

## THE MEANING OF BEAUTY IN RARE BEAUTY VIDEO ADVERTISEMENT

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**Abstract**— The researchers are tried to identify the meaning of beauty in Rare Beauty video advertisement. The data of this study were taken from one video on Rare Beauty Instagram account. Observation method was conducted in collecting the data through documentation and note-taking technique. The data were analyzed with descriptive qualitative method. The researchers used theory of meaning proposed by Barthes (1967) to identify the meaning of beauty in Rare Beauty video advertisement. The researchers found three meaning of beauty in Rare Beauty Video Advertisement. The first meaning of beauty is everyone is beautiful with their own uniqueness and there is no such a standard to consider as beauty. The second meaning of beauty is when the women are confident in expressing their beauty they will be happy. The third is everyone is different and the difference has to consider as the uniqueness so the women have to be confident because they are special. The last meaning of beauty is all women are beautiful with their skin tones, shapes and styles. Whatever their skin tones, their styles, they don't need to compare themselves to the others because they are beauty in their own way.

**Keywords**— meaning, beauty, Rare Beauty

### 1. Introduction

Cosmetics brand is one of the most growth brands in 2020 since there are numbers of new cosmetics brand launched. The brands focus to sell their product through internet because of the pandemic. The brands advertise their product in a picture or video on social media then use online platform to sell the product. To make an interesting advertisement, the brand have to use model to give an imagination to the customer how will they looked if buy the product. In cosmetics advertisement, the model always using make up to make the customer interested and show how good is the product when they use it. The utterances, model and visualization in the picture or video are known as sign in semiotics. The sign is divided into verbal sign and visual sign. In cosmetics brand, the advertiser usually use sign to portraying beauty because the aim of the product is make the customer more beautiful when use the product. Sign is an object or action that indicates something. The analyzing of the sign is divided into verbal sign and visual sign (Barthes, 1967). Behind the sign there will be a meaning. Furthermore, the signs that used in an advertisement always have behind meaning that aims to attract the customer attention and presented the value of the advertisement using sign. The meaning of sign is divided into denotative meaning and connotative meaning (Barthes, 1967). Denotative is the meaning of words based on dictionary while connotative is the meaning that created from subjective level.

There are numbers of researchers have done studies about sign used theory of meaning proposed by (Barthes, 1967) : First study entitled "Sign and Meaning Related To Hair Styles Found In Allure Magazine Cover." by (Nopiyati, 2018), second study entitled "Semiotic Elements Of Barthesian Model On "Zooey Deschanel" Pantene Shampoo Print Advertising." by (Sidauruk, 2019), third study entitled "Covid-19 Meme

in Social Media: Study of Roland Barthes Semiology” by (Isnaniah, 2020), and the last study entitled “Gender equality in media television (semiotics analysis of fair and lovely advertisement issue of marriage or master degree)” done by (Dwita, 2018). Previous study that focused to analyze the meaning of beauty in cosmetics brands was conducted by (Firdaus, 2018). The study is entitled “*Analisis Semiotika Roland Barthes Iklan Citra Sakura Fair UV Versi Febby Rastanty*”. The research found that beauty are beauty that has bright skin, tanned skin is ugly and must be changed, beauty is one who has bright skin and radiant blush, fair skin as Japanese beauty and Japanese skin tone is a perfect beauty. In this study the researchers focus on one of cosmetics brand that launched in 2020 named Rare Beauty. Rare Beauty is made by Selena Gomez and has mission to spread self-love to the people. Since in this modern word, there are numbers of people who still feel insecure and not confident because the beauty standard in the society. Beauty is in the eye of the beholder. The people have their own definition or meaning of beauty. Beauty is cannot be measured because it is the quality of giving pleasure to the senses or to the mind (Hornby, 2015). The aims of this study are to analyze the meaning of beauty in Rare Beauty video advertisement.

## 2. Literature Review

### A. Advertisement

Advertisement is an announcement aims to promote product or service to the customers. Advertisement contained the information about products or service. According to (Sama, 2019), creatively showcasing product benefits and characteristics can generate interest of consumers in the advertisement. An advertisement is commonly used sign to attract people attention such as verbal and visual sign. If the customers are interested with the product, they will buy and try the products. Moreover, the widespread phenomenon is about the ability of people to understand the advertisements (Chandra, *et al*, 2019).

