

Audience Reseption Analysis of Citra Advertisement Version “Ragam Cantik Indonesia Citra”

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Abstract

Advertisements for beauty products mostly feature women. Moreover, advertisements aired on television are dominated by beauty advertisements featuring slimming and whitening advertisements. Over time, the meaning of "beautiful" has slowly changed to be more inclusive. One of them is in the advertisement "Ragam Cantik Indonesia Citra". This research aims to find out how audiences capture and understand the messages conveyed in the advertisement. This research uses a qualitative research method with a reception analysis approach with Stuart Hall's encoding/decoding theory. In the process of interpretation, audiences are divided into three positions, namely dominant hegemony, negotiation, and opposition. This research shows different results from each informant. The results show that some informants have different positions. Differences in experience, beliefs, social background, economy, and status also color each position.

Keywords: Advertising, Analysis of Reception, Beauty, Beauty Standards.

Introduction

Reception analysis is an alternative approach to learning about audiences in interpreting messages received from a medium. According to Croteau & Hoynes, in reception studies several contextual factors influence the way audiences interpret media (Hanana & Rahma, 2018). For example, audience identity such as race, gender, age, occupation, education level, where the audience reads, and has assumptions before reading the text and others. These audiences' identities contribute to building individual lives and experiences with the media (Agustina, 2017). This has a relationship between audience identity and how audiences interpret the messages given by the media.

One message that is very influential on audience response is advertising. Advertising has evolved over time, creativity in making advertisements is always remembered and influences audience receptions and opinions. Television is considered the best medium to convey advertising ideas because it has audio-visual capabilities. Commercial advertising on television is a capitalist medium to fulfill the economic function of capitalism, in other words, the presence of advertising is used to convey the message of capitalism for the benefit of capitalism (Agustina, 2017). Advertising is a medium or platform that can be used by a company as a tool to influence, attract, and convey information about their products and services to consumers. Advertising can be said to be successful if it achieves the goals that have been set before. These goals can be increased sales, increased brand awareness, increased customer participation, or other goals relevant to the advertising campaign (Tasruddin, 2015).

The majority of advertisements aired on television or social media are dominated by beauty advertisements featuring slimming and whitening advertisements. This shows that beauty is still attached and identical to women who are highlighted through women's body parts, namely face, skin color, hair and body shape. Beauty standards are not neutral. It is born in a society and lives as a myth believed by that society. Therefore, beauty standards are constructions built by society.

Beauty standards vary from country to country. Some of the things that differentiate are culture, beliefs and customs. In addition, mass media is also an influence because it provides information related to beauty standards (Hariyanti & Harwat, 2017). Women are said to be beautiful if they meet certain beauty standards. So is the construction of today's women's beauty standards. Unlike the beauty standards of the 70s, true female beauty radiated from her thin body, small breasts and black skin. The beauty standards of the 80s, women who have large breasts, are expressed as more sexually attractive (Halim, 2011).

According to Beauty Journal.id, the standard of beauty adopted by Indonesian women in 2015 is a woman who has bright, shiny, youthful-looking skin. Women who want to look young are usually willing to go to extreme measures such as botox which is often used as a shortcut to fulfill the parameters of young-looking skin, which is wrinkle-free. In addition, blemish-free on the face means having a smooth face without any blemishes in the form of spots that can be Selain itu,

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bebas noda di wajah yang berarti memiliki wajah yang mulus tanpa adanya noda berupa flek yang bisa considered disturbing appearance (Monica, 2015). Nowadays or in the 2015s, the symbol of beauty has changed, namely having an ideal body, medium breast size, bright white skin, and straight black hair.

However, in Indonesia there are still companies that require women to have a proportional or slim body and white skin in order to be accepted. This is based on the results of a survey published by the ZAP Beauty Index 2020 which states that 46.7% of respondents believe the definition of "beautiful" is to beautify the appearance deeply and thoroughly or what is often called well-dressed, and 82.5% of respondents stated that "beautiful" means having bright and radiant skin (ZAP, 2020). It can be concluded that in Indonesia to be called beautiful, one must be thin and fair-skinned. This can make women who don't meet the criteria feel insecure (Barthes Yuli Sugih Rahmawati et al., 2022).

