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Public Reception Toward Ms Glow For Men Skincare Brand Ambassador Babe Cabiita And Marshel Widiyanto Ads Edition

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Abstract. This research is entitled public reception toward Ms. Glow for Men skincare Brand Ambassador Babe Cabiita and Marshel Widiyanto Ads Edition. The reason of the researcher made the MS Glow for men skincare brand ambassador Babe Cabiita and Marshel Widiyanto Ads edition as the object of research, is because this advertisement uses a Brand Ambassador who does not have a masculinity side as usually displayed by the media. This study aims to determine the public reception on Ms. Glow for Men skincare Brand Ambassador Babe Cabiita and Marshel Widiyanto Ads Edition. This research is a type of qualitative research with data analysis techniques using the Reception theory of Stuart Hall. Stuart Hall explained that the audience's meaning of a message in the media can be seen from three points of view, namely Dominant Hegemonic Reading, Negotiated Reading and Oppositional Hegemonic Reading. In this study, researchers also conducted Pierce Semiotics Analysis on 6 out of 10 scenes in Ms. Glow for Men skincare Brand Ambassador Babe Cabiita and Marshel Widiyanto Ads Edition to make it easier for researchers to find out the meaning of the advertisement. The results of the research that the researchers conducted on 4 informants only produced 2 categories of audiences, namely the position of Dominant Hegemonic Reading and Negotiated Reading. The Dominant Hegemonic Reading position is a position where the audience fully accepts the meaning contained in the advertisement, there are 2 informants who are in this position, while the Negotiated Reading position is a position where the audience accepts but modifies the message in the advertisement, there are 2 informants who are in this position.

Keywords: *Public Reception, Skincare Advertisement, Ms Glow*

INTRODUCTION

Facial appearance is an important asset for everyone, both men and women, using skincare or skin care products is one option to keep your face clean and healthy. In Indonesia itself, there are lots of skincare products with local trademarks that are really good and much in demand, one of which is skincare products from MS Glow. MS Glow was first produced in 2013 by Shandy Purnama Sari and Maharani Kemala. This product was initially targeted at women only, but in December 2019, MS Glow released a skincare product specifically for men, namely MS Glow for men with its co-founder Gilang Widya Pramana who is the husband of Shandy Purnama Sari.



(Source: www.Google.com)

Figure 1 Advertisement for MS Glow Brand Ambassadors Raffi Ahmad and Nagita Slavina

In order to attract consumers' attention, MS Glow advertises its products using the services of influencers such as Karin Novilda (Awkarin) and Tasya Farasya, apart from that, MS Glow also uses the services of artists to become Brand Ambassadors or product icons such as Raffi Ahmad and Nagita Slavina. The definition of advertising according to Kriyantono in Santoso (2019), states that advertising is a form of non-personal communication that sells messages persuasively from a clear sponsor in order to influence people to buy products by paying for the media used. Therefore, advertising is an important thing to influence potential consumers to choose the product being marketed. In general, actors who are made Brand Ambassadors for facial care products for men are usually synonymous with masculinity. Masculinity is shaped by culture with ideal male characteristics, the media displays masculinity by constructing the image of a man with white skin and middle class status (Yulianti: 2017). In August 2021, Gilang Widya Pramana posted a video advertising MS Glow for men on his Instagram and YouTube accounts with Babe Cabiita and Marshel Widiyanto as Brand Ambassadors.

Babe Cabiita and Marshel Widiyanto are actors and comedians with brown skin and slightly fat bodies. This advertisement also features men in lower class professions such as online motorcycle taxi drivers, construction workers and mechanics with the jargon "Everyone can do it." This advertisement received various comments, pros and cons, from Instagram and YouTube netizens because the Brand Ambassador and concept of the MS Glow for men advertisement this time was different from the previous ones which always used handsome actors. The following is a screenshot of the MS Glow for men advertisement for Brand Ambassador Babe Cabiita and Marshel Widiyanto.



