

**IDEOLOGICAL REPRESENTATION OF WARDAH
COSMETICS THROUGH THEIR BRAND AMBASSADORS**

THESIS



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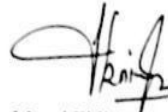
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ABSTRACT

Ayuningtyas, S.D.P (2024) Ideological Representation of Wardah Cosmetic Through Their Brand Ambassadors. English Department, UIN Sunan Ampel Surabaya.
Advisor: (I) Raudlotul Jannah, M. App. Ling (II) Murni Fidiyanti, M.A

This study aims to investigate how Wardah advertisements build and perpetuate beauty standards for Muslim women, especially in the context of Islamic-based cosmetic products. Therefore, in this study the author will answer the formulation of the problems, namely (1) How are women's representations on Wardah cosmetic advertisements (2) What ideologies are represented by Wardah cosmetics through their brand ambassadors.

This research uses descriptive qualitative research design to obtain benefits and in-depth insights into understanding and analyzing all information related to the discourse of selected brand ambassadors. Based on the research objectives, qualitative research aims to understand and interpret the representations contained in Wardah Cosmetics advertisements. Data was collected by first saving and taking pictures of YouTube ads. The transcripts were then analyzed by examining the initial dimensions of Fairclough's three-dimensional framework, namely textual analysis, discourse practice, and discourse as social practice.

The research findings show that Wardah uses a holistic approach in defining beauty, which includes both physical and non-physical aspects. This concept implies that beauty is not only judged by external appearance but also by inner character and values. Slogans such as "*Beautiful from the heart*", "*Beauty moves you*", "*Wardah halal from the start*", "*Wardah Inspiring beauty*", and "*Feel The Beauty*" serve as motivational tools that invite women to see and feel beauty from a different perspective. Wardah advertisements also often feature women who are highly confident, honest, and sincere. This reflects the moral values that Wardah considers important as part of beauty. The analysis also involves the images featured in the ads to strengthen the textual analysis and provide a picture of the representation of modern Muslim women's beauty.

Keyword: Ideology, Representation, Critical Discourse Analysis, Brand Ambassadors, Wardah Cosmetics Advertisements

ABSTRAK

Ayuningtyas, S.D.P. (2024) Ideological Representation of Wardah Cosmetic Through Their Brand Ambassadors. English Department, UIN Sunan Ampel Surabaya. Pembimbing: (I) Raudlotul Jannah, M. App. Ling (II) Murni Fidiyanti, M.A

Penelitian ini bertujuan untuk menyelidiki bagaimana iklan Wardah membangun dan melanggengkan standar kecantikan bagi perempuan Muslim, khususnya dalam konteks produk kosmetik berbasis Islam. Karna itu dalam studi ini penulis akan menjawab rumusan masalah dalam penelitian ini yaitu (1) Bagaimana representasi perempuan dalam iklan kosmetik Wardah (2) ideologi apa yang direpresentasikan oleh brand duta kosmetik Wardah.

Penelitian ini menggunakan desain penelitian deskriptif kualitatif untuk memperoleh manfaat dan wawasan mendalam dalam memahami dan menganalisis segala informasi terkait wacana brand duta iklan terpilih. Berdasarkan tujuan penelitian, penelitian kualitatif bertujuan untuk memahami dan menafsirkan representasi yang terdapat dalam iklan Kosmetik Wardah. Dtaa dikumpulkan dengan terlebih dahulu menyimpan dan mengambil gambar dari iklan Youtube. Transkripsi kemudian dianalisis dengan memeriksa dimensi awal dari kerangka tiga dimensi Fairclough yaitu analisis tekstual, praktik wacana, dan wacana sebagai praktik sosial.

Temuan penelitian menunjukkan bahwa Wardah menggunakan pendekatan holistik dalam mendefinisikan kecantikan, yang mencakup aspek fisik dan non-fisik. Konsep ini menyiratkan bahwa kecantikan tidak hanya dinilai dari penampilan luar, tetapi juga dari karakter dan nilai-nilai batin. Slogan seperti "Cantik dari hati", "*Kecantikan Menggerakkanmu*", "Wardah halal dari awal", "*Wardah Inspirasi Kecantikan*", dan "*Rasakan Keindahannya*" berfungsi sebagai alat motivasi yang mengajak wanita untuk melihat dan merasakan kecantikan dari perspektif yang berbeda. Iklan Wardah juga sering menampilkan wanita yang memiliki percaya diri tinggi, jujur, dan tulus. Hal ini mencerminkan nilai-nilai moral yang dianggap penting oleh Wardah sebagai bagian dari kecantikan. Analisis juga melibatkan gambar-gambar yang ditampilkan dalam iklan untuk memperkuat analisis tekstual dan memberikan gambaran representasi kecantikan wanita Muslim modern.

Kata kunci: Ideologi, Representasi, Analisis Wacana Critis, Duta merk, Iklan Wardah

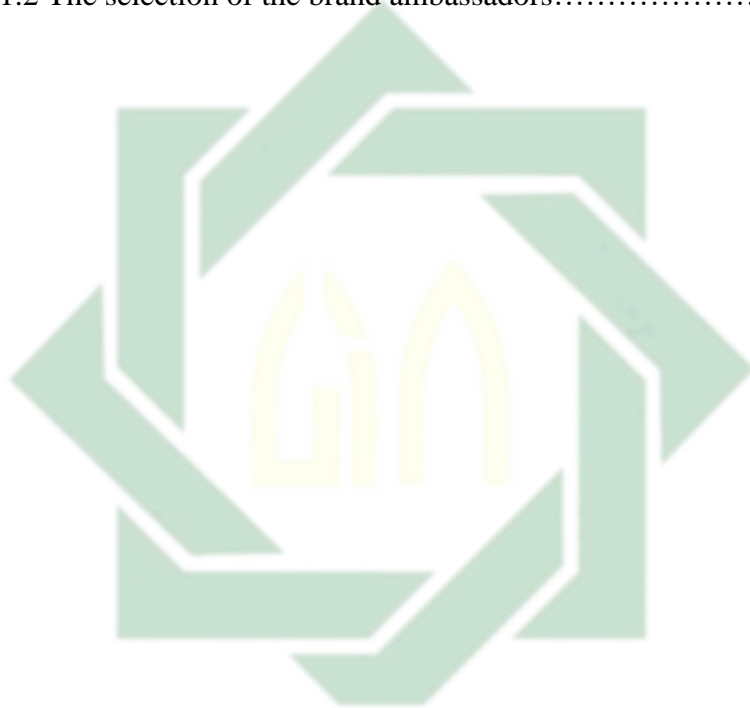
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