But over time, the meaning of "beautiful" has slowly changed to be more inclusive. In other words, being a beautiful woman is not limited by certain standards. Although in Indonesia there are still those who consider women beautiful with white skin, it turns out that there are also many women who are starting to be open to this issue (Addini, 2019). This shift in the definition of "beautiful" eventually emerged as an opportunity for the beauty industry. This change has led to many beauty companies expressing their beauty voices and values through their advertisements as well. In this case, the Citra brand also supports the shifting meaning of "beautiful" circulating in society.

Citra is one of the local beauty product brands produced by PT Unilever Indonesia, established on December 5, 1933 with the vision of becoming the most complete skincare brand that offers natural beauty (Anam et al., 2020). In contrast to Citra's previous advertisements, Citra created a campaign called #RagamCantikIndonesia. On May 31, 2022, through her YouTube channel, Citra uploaded an advertisement titled "Ragam Cantik Indonesia Citra". As of September 6, 2023, the ad has been viewed 12.905.460 times (Citra, 2022). The concept of beauty standards displayed in this Citra ad is different from the concept of beauty standards in previous Citra ads. As shown in the ad, it features five models with diverse physical characteristics, ranging from white skin to dark skin, straight to curly hair, as well as the attributes or clothes they wear. Not only that, the ad also features several dances, musical instruments, fabrics, or natural resources in Indonesia which are shown as visuals of Indonesia's cultural diversity.

Table 1 Top Brand Index Hand and Body Lotion Result Data

Brand	Top Brand Index		
	2021	2022	2023
Citra	29.10%	29.60%	29.70%
Vaseline	14.80%	16.50%	17.10%
Marina	16.20%	13.60%	15.90%
Nivea	8.80%	8.90%	7.20%
Body Shop	5.60%	3.70%	3.20%

Source: (Brand, 2023)

Based on Table 1 explained that Citra Hand and Body Lotion products are included in the Top Brand Award in 2023 with the category of skin care products. From this data, Citra Hand and Body Lotion has increased in the last three years, but the company must think again to make innovative changes, in order to compete in the market so that more consumers are interested.



Figure 1. Citra advertisement “Ragam Cantik Indonesia Citra”

The audience reception analysis of this advertisement aims to find out how people capture and understand the messages conveyed in the advertisement. Therefore, an audience reception analysis of the Citra Body Lotion advertisement can provide insights into how audiences capture and respond to the advertisement, as well as how the advertisement can affect their perceptions of beauty and their own bodies. By understanding how audiences respond to this advertisement, it can be known whether the advertisement is understandable in attracting consumer interest or it has a negative impact on the audience's self-perception.

This research will later interview several audiences who have criteria. Some of the criteria that researchers will use are having different social economic status, namely; men and women who work, do not work, are single, and are married. These criteria are considered appropriate to fulfill and answer the problem formulation. This research was conducted in order to obtain diverse data.

Previous research on the reception of advertising content on social media has been conducted by Sri Hesti Meilasari, and Umaimah Wahid with the title *Analysis of Audience Reception of the Content of Wardah Cosmetics Advertising Messages "Long Lasting Lipstick Feel The Color"* (Mailasari & Wahid, 2020). The study revealed that the interpretation of the message content in the Wardah Cosmetics advertisement only appeared in two categories of audiences, namely dominant reading and negotiated reading. This happens because Wardah Cosmetics' market segmentation is quite clear, namely women and targets the majority of Muslim women with halal-labeled products.

Other related research also discusses the reception of Somethinc advertising content conducted by Eka Inriyanti, Ana Fitriana P, and Luluatu Nayiroh with the title *Analysis of Audience Reception of Message Content in Somethinc X Lifnie Sanders Ads* (Inriyanti et al., 2022). In this Somethinc advertisement, it displays a male figure who is one of the advertising stars in this version of the cushion product. The study revealed his interpretation of the message content in the Somethinc X Lifnie Sanders advertisement. Informants 1, 2, and 5 are in dominant reading, informant 3 is in negotiated reading, and informant 4 is in oppositional reading.