(Source : edition on the Instagram account @juragan_99 Screenshot)

Figure 2 MS Glow advertisement for Brand Ambassador Babe Cabiita and Marshel Widiyanto



Source : edition on the Youtube account @JURAGAN_99 vs SHANDY Screenshot 2021)

Figure 3 MS Glow advertisement for Brand Ambassador Babe Cabiita and Marshel Widiyanto

In terms of communication, the appeal of the message used in the MS Glow advertisement for the Brand Ambassador Babe Cabiita and Marshel Widiyanto edition is the appeal of humor, according to Suyanto in Purwaningmulan (2013), Advertisers use humor as a means to create a goal so that the information conveyed triggers attention, directs consumers towards product demands, influencing attitudes, which ultimately creates consumer behavior to buy or use the product. An advertising concept that is different from usual will certainly give rise to different reactions from the audience, therefore the author is interested in describing the process of the audience's meaning of MS advertising Glow for men Brand Ambassador Babe Cabiita and Marshel Widiyanto edition on the YouTube channel owned by the owner of MS Glow, namely JURAGAN 99 vs SHANDY. Researchers use YouTube media because YouTube media is the media most accessed by Indonesian people in semester 1 of 2021 and many business people use YouTube to introduce their products through YouTube video advertisements. (<https://databoks.katadata.co.id>).

LITERATURE REVIEW

Reception

Reception comes from the word *recipere* (Latin), *reception* (English) which is defined as receiving or welcoming readers. Reception analysis can be said to be a new perspective in the discourse and social aspects of communication theory (Jensen: 1999). Endaswara (2003) stated that reception means receiving or enjoying the work by readers. Stuart Hall in Febrian (2012) explains reception, namely how the audience's decoding (meaning) process takes place in the media. From this definition it can be concluded that reception is the reception of the meaning of a message from the media by the audience or communicant. Reception analysis is an alternative approach to studying how audiences interpret messages received from a media (Toni: 2017). Reception theory is a theory that emphasizes readers' responses to a work, for example the general response which may change in the nature of interpretation and assessment of works published within a certain time period (Suryani: 2013).

Advertisement

According to Morissan (2015) Advertising is an inseparable part of the economic and social system of modern society. Advertising has developed into a very important communication system not only for producers of goods and services but also for consumers. Advertising must be able to persuade the general public and direct consumers to buy products that have been designed in such a way that they are believed to fulfill the buyer's needs or desires. The positive aspect of advertising can also be found through another definition which states that advertising is a way of selling through the dissemination of information (Jefkins in Astyanti 2016). According to Rhenald Kasali in Agung (2021), advertising objectives are usually built on four components, namely:

1. Behavioral aspects, are the actions expected of prospective buyers,
2. Expected attitude, which concerns the attitude or features of the product,



3. Awareness, in developing new products on the market to attract potential buyers
4. Positioning, target consumers.

Media Baru (New Media)

New media or often called the internet has become a need that cannot be separated from everyday human needs as well as advertising because audiences have abandoned conventional media and refer to the internet such as websites and social media (Prasetyo: 2018). With the existence of the internet, human life will become very dependent on this media. Because by using the internet human needs will be fulfilled more quickly and easily, and this is ultimately why media is said to be a determining factor in human life (Nurudin, 2007) The new media era brings the presence of new communication media for society. This condition should be recognized by anyone who operates in the world of advertising, because the development of advertising styles also occurs along with the movement of new media, so that the hope of achieving the target market segment will be achieved even better (Watie: 2012). The following social media are popularly used in social media marketing:

1. YouTube

YouTube is the social media that is most accessed by Indonesian people in the first semester of 2021. This is because 82% of respondents from 2,321 respondents in 33 Indonesian provinces use this platform (databoks.katadata.co.id, 2021). The large number of YouTube users in Indonesia, business people can use YouTube to introduce their products through YouTube video advertisements.

2. Facebook

Facebook is still one of the social media that is widely used by Indonesian people. Based on Internetworldstats data, Facebook users in Indonesia reached 175.3 million at the end of March 2021. This figure is equivalent to 63.4% of the total population of 276.36 million people (2021 estimate) or 82% of internet users in the country. The popularity of Facebook as social media in Indonesia is very suitable as a platform for introducing business.

3. Instagram

Instagram is in third place as the most frequently used social media platform, after YouTube and WhatsApp (databoks.katadata.co.id, 2021). Instagram provides a special type of account for business owners, namely business Instagram. Accounts that use business Instagram will get slightly different features from public account users, the explanation is as below:

A. Instagram insights

Through this feature, business accounts will be able to see information about other users who visit the business account owner's profile

B. Auto reply feature

Through this feature, business account users will be able to reply automatically when a user sends a chat via direct messages.

C. Inbox filter feature

In this feature, business account users will be able to filter which messages should be reviewed.