### B. Theory of meaning

(Barthes, 1967) proposed the meaning of sign into denotative meaning and connotative meaning. The sign consists of:

- a. Signifier
- b. Signified
- c. Denotative sign
- d. Connotative signifier
- e. Connotative signified
- f. Connotative sign

## 3. Method

The data of this study were taken from Rare Beauty Instagram account. It is one video advertisement with duration 1 minute that published on 1<sup>st</sup> September 2020 with the link <https://instagram.com/p/CEkEDarHoYr/> [10]. The video advertisement is a great combination of visual and valuable word choices to maintain people’s self-love. There are hidden meaning of beauty in the verbal and visual signs contained in the advertisement. The study was conducted by observation method with documentation and note-taking technique. There are four steps that applied to collect the data. First, search and record the video advertisement on Rare Beauty Instagram account. Second, watch the video repeatedly and do note-taking technique in order to note the verbal signs. Third, divided the video into numbers of scenes. Last, classifying the verbal and visual signs based on meaning of beauty into map of sign based on Barthes theory. The data was analyzed using descriptive qualitative method. The meaning of the signs are divided into denotative and connotative meaning, based on Barthes theory the map of the sign consists of signifier, signified, denotative sign, connotative signifier, connotative signified and connotative sign. The analysis presented in table and description.

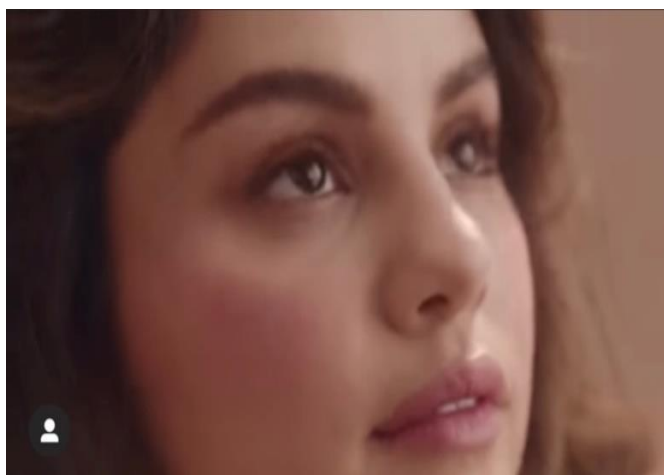
## 4. Result and Discussion

In this section, the data was divided into four scenes that contained the meaning of beauty in Rare Beauty video advertisement. Rare Beauty is a brand that has mission to encourage the people to be more love themselves. Convince them that beauty has no standard and it conveyed by the models in the video. The stereotype about beauty “Beautiful woman is who has bright or white skin, long hair and perfectness” should be erase among the society since in this modern era, the people have to be open minded. Skin tones, hair and styles are not determining the beauty. Those are the authenticity of the women. Commonly, cosmetics brands are advertising their product with slogan “Brighter or whitening”. That slogan could make the women who

have dark skin tone more insecure. It slogan seems to support the bad stereotype of beauty “beauty is white skin”. In Rare Beauty video advertisement, the models are the representation of women around the world with various skin tones, hair and styles. From the visual signs, Rare Beauty emphasize that all the models are beautiful with their own uniqueness. The models have dark skin tone, medium skin tone and bright skin tone. In term of hair styles, there are straight, blow and curly hair, from the shortest until the long hair. All of them are beautiful. The meaning of beauty in this video is not only conveys through visual sign but also through verbal sign. The models state their opinion about beauty. They share motivation words to the audience. Those are about how to be happy, how to be confident and how to express their authenticity. There is one scene when the models stand together that emphasize that the women around the world should be support each other to become strength. This support could solve the problem of judgment or bullying in the world. It is so scary when women judge or bully other women because of the appearance. It could affect a mental health of the women and that is what Rare Beauty willing to solve. Since the founder of this brand, Selena Gomez often participated in mental health events, she is willing to spread self-love to the women around the world in order to make them more stronger through love themselves first. When they love themselves enough, they could be grateful and love others too.