Meanwhile, with this research, of course there is something different from previous research because this research uses a diversity of sources that are divided into several criteria, so that they will have various reasons. Each background group has a unique perspective based on their experience, education and occupation. Different values and priorities also contribute to this diversity, which can help design messages or products that are more relevant and appealing to different audience segments. Occupational backgrounds can also reflect differences in product usage. In addition, diverse age ranges and life stages can also gain a better understanding of how life progression may affect their preferences and behaviors. Using informants from different backgrounds can provide richer and more relevant data to support the desired findings and decisions. Research has a better chance of overcoming biases and stereotypes that have arisen in previous research. This not only improves the quality of the research, but also broadens its impact in diverse social, cultural and economic contexts.

Method

This research uses reception analysis with a qualitative approach. Reception analysis was first introduced by Stuart Hall, an important figure in cultural studies to explain the encoding/decoding process. This analysis explores the influence of the context of media use and interpretation of all audience experiences. From a mass media perspective, target audiences are individuals who consciously choose the media and messages they will access. The audience is defined based on what the sender of the message wants, based on the membership of the audience itself, and the media used (Mailasari & Wahid, 2020). Some of the theories used in this study include audience reception, audience encoding/decoding, and advertising.

In simple terms, encoding can be interpreted as the process of production, construction and framing of reality. It generally uses the ideology of the dominant group or serves hegemonic values. The preferred reading or message that Citra wants to convey is that in every touch, Citra celebrates beauty in all its variety. By featuring five Indonesian women from various ethnicities, tribes, and rich in culture, Citra embraces all types of beauty from Sabang to Merauke who have different beauty stories. Citra also features a clean look, including a brief description of the natural ingredients and their benefits.

While decoding is the process of interpreting and reproducing messages. The encoding/decoding model proposed by Stuart Hall aims to further explain how meanings and messages are sent and explained (Hall, 1980). The theory put forward by Hall explains that messages constructed by producers (mass media or communicators) are not always interpreted in the same way by recipients or audiences.

The decoding process is highly dependent on the audience's perceptions, thoughts, and past experiences. This is what makes the decoding process so varied in each individual, but it must not be linear or different from the original purpose of creating the message. To examine this theory, Stuart Hall classifies audience positions based on the results of decoding television discourse. The three decoding groups are:

- a) **Dominant/hegemonic reading:** Audiences interpret the dominant code. The mass media produces information and the public consumes it. The public accepts and consumes what the media offers without protesting or giving resistance. This allows the audience to interpret the text according to the media's wishes.
- b) **Negotiated reading:** Audiences interpret messages according to dominant cultural values, but in certain cases

- refuse to apply them. Audiences question the code and use their beliefs to subvert the dominant code.
- c) **Oppositional reading:** Audiences interpret messages that are contrary to those conveyed by the media. Audiences interpret the message seriously and try to recognize and not accept the bias in its delivery. In this case, audiences will try to use their own code frame (Sahidan et al., 2023).

In the data collection process, in-depth interviews and documentation techniques were used. In-depth interviews were conducted to give informants the freedom to define the meaning according to their own interpretation because the audience's experience affects the meaning made. Through in-depth interviews, researchers can find out the reasons behind their opinions on this research. Then, the documentation method aims to provide additional information obtained during the interview process. Interviews will be conducted on several criteria, namely female, male, single, married, working, unemployed, and have watched the Citra advertisement version of "Ragam Cantik Indonesia Citra".

