

The Beauty Standard Issue in Poster of Citra Hand and Body Lotion

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ABSTRACT

Keywords:

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Each of the countries of the world has its own beauty standard, including body image. Body image here includes the color and the style of the hair, the eyes shape and color, the shape of the face, and the body shape. Often, the agency hires a model, an actor, or an actress who has a good look and body image to do a photo and video shoot for the commercial, poster, magazine cover, and other media to make the media interesting, to persuade the customers to buy the product, and to show the beauty standard to the readers. Unfortunately, some readers feel so insecure because they do not have the same good body image as the model on the media. In Indonesia, there is a commercial that shows a beauty of woman comes from her white skin and that is Citra hand and Body Lotion. Whereas the beauty of a woman does not only come from her skin tone. Unfortunately, there are still Indonesian people who believe that woman must has white skin to fulfill the beauty standard. This analysis will use the poster of hand and body lotion product branded Citra as one of the media. This paper shows the analysis of the issue of the beauty standard of girl in a poster of Citra Hand and Body Lotion.

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INTRODUCTION

Beauty standard comes up in people's mind. Beauty standard generally depends on the quality of someone's beauty. Thus, beauty standard also includes with the body image. Based on Cambridge Dictionary (n.d.), body image is the idea that someone has of what their own body looks like. It means that when people look their own body, they will come up with their idea whether their body is good or bad after looking at it. Sekayi (2003) states that beauty has vastly varied definitions and certainly one's sense of personal beauty is greatly impacted by one's definition of beauty. From that, I can conclude that everyone has her or his own definition of beauty that we can find variation of beauty definitions, even for people who are 'different', they can create their own beauty. It is no wonder that every country has its own beauty. However, there are still many issues about beauty standard and body image. Based on my observation, people, whether women or men, they feel pressured and insecurity because of their body shape and even skin color. Talking about skin color, some of the people in the world still think that the beauty comes from the light skin and slim body. This kind of assumption can put people, especially girls and women, into the great pressure. This kind of issue has ever happened in the world, including Indonesia. From the research paper titled "Pressure to Be Perfect: Influences on College Students' Body Esteem", it is stated that "Young people today live in an environment in which looks are of utmost importance, social support is low, and pressure to achieve the cultural ideals of attractiveness is high. The

average American woman is 5 and 140 pounds, whereas the average female model portrayed in the media is 5 and 120 pounds. Although a survey of 224 college students showed that perfectionism and media use were not related to students' body esteem, higher family and peer pressure and a high score on perfectionism influenced women to compare themselves to the models in fashion magazines and on television.” (Sheldon, 2010, p. 277). This research is discussing about the perfect body height and weight that college students should have so that their body is labeled as “perfect body”. The paper starts with comparison between the average American woman's height and weight and the height and weight that is generally owned by female model. From Sheldon's research (2010), it shows that most of female college students are influenced by their family, peer pressure, and perfectionism to compare themselves with the models on media. In the finding and discussion of this paper, it is stated that “Although women in the sample read fashion magazines more often than men, it is found that the amount of time they spent reading them was not related to their body esteem. Rather, the comparison to models in those magazines was what made women have negative attitudes towards their bodies. So, it is found that women who compare themselves to models in magazines and are under high family and peer pressure to have perfect bodies have lower body esteem than women who are not under family or peer pressure.” (Sheldon, 2010, p. 291). From the discussion, it is proved that women start thinking negatively about themselves because their body shape do not match as the body shape of model who are portrayed in the magazine. This issue is also caused by family and friends who have an idea that model is the example of having a “perfect body” to fulfill the beauty standard. Another example of beauty standard issue is in Indonesian which is Indonesian women use the beauty and whitening products, even the hazardous ones to get the light and white skin, no matter what the cost of it. For literature review, I would like to overview the research conducted by Muzakhir (2019) about semiotics analysis of Citra pearly white UV hand and body lotion.



Figure 1. A woman wears long sleeves jacket and mask to protect her skin from the sun



Figure 2. The comparison between the after using Citra and the one without Citra

Muzakhir (2019) makes the conclusion of his research that there are five connotation meanings of this Citra Pearly White UV Hand and Body Lotion commercial above:

1. The black or sun-burned skin is the scariest thing for women that women must prevent or avoid from that.

2. The skin must be prevented from being the dull skin by the right body lotion.
3. The black skin must be changed so that the skin can be as glow and white as model's skin.
4. Korean women skin color is the flawless white skin that it is considered as the perfect skin, and it becomes Indonesian women's favorite skin color.
5. The happiness of the women is to have the glowing white skin.