The emergence of new media also creates intense competition among business owners, innovation and creativity are needed in the advertising sector so that potential consumers can be interested in the products being advertised. Morissan (2010) states that basically there are various attractions that can be used as a basis for preparing advertising messages. There are several attractive messages expressed by M. Suyanto, quoted from Purwaningwulan (2013). that there are several attractiveness of messages that also determine success in advertising, including:

1. Figures/celebrities, the use of celebrity figures really helps a product in introducing and maintaining sales. Celebrities are not only film artists but also sportsmen and entertainers.
2. Fear, this attraction is more likely to improve motivation, preventive action and is usually applied in the world of health.
3. Error, the concept of error as one of the communication concepts to attract someone's attention to various activities that are considered normal, natural and therefore according to him correct.

4. Comparative with comparisons that promise progress or profits. Comparison is one of the best ways to introduce products and increase brand awareness. Comparison is comparing one product with competitors or with old products.
5. Positive/rational, this method emphasizes the basic reasons, benefits, experiences of using the brand. Advertising with a rational style emphasizes facts, learning and logical appeals as well as guarantees that can satisfy consumers.
6. Emotional or shared perception of needs. Emotional factors are dominant over psychological needs, namely satisfaction, comfort and so on.
7. Humor can be an effective method for attracting attention to advertising.

METHODS

The research methodology will explain the technical aspects that will reveal the method or methods used in the research. The type of research used in this research is qualitative. Qualitative research is a research approach that uses certain social situations by describing reality correctly, assisted by words based on data collection techniques and analysis of relevant data obtained from natural situations (Sugiyono: 2010) . This research will use social situations, namely describing how the audience interprets an advertisement. In conclusion, the research will use qualitative methods by analyzing the encoding or meaning of messages using Stuart Hall's reception theory.

RESULTS

Peirce's Semiotic Analysis

Peirce's semiotic analysis consists of 3 important aspects so it is often called the meaning triangle. What is explored in the triangle theory of meaning is the issue of how meaning emerges from a sign when that sign is used by people when communicating (Fiske in Sobur: 2004).

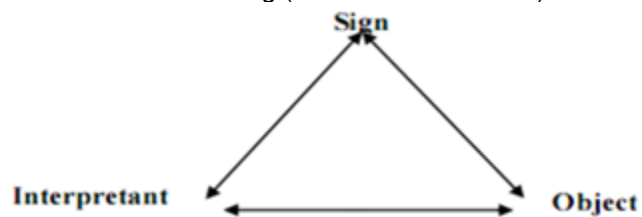


Figure 4 triangle of meaning

1. Sign: is the main concept used as material for analysis, where the sign contains meaning as a form of interpretation of the message in question. In simple terms, signs tend to be visual or physical that are perceived by humans.
2. Object / Sign Reference (Object): is the social context which in its implementation is used as an aspect of meaning or what is referred to by the sign.
3. Use of Signs (Interpretant): the concept of thinking of the person who uses the sign and reduces it to a certain meaning or meaning that exists in someone's mind about the object that a sign refers to.

In this research, the researcher will first analyze several scenes from the MS Glow for men skincare advertisement, brand ambassador edition Babe Cabiita and Marshel Widiyanto using Pierce's semiotic analysis using a triangle of meaning, namely sign, object (sign reference) and interpretant (use of sign).), to make it easier for researchers to find out the meaning of advertisements. The following are pieces of advertising that will be analyzed:

Table 1 Scene of the MS Glow for men advertisement for brand ambassador Babe Cabiita and Marshel Widiyanto

| NO | SCENE | INFORMATION |
|----|-------|-------------|
|----|-------|-------------|



| | | |
|---|---------------|--|
| 1 | 00.01 seconds | Construction workers are enchanted to glow |
| 2 | 00.33 seconds | Marshel asked to be bewitched to become glowing |
| 3 | 00.54 seconds | Babe failed to change Marshel's appearance |
| 4 | 01 min 30 sec | Babe Cabita bewitches marshel using MS Glow for men products |
| 5 | 01 min 40 sec | Marshel uses MS Glow for men products |
| 6 | 01 min 56 sec | Changes after using the product |

Taking several pieces of the advertising scene above are parts that according to the researcher are suitable for analysis using Pierce's semiotics because the 6 parts of the scene from the 10 scenes in the advertisement are very in line with the aim of the research, namely looking at the audience's process of understanding the brand ambassador of the advertisement and the concept. lower class profession. The following are the results of Pierce's semiotic analysis of the cut scene from the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto.

