Brian & Mack, 2014).

Both informants said they maintain their physique because they see the surrounding environment and job vacancies, although inner beauty and self-acceptance are important. Informants feel that their physical condition is still not normalized by society, but they always try to maintain their physique. Similar to previous research, physical appearance in social stratification is very important. Physical appearance in work symbolizes creating attractiveness (Mears, 2014). And individuals who have an attractive appearance can get more qualified jobs (Dilmaghani, 2020).

In addition, beauty in the self can be a support for one's career. Women believe beauty can make it easier for one's existence to improve work (Dwi Kartikasari, 2014). Every work agency practices normalized beauty standards by providing conditions for female employees to look attractive and be an ideal beauty (Munafidsyah et al., 2022).

The research results show that the @skingame campaign influences audiences to care more about non-physical and physical beauty, such as inner beauty and self-acceptance. Although the informants did not fully accept the message conveyed. According to Stuart Hall, decoding is using the code to interpret the message. Audiences play an active role in receiving messages and helping to deconstruct the meaning of messages, but they are not identical in strengthening arguments (Hall, 1980).

Previous research states that every brand began to fight beauty myths by conducting positive and inclusive campaigns. Positive campaigns can affect each individual's self-acceptance, body image, and emotions (Amalia et al., 2023). There is a stigma of beauty standards that are currently unrealistic, and brand advertisements are supported by advertising models that do not follow applicable beauty standards. This shows that everyone's physical differences are not a problem to look better (Hernanda & Utami Setyo, 2023).

Conclusion

The results show that the beauty standards in the @skingame campaign show the tendency of @skingame to see beauty in terms of one's inner beauty. This is demonstrated through the results of encoding ads that use models with unusual physical conditions. Other research findings in decoding show that the informants in this study also have unique conditions. Informants in this study are in the position of dominant reading and negotiated reading. The factors behind the informants' positions are their social experiences, physical characteristics, and cultural origins. This position shows that informants

tend to agree with the campaign carried out by @skingame. However, informants cannot fully feel that everyone owns beauty. The contradictions in the research results show this.

In this study, although informants come from different cultures, cultural factors tend not to be a significant factor in the acceptance of the meaning of beauty. The limitations of this study refer to the focus of the research, which only focuses on text analysis. Future research is recommended to analyze the cultural aspects of the audience to increase knowledge and understanding of the phenomenon of normalized beauty standards.

Acknowledgement

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