Figure 3. The model shows Citra Hand and Body Lotion to turn dark skin into light skin

From that, I conclude that Citra Hand and Body Lotion has some uncomfortable connotation meaning about the skin color and the happiness of the women. Muzakhir (2019) adds that this commercial brings up the ideology and that is the beauty hegemony with the version of white skin ala Korean women. Where, the brown skin or the fair skin is not considered as the beauty indicator. In my opinion, this kind of hegemony will drive the Indonesian women who were born with non-white skin into the great insecure and unconfident. This kind of issue is girl's matter in having a beauty standard because it can put all girls in unhealthy internal condition such as anxiety, mental disorder, and other bad psychological conditions. In this paper, I will do the analysis on Citra Hand and Body Lotion posters. This paper aims to analyze the beauty standard that Indonesian girls should have based on Citra Hand and Body Lotion posters and to compare Indonesian girls' beauty standard from 1900's to 2000's.

Based on Kompasiana article (Mega, 2021) entitled "The Ideal Beauty Standards in Indonesia", it is stated that Indonesian society thinks that the way person's looks, how person's face shapes, how person's body shapes and what color of person's skin is important. Kompasiana (Mega, 2021) mentions five 5 types of the ideal beauty standards such as light skin, a clear skin, a pointed nose, straight hair, and slim body which are shaped by Indonesian society and other factors. Kompasiana (Mega, 2021) states the reason why light skin becomes one of the Indonesian beauty standards. The reason is colonialism. During colonialism, the Dutch ancestries were placed on top, while Indonesian people were at the bottom. As a result, light-skinned people became the standards of beauty. That is why Indonesian people still think the light-skinned people are called beauty itself. From that, I can conclude that the Dutch colonialism is the origin of the Indonesian beauty standard. Kompasiana (Mega, 2021) states again that it is proven that many whitening products have been used by Indonesian women and many Indonesian brands released the whitening or brightening products. Even some Indonesian women do not care if the products might contain dangerous ingredients for their skin in order to fulfill the ideal beauty standard. From the statement, whether be aware or not aware, the beauty standard also pushes someone, including woman, to do the bad things that might kill themselves. Based on Radar Solo (*Ini cara*, 2021), Sinta, who was Rama's wife (the husband and wife of Indonesian folktale titled *Rama and Sinta*), she is pictured as the woman who "as shine as the moon". It is the exclaim of glowing skinned woman. Radar Solo (*Ini cara*, 2021) also says that the beauty commercial has been existed by the existence of European people and Japanese people when they colonized Indonesia country. European and Japanese advertised the beauty products based on each of their beauty standard. Since Indonesian had been freed from the colonial

country and had become independent country, the beauty standard, which is glowing skin had never changed, even though the ruler of Indonesia country was replaced after the independence. Because of this, the Indonesian girls or women who have fair skin or brown skin are not categorized as “beautiful”, whereas Indonesia is the tropical climate country. Radar Solo (*Ini cara*, 2021) explains that because of this kind of beauty standard, the beauty industrial is in a great expand over girls’ and women’s insecurities that most of beauty industrial starts produces whitening cream, slimming medicine, anti-aging lotion, and many more. It is because many Indonesian girls and women follow the beauty standards based on the media such as opera soap, movie, and even the influencers of social media, mostly on Instagram. By looking at the media, girls and women who do not adapt their body to the “beauty standard” of media, they will think that there is something wrong with their body and they will change it without considering the risky of the thing that might happen to their body and face as well.

METHOD



I will use two posters of Citra Hand and Body Lotion as the media of the research. For the posters, I use the one which is portrayed by the popular Indonesian model named Febby Rastanty. While another one is portrayed by the unknown Indonesian model in 19th century. The reason I use two posters from the different year is that to make a comparison about the beauty standard that Indonesian girl based on the posters. I will also use textual analysis and semiotics analysis to analyze the posters. For the semiotics analysis, I will use Roland Barthe’s theory about semiology to get signifier and signified. Roland Barthes (1968) states that ‘connotation being itself as a system that comprises signifier, signified and as the process which unites the former to the latter. While I will use Allen’s theory for the textual analysis. According to Allen (2017), textual analysis is a methodology that involves understanding language, symbols, and/or pictures present in texts to gain information regarding how people make sense of and communicate life and life experiences. By using Allen’s theory about textual analysis, it will help me to analyze the visual and written messages that are attached on the poster.

FINDINGS AND DISCUSSION

In this discussion, I will use semiotics analysis and textual analysis as the methods of my research. By using semiotics analysis, I will use the semiology which is to identify the signifiers and the signified. For the signifiers, they are the words, visual, and the color of the posters, and the signified is the connotation meaning behind the posters’ images and texts. While I will find out the message by using the textual analysis. According to the theories and what I have learned from the class, the advertisement media such as poster, commercial, and magazine deliver the message through the color, image, and text. Here is my analysis of Citra Hand and Body lotion posters. Each of the two posters is from the different year in Figure 4 and 5.