Table 2 Semiotic analysis of pierce part of the scene at minutes 00.01-00.03


| | |
|---------------------|---|
| Sign |  <p>00.01 seconds - 00.03 seconds 00.02</p> |
| Object | In scene 00.01, a man who works as a construction worker is seen holding a hoe, wearing black shorts, a blue long-sleeved shirt, and has an old-fashioned appearance, while in scene 00.03, it shows the same man but with a neat and clean appearance. wearing a helmet, white clothes with a light blue jumpsuit that looks more modern, while smiling after being bewitched by a fairy (Babe Cabiita) |
| Interpretant | In scene 00.01, the image of the construction worker holding a hoe here reflects hard work and persistence when working. Meanwhile, in scene 00.03, the man who works as a construction worker smiles while posing holding a helmet, reflecting his confidence after having a cleaner, neater and more modern appearance. The appearance of the scene showing lower class professions also shows that everyone has the right to make changes to become more glowing, even from lower class professions. |

Table 3 Pierce's semiotic analysis of the scene, minute 00.30 seconds

| | |
|---------------|--|
| Sign |  <p>00.33 seconds</p> |
| Object | In scene 00.33, Babe Cabiita, who plays the role of a fairy wearing all white clothes, using a pink stick and using wings, is seen holding Marshel's chin, who looks shabby and wears shabby pink clothes. |

| | |
|---------------------|---|
| Interpretant | Marshel's clothes, which look shabby, depict a lack of self-confidence, while the white clothes worn by Babe mean someone who is pure or clean and loves neatness, so in this scene Marshel asks Babe to change her appearance to be glowing. |
|---------------------|---|

Table 4 Pierce's semiotic analysis of the scene at minute 00.54 seconds


| | |
|---------------------|--|
| Sign |  |
| Object | Babe's face with eyes narrowed and looking upwards, eyebrows raised and mouth wide open depicts Babe's expression of shock and disappointment when he failed to make Marshel glow. |
| Interpretant | Babe's mouth wide open means surprise and disappointment. The scene suddenly changes to gray which means sadness, which refers to Satria's opinion: 2018. |

Table 5 Pierce's Semiotic Analysis of scene cut 1 minute 30 seconds

| | |
|---------------------|---|
| Sign |  |
| Object | Babe uses her magic which is depicted with an orange circle to show several MS Glow for men skincare products including facial wash, sunscreen spray, bright cream, hair serum, body lotion and pomade. |
| Interpretant | The circle-shaped orange color visible around the product in this scene means confidence. Orange brings the impression of creativity, happiness, freedom and self-confidence, referring to the website bpptik.kominfo.go.id . |

Table 6 Semiotic Analysis of Pierce part of scene 01 minutes 40 seconds

| | |
|-------------|--|
| Sign |  |
|-------------|--|



| | |
|---------------------|---|
| Object | Marshel Widiyanto when using facial wash products from MS Glow for men skincare. Marshel was seen using his fingertips to apply facial wash to his face, Marshel's mouth was slightly open and his eyebrows were slightly furrowed. |
| Interpretant | In this scene, Marshel's mouth is slightly open and his eyebrows are furrowed, showing a serious expression from Marshel who looks confident in using the facial wash product from MS Glow for men. The use of fingertips in this scene indicates how to wash your face properly because applying facial wash using a sponge, cloth or any object other than the fingertips has the potential to irritate the skin, referring to the website lifestyle.kompas.com . |

Table 7 Semiotic Analysis of Pierce part of scene 01 minutes 56 seconds

| | |
|---------------------|---|
| Sign |  |
| Object | Changes in Babe and Marshel's appearance after using MS Glow for men skincare products. Marshel can be seen wearing a white blazer and pink shirt, while Babe is wearing a black blazer and neat white shirt with a happy smiling face. |
| Interpretant | Babe and Marshel's happy smiles in this scene mean self-confidence because their appearance has changed to become neater and glowing. |

From the findings of Pierce's semiotic analysis in the advertisement for the MS Glow for men skincare product in the brand ambassador edition of Babe Cabiita and Marshel Widiyanto above, it shows that the scene in the advertisement is focused on a message about self-confidence. The use of Brand Ambassadors who have brown skin in this advertisement wants to give a message to the public that everyone must be confident whatever their skin color and be grateful even though they do not have the beauty and masculinity criteria that are often displayed by the media, because beauty and masculinity are relative and every People have different criteria for beauty and masculinity. In Scene 01 minute 56 seconds, when Marshel Widiyanto's appearance changes after using the product in this advertisement, it is not too excessive, only Marshel's skin, which was previously dull, becomes cleaner and glowing, in this scene we also want to show and convince the audience who watch the advertisement, that The use of skincare is not about whitening but rather cleaning the skin.