Table 2 Informant Data

No.	Initials	Gender	Status	Age	Background
1.	AFA	Female	Single	20	Student
2.	RNH	Male	Single	20	Fresh graduate
3.	NF	Female	Single	22	Librarian
4.	DKJS	Male	Single	23	Employees
5.	HSN	Female	Marry	22	Housewife
6.	RBJ	Male	Marry	35	Self-employed

Source: primary data

Result and Discussion

Interpretation of Beauty Standards

Today's more inclusive beauty standards show an evolution in society's view of physical beauty, which takes into account and recognizes the diversity of body shapes, skin tones, facial features, and gender identities (Fitriya & Sumardjijati, 2023). Although in Indonesia there are still those who think that beauty must have a slender body, ideal height, have a sharp nose, clean white skin without scars or acne scars, but there are also those who have begun to open up to this view, so that beauty standards or the meaning of beauty have different meanings in each region. As in the results of interviews that researchers have conducted, each informant mentions different beauty standards. AFA mentioned that the standard of beauty for her is a woman who has a healthy body shape, and all healthy skin colors. A more detailed explanation of beauty standards according to AFA is as follows:

"The standard of beauty that I understand first, from a healthy body shape, not a thin one like k-pop idols, but a healthy one. Weight and height must also be balanced, then for skin color it is relative, all skin colors in my opinion are beautiful."

Furthermore, RNH also gave her opinion on beauty standards, which according to her, beauty does not have to be white, height does not have to be below her, and a nose that is plump or snub is still beautiful. A more detailed explanation of beauty standards according to RNH is as follows:

"You don't have to be white, black or tan is fine, and height is fine too. Then a nose that is plump or snub doesn't matter."

Then, NF also argues that the standard of beauty for her is that beautiful women do not have to have white skin, various types of hair and skin can also be said to be beautiful if properly cared for. A more detailed explanation of beauty standards according to NF is as follows:

"Eee I interpret it, beautiful doesn't have to be white, doesn't have to have straight hair. People with curly hair, exotic black skin can also be beautiful if they are taken care of."

Meanwhile, DKJS said that the standard of beauty for him is a woman who has a cheerful, happy face, and for the skin color of beautiful women according to DKJS is also relative, white or dark skin is not a problem. A more detailed explanation of beauty standards according to DKJS is as follows:

"In my opinion, it can be seen from a cheerful face, usually a woman if she looks happy can look beautiful. As for body shape like skin color, it's relative. From my own point of view, those with fair or dark skin can be considered beautiful."

Furthermore, HSN gave her opinion on beauty standards, which according to her is a woman who has healthy, well-groomed skin, not only facial skin but all parts of the body as well as hair. A more detailed explanation of beauty standards according to HSN is as follows:

"According to me, the standard of beauty that I understand is a woman who has healthy skin, not just facial skin, but all parts of the body also have healthy skin and healthy hair."

In addition, RBJ argues about beauty standards, which according to her are physically beautiful that must be maintained. Like eating healthy food, and getting enough rest. Personality is also important according to her to always be maintained, starting from behavior, attitude in everyday life that can radiate an aura of beauty. A more detailed explanation of beauty standards according to RBJ is as follows:

"Beautiful in my opinion, she is eee physically beautiful then eee beautiful in personality which automatically eee, in both aspects that are different in how to take care of it. If it is beautiful in personality, the person must take care of it, starting from his behavior, his attitude in everyday life so that it can radiate eee the term is more pleasing to the eye by other people looking at it. Then for physical beauty, it's the same, the same maintenance but in another way. Maybe by eating healthy food, by taking vitamins, by getting enough rest like that."

From the results of the interviews above, it can be concluded that most informants are of the opinion that beauty standards do not only display external appearance or certain physical conditions, but are also seen from within a person. This shows that all informants understand that the standard of beauty that exists in a person is different.

Furthermore, the researcher also asked the informant about the beauty standards she usually sees in the media and the surrounding community. AFA explained that the beauty standards she usually sees in the media show models who have white skin, while the beauty standards in the surrounding community assume that beauty does not have to be white. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to AFA is as follows:

"Nowadays, there are many brands that release, this has brightening, whitening, and indeed the market is still in the direction that I want to be white. Then from my environment, I don't really care that beauty has to be white. They are still confident with their skin color, their body shape."