From the table of analysis, after I compare two posters of Citra Hand and Body Lotion, I can see it that Citra has existed from 1900’s. Until now, the function of Citra is still the same and that is to make the skin white and glowing. The differences are the essence of the ingredient of Citra, the shape of the product container, and the image attached on the product. About the beauty standard, it is still the same and it has not changed. Citra product on those posters with picture of woman as the model indicates that the beauty standard comes from the white and fair skin and slim body, however, in different context. On the old poster, the girl or woman can be called “beautiful” if they have skin as fair as *langsat* just like *Keraton* woman. While the new poster one of 2000’s indicates that the beauty will come when the female has white and glowing skin just like other Asian women. If Citra commercial explains that it will make skin white, then why the model must be a slim woman and not the fat or thin woman? My assumption is that because of the agency that they need a slim and beautiful woman as a model so that the media will look interesting for the readers because in the reality, the appearance is everything.

Table 1. Two Posters of Citra Hand and Body Lotion

No.	Signifiers (image of posters)	Signifiers (image, color, and text)	Signified
1.		<p>A smiling woman</p> <p>Citra Lotion Products</p> <p>A picture of Keraton woman in black kebaya on the below left corner</p> <p>Yellow color</p> <p>Woman silhouette on the product</p> <p>The text that says: “Untuk kelembutan alami kulit anda. Rasakan khasiat kelembutan alami lulur rempah dalam Citra Beauty Lotion di masa kini yang praktis dan modern. Kini, juga tampil dalam kemasan 175 ml yang lebih ekonomis. Lulurkan senantiasa Citra Beauty Lotion pada wajah dan seluruh tubuh anda setiap kali selesai mandi. Rasakan betapa kulit anda terasa halus lembut dengan warna dambaan kuning langsung.”</p>	<p>A smiling woman symbolizes that she is happy for getting a fair skin</p> <p>It is the product that woman should use to get the fair skin</p> <p>It indicates that by using the product, the woman will be as beautiful as a Keraton woman</p> <p>The color symbolizes the skin fairness. In Indonesia, fair skin is called “kulit kuning langsung.”</p> <p>The silhouette indicates that the product is special made for the girl and woman</p> <p>By using Citra, you will feel like you have a skin care in spa with herbal ingredients practically in the modern era. Citra provides the more economical product contains 175 ml lotion. To get the result, the customers must scrub the lotion to the face and whole body after taking a bath. That way, the skin will be soft, smooth, and fair as langsung just like all the women want.</p>
<p>Figure 4. Citra Beauty Lotion in 1990’s</p> <p>Source:</p> <p>https://i.pinimg.com/originals/fd/dc/2c/fddc2c98c6c1a3f40b5d53233ee116f6.jpg</p>	<p>(Translation: For your skin natural mildness. Feel the merit of the natural mildness of herbal scrub in practical and modern Citra Beauty Lotion in this present. Now, it is also available in more economical container of 175 ml. Scrub Citra Had and Body Lotion to face and whole body every time after taking a bath. Feel of how smooth and soft your skin is with color as fair as langsung.”)</p>		
2.		<p>A model who touches her skin, smiles, and wears white</p> <p>Logo of Citra Natural Glowing White UV</p> <p>Citra product with the drop of water that reflects <i>bengkoang</i> and green tea leaves. It has green text that says “100% natural essence”</p> <p>Text: <i>Kulit Cerah, kenyal, bening bercahaya</i> (Translation: fair, supple, and glowing skin)</p> <p>Yellow color</p> <p>The green tea leaves and jicama</p>	<p>It indicates that this woman feels satisfied of her skin color that she could wear white. This model has white skin and slim body that fulfills the beauty standard</p> <p>It is the name and the kind of the product. It contains sunscreen to protect the skin from UV ray of the sun.</p> <p>The shape of the product container. The water drops with reflection of <i>bengkoang</i> and green tea leaves and text above symbolizes the lotion contains 100% natural essence such as <i>bengkoang</i> and green tea leaves to whiten the skin.</p> <p>By using Citra, the skin will be fair, supple, and glowing</p> <p>The fairness.</p> <p>The natural essence formula of Citra to make the skin fair.</p>

CONCLUSION

From the explanation and discussion above, I can conclude that the measurement of beauty standard is based on models attached media such as magazines, social media, poster, etcetera. Because of this, young people, especially girls or women get pressured and they will try anything to fulfill the beauty standard whatever the cost is, even though it means that they must harm themselves by using hazardous products and practicing the “impossible” way to become beautiful based on beauty standard. Indonesian’s beauty standards based on the media are light skin, white skin, slim body, straight hair, and pointed nose. Here I discuss about the light skin as one of the Indonesia beauty standards. Indonesia’s beauty standard has existed since the colonialism that the European women were considered as the “beautiful” ones because of their white skin. That is why many beauty products are available to whiten the skin. One of Indonesian beauty products is Citra Hand and Body Lotion. Citra has been produced since 1900’s until now. After analyzing old poster and new poster of Citra, it is shown that the beauty standards of Indonesia have never changed until now which are light skin and slim body. It is proven from the model on the poster of Citra. In my opinion, it is agency’s idea of choosing the “good” model to make the media interesting because agency mphasizes to the appearance more than anything else. However, the agency never considers the effect of the model to the insecurity of young girls or women.

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