In the advertising scene which displays lower class professions in this advertisement, namely construction workers, mechanics and online motorcycle taxis, the aim is to convey the message that having a glowing appearance is everyone's right and does not look at profession and makes audiences who have professions similar to those in the advertisement act more confidently. yourself to use skincare. Apart from that, the concept of a lower class profession also shows a sense of self-confidence even though it does not have the masculinity shown by the media. The media displays masculinity by constructing the image of a man with white skin and middle class status (Yulianti: 2017).

Audience Reception

From the results of research conducted by researchers, researchers found a diversity of opinions regarding the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto depending on the informant's background and experience. In this research, researchers used the Reception theory by Stuart Hall. Stuart Hall in Febrian (2012) explains reception, namely how

the audience's decoding (meaning) process takes place in the media. He saw that an audience interprets a message from three points of view or positions, including:

Dominant hegemonic reading

The position where the reader or audience is in line with the program codes (which contain values, attitudes, beliefs and assumptions) and fully accepts the meaning proposed and desired by the program maker. The following is an excerpt from the researcher's interview with the informant regarding program codes consisting of values, attitudes, beliefs and assumptions.

1. Values

A. Based on the results of the interview, there are several opinions regarding the informant's interest in the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto. "I was interested in the MS Glow for men skincare advertisement for the Babe Cabiita and Marshel Widiyanto brand ambassador edition because usually the brand ambassadors for beauty products use good-looking brand ambassadors, whereas for Babe and Marshel their appearance is just normal." (Puput, interview, 15 February 2022)

A similar statement was also expressed by informant Ikhsan who was of the opinion that what was interesting about the MS Glow for men skincare advertisement for the Babe Cabiita and Marshel Widiyanto brand ambassador edition was that the MS Glow brand dared to appear different from other beauty product advertisements. "Regarding that advertisement, I applaud it. "From the MS Glow brand, we dare to go against the grain because as we know, beauty brand ambassadors always choose people who have cool facial qualities, while the MS Glow brand dares to choose Marshel and Babe, who as we know, are not good looking." (Ikhsan, Interview 15 February 2022)

In contrast to the opinion of informants Puput and Ikhsan who were interested because the brand ambassador for this advertisement was different from other beauty products, informant Sony was of the opinion that he was interested because of the cute impression of Babe Cabiita and Marshel Widiyanto, who have professions as comedians. Funny elements / humor can be an effective method for attracting attention to advertisements (M Suyanto in Purwaningmulan 2013). "I'm interested in this ad because it seems funny from the way Babe and Marshel act, who are comedians." (Sony, interview February 11, 2022)

Informant Chenny expressed a similar opinion regarding the humorous impression of the MS Glow for men skincare advertisement for the brand ambassador edition, Babe Cabiita and Marshel Widiyanto, "The storyline in the advertisement is funny, so it makes the advertisement interesting to watch until the end." (Chenny, interview 13 February 2022)

From the results of interviews with the 4 informants above, here the informant's interest can be concluded into 2 reasons, namely the first is about the difference between brand ambassadors for products that are different from others and the funny impression of the brand ambassador's way of carrying in the MS Glow for men skincare advertisement Babe brand ambassador edition Cabiita and Marshel Widiyanto.

B. The following is the informant's statement regarding the suitability of Babe Cabiita and Marshel Widiyanto to become brand ambassadors for beauty products. Informant Puput believes that Babe Cabiita and Marshel Widiyanto are not suitable to be brand ambassadors for MS Glow products.

"It's not suitable, because it's a beauty product, and in my personal opinion, it would be more suitable if the brand ambassador was beautiful and handsome, so then people who see it will be motivated and want to use the product (Puput, Interview 15 February 2022).