The meaning of beauty is universal. Every single person has their own meaning of beauty. Furthermore, beauty is not only determined by the appearance of someone, but also the attitude. It can be said beauty when women are smart, their achievement, their confidence, their kindness, or simply they are beauty just because they are women. There are no measured or standard of beauty if the people realize that all women are beauty with their own authenticity. The meanings of beauty in Rare Beauty video advertisement are divided into four scenes. The beauty is conveys through verbal sign as well as through visual sign. There are five models in the video. The models in the video are wearing make-up to convince the people that the products from Rare Beauty are suit for all the women around the world. It could give illustration how good is the quality of the product and show the pleasure of the models when they wearing the products. It is also has implicit meaning to encourage the people to buy and try the products from Rare Beauty. The analysis of the signs and the meaning of beauty is presented on a table and description below.

#### A. The Analysis of Scene 1 in Rare Beauty Video Advertisement



**Figure 1**  
 Picture of scene 1 in Rare Beauty Video Advertisement

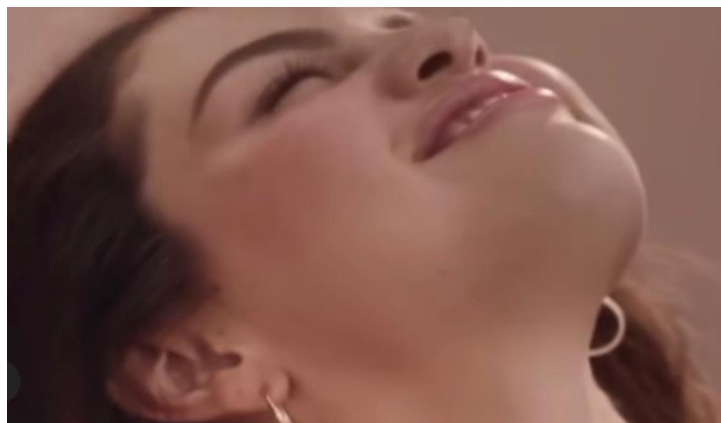
**Table 1**  
 The Analysis of Scene 1 in Rare Beauty Video Advertisement

1. Signifier	2. Signified
Selena Gomez said “There’s so much pressure everywhere to be in certain way. I’ve feel like the word “rare”. Eliminates all of the perfectness. “	Selena Gomez is wearing make-up, staring from the bottom to the up and speaking with flat expression.
3. Denotative Sign	
Selena Gomez is looking from the bottom to the up and speaking about the pressure that women feel nowadays with flat expression.	
4. Connotative Signifier	5. Connotative Signified

Selena Gomez is wondering about the beauty standard in the society and she want's other people know that this is important.	There are numbers of people who feel not confident with their body because the beauty standard in society. Selena Gomez made Rare Beauty in order to decrease the pressure that the people feel.
<b>6. Connotative Sign</b>	
Selena Gomez is really cares about self-love of the people. Since not all the people have confident to express themselves and there are numbers of people that judge the others because of the beauty standard. Rare Beauty has mission to spread self-love and encourages all the women in the world that beauty has no standard.	

Scene 1 shows Selena Gomez as the main model in the video advertisement. Selena Gomez is the founder of Rare Beauty. In this scene, Selena Gomez stated her opinion about the pressure that the women feel nowadays. She is looking from the bottom to the up with flat expression. Selena Gomez is wearing make-up and wearing nude lipstick in this scene. The denotative meaning in this scene is Selena Gomez speak up about what women feel that cause their insecurity increase. It is a pressure from everywhere that makes them insecure then there is a word “rare” that will be a solution for them to face the pressure. The connotative meaning in this scene is Selena Gomez really cares about beauty standard in this world. She made the brand “Rare Beauty” as solution for the women to decrease the insecurity. The word “rare” has meaning that everyone has their own uniqueness so there is no measure of perfectness because all of the people are perfect with their own uniqueness. Selena Gomez is wearing make-up in order to persuade the women to buy the products that she wears. The nude lipstick symbolizes her elegance and beauty. The meaning of beauty in this scene is everyone is beautiful with their own uniqueness and there is no such a standard to consider as beauty. Rare Beauty has mission to spread self-love in order to make the people more confident in expressing their beauty. When the people are confident and love themselves first, they will look beautiful.