Just like AFA, RNH also gave her opinion on the beauty standards she usually sees in the media and the surrounding community. RNH explained that the standard of beauty commonly seen in the media still displays a figure with white skin, and has an ideal height, while the standard of beauty that exists in the surrounding community is that a woman can be said to be beautiful if she wears closed clothes. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to RNH is as follows:

"In the media, it's the same as in job vacancies, tall, white like that. If it's in my neighborhood because it's an Islamic neighborhood, maybe those who wear hijab, clothes that cover the aurat."

In addition, NF gave her opinion that the standard of beauty that she usually sees in the media features women who are white, tall, slim and smooth. Likewise, the beauty standards that exist in the surrounding community. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to NF is as follows:

"The standard of beauty that I see in the media is that a girl has to be white, tall, slim and smooth. In the community around me too."

Another case with DKJS who expressed his opinion that the beauty standards he usually sees in the media and the surrounding community have shown more open beauty standards. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to DKJS is as follows:

"In my opinion, it has reflected diverse beauty in the media and the society around me."

Meanwhile, HSN explained her opinion regarding the standard of beauty that she usually sees in the media and the surrounding community still displays models who have white skin, have slim bodies, straight hair, and most people feel that they do not look beautiful so that some make changes to their bodies. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to HSN is as follows:

"The media usually shows white skin and a slim body. Most beauty product advertisements only show products for whitening. In the neighborhood, they still think the standard of beauty is white, slim, straight hair. So there are still many people who make changes to their skin color because they feel that they have brown skin, so they don't meet the beauty standards."

Similar to the opinion of the previous informant, RBJ explained her opinion regarding the standard of beauty that she usually sees in the media and the surrounding community still displays a physique with white skin, straight hair and colors according to existing trends. A more detailed explanation of the beauty standards commonly seen in the media and the surrounding community according to RBJ is as follows:

"If you look around, yes, white skin is automatic, eee hair is at least straight, even if you want to curl it, you have to go to the salon first and then paint it according to the latest trends. For the media itself only focuses on, what is the term, focuses on the physical. How to whiten the skin, which is only concerned with beauty only from the outside."

Based on the explanations from all informants above, it shows that some informants have seen the meaning of beauty standards in the media and in the surrounding community is more open. Not only does it always show physical conditions that are considered perfect, but shows the differences in different physical conditions so that beauty standards do not become a benchmark that must be applied.

Interpretation of the Concept of Beauty Standard in Citra Advertisement “Ragam Cantik Indonesia Citra”

In the "Ragam Cantik Indonesia Citra" advertisement, the preferred reading or message that Citra wants to convey is as shown in the vision of Citra, which is to become a complete skin care brand that provides overall natural beauty (Citra, 2023). Then when seen from the documentation of this ad, Citra shows ethnic and cultural diversity, including the diversity of facial features, hairstyles, and clothes that reflect the richness of Indonesian culture. Diverse skin tones ranging from the lightest to the darkest. Recognition of traditional beauty is shown with traditional beauty elements, such as traditional clothing and accessories. The image also features a clean look, including a brief description of the natural ingredients and their benefits. The advertisement that carries the concept of "Ragam Cantik Indonesia Citra" not only helps create a marketing campaign, but also creates a positive narrative about beauty that includes all Indonesians. This message not only promotes the product or brand, but also contributes to a positive change in the way society views and values beauty in all its forms.

AFA, RNH, and DKJS argue that the concept of beauty standards in Citra's "Ragam Cantik Indonesia Citra" advertisement displays a good concept, but still lacks the diversity of the meaning of beauty itself. AFA considers that this ad only focuses on showing the differences in skin color, hair, and culture of each model. She thinks that the ad does not show the diversity of body shapes that should not be overlooked in the existing diversity. RNH and DKJS think that showing a model wearing a hijab is not portraying a Muslimah. According to them, the clothes worn by the hijab-wearing model are considered not covering the shape or curves of the body. Therefore, RNH and DKJS felt that the advertisement was still not in accordance with the conditions in Indonesia.