In contrast to the statement from informant Puput, informant Sony believes that Babe Cabiita and Marshel Widiyanto are suitable to be brand ambassadors for MS Glow products. "Actually, it's suitable, but it's a little strange because what we know is that beauty advertisements generally use brand ambassadors who are already beautiful or handsome, whereas MS Glow this time uses BAs who, sorry, are not beautiful or handsome" (Sony, interview 11 February 2022). A similar statement was also made by informant Chenny who felt that Babe Cabiita and Marshel Widiyanto were suitable to be brand ambassadors. Brand ambassadors for beauty products don't have to be good-looking" (Chenny, interview 13 February 2022). Similar to the statement from informant Sony and informant Chenny who felt that



Babe Cabiita and Marshel Widiyanto were suitable as brand ambassadors, the following is the statement from informant Ikhsan. "In my opinion, both of them are very suitable to be brand ambassadors, because if they have been chosen, that means they are suitable, right? So maybe the market targeted by the MS Glow product is people who have the belief that even though they are bad, they can still be successful after using the product. MS Glow" (Ikhsan, interview 15 February 2022).

From the results of interviews with 4 informants, here most of the informants felt that Babe Cabiita and Marshel Widiyanto were suitable to be brand ambassadors for MS Glow for men products, only informant Puput thought that Babe Cabiita and Marshel Widiyanto were not suitable to be brand ambassadors because according to him the brand Beauty product ambassadors should use good-looking or beautiful brand ambassadors so that those who see them are more motivated to use the product.

C. The following is the informant's statement regarding the concept of lower class professions in the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto. The following is a statement from informant Puput who agrees with the concept of lower class professions in the MS Glow for men skincare advertisement for the brand ambassador edition Babe Cabiita and Marshel Widiyanto. shows that even lower class professions are able to buy these products and can appear glowing and confident" (Puput, interview 15 February 2022). Similar to Puput's informant, the other two informants, namely Informants Chenny and Ikhsan, also agreed regarding the existing concept of lower class professions. on the ad.

"I think there is a lower class profession in this advertisement, because maybe after seeing this advertisement, people out there will think that everyone has the right to glow even though they have a lower class profession" (Chenny, interview 13 February 2022). "Hmmm, I think so." raising the theme of lower class professions can influence the public to be more confident in buying and using products from MS Glow, because we can see that in our country, which is a developing country, there are still a lot of lower class professions like the ones in the advertisement, maybe Of course, the target market for the MS Glow advertisement for the brand ambassador babe and marshel edition is people with just enough income and also the price of the product is still affordable compared to having to go to the salon for treatment which is definitely expensive, right?" (Ikhsan, interview 15 February 2022).

In contrast to the statements from informants Puput, Chenny and Ikhsan, the following is a statement from a Sony informant who still disagrees regarding the existence of lower class professions in the MS Glow for men skincare advertisement in the brand ambassador edition of Babe Cabiita and Marshel Widiyanto because according to him the price of the product is still relatively expensive . "It's interesting because it's rare to see online motorcycle taxi drivers, construction workers and mechanics in beauty product advertisements, and maybe the aim or targets of these advertisements are for the lower class but in my opinion the target market for the lower class is still not suitable because in my opinion the price "The product is still relatively expensive, so it makes you think twice about buying it" (Sony informant, interview 11 February 2022).

From the results of interviews with 4 informants, here most of the informants agree regarding the existence of lower class professions in the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto, only the Sony informant thinks that the lower class professions in the advertisement are still not suitable because according to him the price of the product is still relatively expensive.

2. Attitude

A. The informant's statement regarding the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto which excludes the beauty criteria usually displayed by the media. The following is the statement of informant Puput who believes that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto cannot exclude beauty criteria.

"I don't think it's possible to break beauty standards, because they both have just ordinary appearances" (Puput, interview 15 February 2022). In contrast to the statement from informant Puput, the three other informants, namely informants Sony, Chenny and Ikhsan, stated that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto could exclude the beauty criteria usually displayed by the media. "If I want to break the standard of beauty in Indonesia, I think it's possible, because this advertisement can change the doctrine that brand ambassadors for

beauty products are not only for those with white skin, people with dark skin can also do so" (Sony informant, interview 11 February 2022). Similar to the opinion of informant Sony, informant Chenny also believes that this advertisement wants to inform the public about the different beauty criteria for each person. "Yes, I agree that this advertisement can exclude the beauty criteria that we have seen on TV, because by seeing this advertisement it can open everyone's eyes that everyone's beauty standards are different, they don't always have to be white, tall, have a sharp nose or whatever. " (Chenny, interview 13 February 2022). Informant Ikhsan also gave his opinion which agreed that the MS Glow for men skincare advertisement was an edition of brand ambassadors Babe Cabiita and Marshel Widiyanto, because according to him the MS Glow brand was a big brand with a wide advertising reach.