#### B. The Analysis of Scene 2 in Rare Beauty Video Advertisement



**Figure 2**  
**Picture of scene 2 in Rare Beauty Video Advertisement**

**Table 2**  
**The Analysis of scene 2 in Rare Beauty Video Advertisement**

1. Signifier	2. Signified
Selena Gomez said “basically saying you authentic and you are meant to be who you are and you are rare”.	Selena Gomez opened her eyes then smiles while staring up.
<b>3. Denotative Sign</b>	
Selena Gomez looks really happy when saying that the people are authentic and rare.	
4. Connotative Signifier	5. Connotative Signified
The utterance from Selena Gomez is a motivation for the people that they are beautiful as they wanted.	Selena Gomez encourages the people to be confident through saying motivation words for themselves. Every woman in the world is beautiful and rare with their uniqueness. Happy expression from Selena Gomez symbolize when the people love themselves then they will be happy.
<b>6. Connotative Sign</b>	
All the women have to love themselves and give motivation words to praise themselves to be more confident.	

Scene 2 shows Selena Gomez is giving motivation words for the women with happy expression. She opened her eyes then smiling when staring up. She looks really happy and confident with her utterances. It is

like a result of scene 1, when women already confident with their body they will be happy as happy as Selena Gomez in scene 2. Denotative meaning in this scene is Selena Gomez stated that all women are authentic and they are meant to be what they want and they are rare. Selena Gomez is smiling when she delivers the words. The connotative meaning in this scene is all women in this world are beautiful and they can be what they want. They have to be confident with their true beauty and they can do what they want, that will make them happy. The facial expression in this symbolizes her happiness as the result of her confident. The meaning of beauty in scene 2 is when the women are confident in expressing their beauty they will be happy. They can do what they want as far as they are comfortable. They have to praise themselves because they have done their best version to be beautiful as they wanted.

### C. The Analysis of Scene 3 in Rare Beauty Video Advertisement



Figure 3

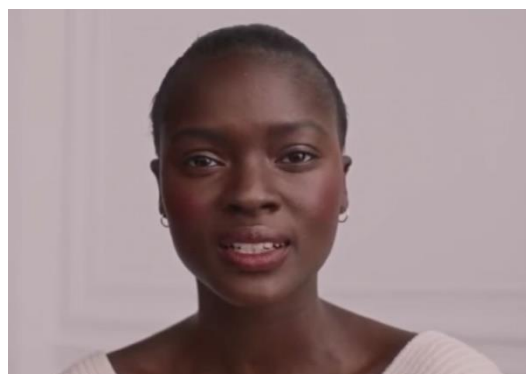


Figure 4

Picture of scene 3 in Rare Beauty Video Advertisement

Table 3  
 The analysis of scene 3 in Rare Beauty Video Advertisement

1. Signifier	2. Signified
The model in figure 3 said that "It's good to not be like everyone else." Then the model in figure 4 said "Just been happy with who you are."	There are two models whose share about their motivation words to the people to spread self-love. They are smile when they speak.
3. Denotative Sign	
There are two models with different skin tone and styles. They are wearing two different colors of shirt. The two models share their motivation words to the people and they say it with smiles.	
4. Connotative Signifier	5. Connotative Signified
The model in figure 3 is the representative of women who have bright skin tone and the model in figure 4 is representative of women who have dark skin tone. They looks confident with their own styles and that's make them beautiful.	The motivation words from the two models define that beauty has no standard. All women are beautiful with their uniqueness.
6. Connotative Sign	
The two models are representative of different skin tones in the world. Beauty has no standard. Whatever the skin tone color that the women have, they are beautiful. However their styles, they are beautiful. They have to be happy and not compare themselves to others because there is no ending for that. When they love themselves, they are happy and that is the truly beauty of them.	

Scene 3 showed two models with different skin tones and styles. The first model is the representation of women who have bright skin tone and the second model is the representation of women who have dark skin tone. The two models deliver their opinions about self-love. The two models are wearing two different colors of shirt. Denotative meaning in this scene is two models with different skin tones and styles, they are wearing different colors of shirts to show that they have different characteristics. The models are smile while delivers their opinion. While the connotative meaning is all women are beautiful without any standard of colors or styles. The first utterance from the first model emphasize that the women don't need to compare themselves to the others because that only give bad impact to themselves. If the women compare themselves to the others, there is no ending for that bad feeling. No one is perfect in this world, the perfectness only an opinion and it is no standard for that. When a woman has different styles from others, it is good because she confident with her own styles and that's special to be unique. The black shirt that the first model wears symbolizes her strength and dependence. The second utterance means that happiness is a feeling of themselves, when they confident they will be happy and when they happy that is the truly beauty. The



white shirt that the second model wears symbolizes her sincerity and purity that she is honest when delivers the utterance. The meaning of beauty in scene 3 is that everyone is different and the difference has to consider as the uniqueness so the women have to be confident because they are special. Whatever their skin tones, their styles, they don't need to compare themselves to the others because they are beauty in their own way. If they happy, they will looked beautiful. Women are strong because of their sincerity and that is the special of women. Beauty is not only about physic, but also feeling, the happiness of themselves and their confident in expressing themselves.