In contrast to AFA, RNH, and DKJS, NF believes that the concept of beauty standards in the "Ragam Cantik Indonesia Citra" advertisement has succeeded in showing the diversity of beauty in Indonesia, such as the diversity of skin colors, hair types, ethnicities, cultures, and religions. In addition to NF, HSN, and RBJ also interpreted that this advertisement has succeeded in breaking the previous beauty advertisements that always displayed women with white skin, ideal height and thin body. So this advertisement is considered to have shifted the meaning of beauty to be more inclusive.

After conducting in-depth interviews, it can be understood that each informant has a different opinion about the concept of beauty standards in the "Ragam Cantik Indonesia Citra" advertisement. Some informants understand the beauty standards in this advertisement and consider this advertisement to be in accordance with those of Indonesian society and has represented the diversity that exists in Indonesia. However, there were some informants who viewed the concept of beauty standards in this advertisement as not representing the diversity of Indonesian beauties. Nevertheless, informants mentioned that this advertisement has taken some initial steps to break the stereotypes of beauty standards that exist in society.

The results that have been obtained by researchers will be processed and analyzed based on the theory used to obtain research results. Reception analysis is used to see and understand the response, acceptance, attitude and meaning formed by the audience towards the advertisement "Ragam Cantik Indonesia Citra" (Purnamasari & Tutiasri, 2021). In the research process, researchers used Stuart Hall's encoding/decoding theory. This theoretical model states that the meaning encoded by the sender can be interpreted (decoded) into different things by the receiver. This means that audiences are active in the process of interpreting and interpreting a media text (Milatishofa et al., 2021). Stuart Hall's encoding/decoding theory in this study is used to analyze how audiences receive and interpret the "Ragam Cantik Indonesia Citra" advertisement. Stuart Hall divides the audience's meaning into three decoding groups, namely dominant hegemony, negotiation, and opposition.

Table 3. Audience's Understanding & Interpretation of the Concept of Beauty Standard in Citra Advertisement Version “Ragam Cantik Indonesia Citra”

No.	Name	Dominant Hegemony	Negotiation	Opposition
1.	AFA		√	
2.	RNH		√	
3.	NF	√		
4.	DKJS		√	
5.	HSN	√		
6.	RBJ	√		

Based on the research results, there are factors that color informants in receiving these advertising messages. This factor has different social backgrounds, namely:

- a. Gender: Gender factors influence the differences in reception of the "Ragam Cantik Indonesia Citra" advertisement. The difference in perception between male and female informants provides more insight into this advertisement.
- b. Economic status: Economic status can affect the information and resources available to informants. In addition, higher economic status will also affect experiences that can increase informants' knowledge (ABINERI, 2022).

- c. Personal experience: Personal events and daily experiences greatly influence informants' knowledge.
- d. Media consumption: The type of media consumed by informants can play an important role in shaping their knowledge.
- e. Age: The age factor may affect informants' knowledge due to generational differences that may create differences in assessing these ads.

Conclusion and Suggestion

Conclusion

Based on the results of the research that the researchers have conducted, it can be concluded that there are significant differences in the way informants interpret or respond to the messages conveyed in the "Ragam Cantik Indonesia Citra" advertisement. The differences in research results can be attributed to the existence of various employment backgrounds, marital status, and gender that create varied diversities. This can provide a more comprehensive perspective on how this advertisement is received by the informants. The results of this study are that of the six informants, there are three people who are in the dominant position of hegemony, namely structure meaning 2 is the same as structure meaning 1, and three people who are in the negotiation position, namely the decoder understands what the encoder wants to convey but does not fully accept it. This study did not find any informants who entered the opposition position.

Suggestions

This research will hopefully help audiences become more aware of diversity and more inclusive beauty standards. The researcher also hopes that other beauty brands can join in to break the stereotypes of beauty standards that have long been circulating in society.

Acknowledgement

First of all, thanks to Allah SWT for His grace, guidance, and blessings. Secondly, thank you to both parents, for the support, prayers, and struggles given to researchers. Third, thank you to Dr. Senja Yustitia, S.Sos., M.Si., as the supervisor who has provided guidance, direction, and input during this research. Fourth, thank you to all the sources who have helped complete this research. Fifth, thank you to friends who always encourage, always accompany researchers during lectures, and in completing this research.

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