#### **D. The Analysis of Scene 4 in Rare Beauty Video Advertisement**



**Figure 4**  
**Picture of scene 4 in Rare Beauty Video Advertisement**

**Table 4**  
**The analysis of scene 4 in Rare Beauty Video Advertisement**

1. Signifier	2. Signified
The models in scene 4 one by one said "I am rare".	There are five models stand together. Those models have different skin tones, dark skin tone, medium skin tone and bright skin tone. Their hair styles are also different and there is one model who wears white shirt while the others wear black shirt.
<b>3. Denotative Sign</b>	
There are five models with their own skin tone, styles and different shirt color. They stand together then one by one the models said "I am rare".	
<b>4. Connotative Signifier</b>	<b>5. Connotative Signified</b>
The models in this scene showed that all people have their own choices. Different skin tones and styles are not determined their attitude.	The models in this scene emphasize that color and shapes are not determining their beauty. All women are beautiful with their own styles.
<b>6. Connotative Sign</b>	
The verbal sign in this scene "I am rare" emphasize that the models are condiment and pride of being themselves. The visual signs in this scene represents that beauty is not about the color of skin tones or styles. Whatever the skin tone and styles of the women, they are beautiful.	

Scene 4 shows five models with various skin tone and hair styles. Everyone has its own choice about what would she wears or love. The people cannot judge a person from the appearance since the important thing is the attitude and how the person interact with others. All women have the privilege to be loved and respected. Denotative meaning in this scene is five models with different skin tone and styles. The utterance in this scene is "I am rare". One by one the models state it. It utterance emphasize their confident and pride. The word "rare" has a great affect in this video since it word means beautiful and gorgeous. The visual signs in this scene showed various skin tone and styles in the world. From the dark skin tone, medium skin tone and bright skin tone. It showed various hair styles from the short hair, straight hair and curly hair. There is another difference in the scene that is color of shirt. One model wears white shirt and four models wear black shirt. Moreover there is one model smiles and others not.

The connotative meaning of the verbal sign is women have to be confident and pride of being themselves. They can do whatever they want and choose whatever they love as far they happy and comfortable. It also represents the mission of the brand that is self-love. The connotative meaning of visual signs in scene 4 represents that beauty has no measured. Five models represent women around the world that

has various color and shape. The white color of shirt symbolizes purity, sincerity and glory of the brand while the black color of shirt symbolizes strength when the women are supporting each other. The meaning of beauty in scene 4 is all women are beautiful with their skin tones, shapes and styles. The stereotype of women that a beautiful woman is a woman with bright skin tone and long hair should be erasing. The people should be more tolerance and respect others choices. Women around the world need to be confident and comfort with themselves because self-love is important. When the people could love themselves they will be happy. Being different is not a choice because the people are different since they are born. The people cannot over generalize the meaning of beauty because every person has its own meaning of beauty. Thus from this video, Rare Beauty willing to encourage the people to love themselves and be the best version of them by using the product from Rare Beauty.

## 5. Conclusion

The meaning of beauty is universal. Everyone has different definition of beauty either it is physically or not. The open minded people will know that there is no such a standard to measure the beauty. The data of this study is one video from Rare Beauty. Rare Beauty is a cosmetic brand that has mission to spread self-love to the people around the world. This brand encourages the women to be confident with their uniqueness and they could express their beauty happily. The video advertisement is divided into four scenes and analyzed using theory of meaning proposed by (Barthes, 1967). As the results, the researchers found that there are three meaning of beauty in the video advertisement. The first is beauty has no standard, second is women have to be confident then they will be happy, the third is beauty not only about appearance but also feeling of happiness and the women don't need to compare themselves to others because they are unique and special with their own way. The last meaning of beauty is all women are beautiful with their skin tones, shapes and styles. Thus the stereotype of women that a beautiful woman is a woman with bright skin tone and long hair should be erasing in order to support the women around the world to be confident and happy.

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