"In my opinion, this could really break beauty standards, because in fact, MS Glow is a fairly big brand and I think the advertising reach will be wider too, so by appointing Babe and Marshel who have an ordinary appearance, it could be breaks beauty standards and can make people with skin like Marshel and Babe more confident in appearing. (Ikhsan, interview 15 February 2022).

From the findings in the field when conducting interviews with 4 informants, here most of the informants felt that they agreed that the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto could exclude the beauty criteria usually displayed by the media, only informant Puput felt that the advertisement MS Glow skincare for men brand ambassador edition Babe Cabiita and Marshel Widiyanto cannot exclude the beauty criteria usually displayed by the media due to the ordinary appearance of the brand ambassadors.

B. The informant's statement regarding other products using brand ambassadors is similar to the one in the MS Glow for men skincare advertisement for the Babe Cabiita and Marshel Widiyanto brand ambassador edition. The following is a statement from informant Puput who does not support other products using brand ambassadors similar to those in the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto because according to him the brand ambassadors from these advertisements cannot convince the public to buy the product.

"I don't support it, because I'm afraid that using a similar brand ambassador won't be able to convince people to buy the product, because the advertisement doesn't show much change in the brand ambassador after using the product" (Puput, interview 15 February 2022). In contrast to the statement from informant Puput who did not support it, the three other informants, namely informants Sony, Chenny and Ikhsan, supported that other products use brand ambassadors similar to those in the MS Glow for men skincare advertisement for brand ambassador edition Babe Cabiita and Marshel Widiyanto, the following is the statement from informants Sony, Chenny and Ikhsan. "Yes, I support, as I said earlier, that by appointing Babe and Marshel as brand ambassadors, it could change the mindset and doctrine that not always the beautiful and handsome can appear confident to be brand ambassadors for beauty products" (Sony , interview 11 February 2022). "I just agree, because it could make people who have body shapes or facial skin like Babe and Marshel more confident" (Chenny, interview 13 February 2022).

"In my opinion, I really support it, because with advertisements with brand ambassadors like Babe and Marshel it will make us aware that good skin type is not just white, the important thing is that it is clean and healthy, that's all (Ikhsan, interview 15 February 2022). From the findings in the field when conducting interviews with 4 informants, here most of the informants supported that other products used brand ambassadors similar to those in the MS Glow for men skincare advertisements for the Babe Cabiita and Marshel Widiyanto brand ambassador edition, only informant Puput did not. supports if other products use brand ambassadors similar to those in the MS Glow for men skincare advertisement for the Babe Cabiita and Marshel Widiyanto brand ambassador edition because according to Puput informants brand ambassadors such as Babe Cabiita and Marshel Widiyanto cannot convince the public to buy the product.

C. The following are the statements of the 4 informants regarding purchases after seeing the MS Glow for men skincare advertisement for the brand ambassador edition Babe Cabiita and Marshel Widiyanto. Informant Puput believes that he will continue to buy products from MS Glow because the brand ambassadors for MS Glow products are not only Babe Cabiita and Marshel Widiyanto. "Still buying because, the MS Glow advertisement is not only Babe Cabiita and Marshel Widiyanto who are the brand ambassadors and I don't think this Babe and Marshel edition of the advertisement has any effect on me either" (Puput, interview 15 February 2022).



Sony informants also believe that they will continue to buy the product because they have felt the benefits of the product. "Yes, I will continue to buy this product, because I have felt its benefits on my face" (Sony, interview 11 February 2022). A similar opinion was also expressed by informants Ikhsan and Chenny who will continue to buy the product after seeing the MS Glow for men skincare advertisement brand ambassador edition Babe Cabiita and Marshel Widiyanto. "Of course, I will still buy that product" (Chenny, interview 13 February 2022). "Personally, I would still buy that product". (Ikhsan, interview 15 February 2022). From the results of interviews with 4 informants, here all informants will continue to purchase products from MS Glow after seeing the MS Glow for men skincare advertisement for brand ambassador Babe Cabiita and Marshel Widiyanto.

3. Confidence

A. The following are statements from 4 informants regarding product quality after seeing the MS Glow for men skincare advertisement for the brand ambassador edition Babe Cabiita and Marshel Widiyanto. The following is a statement from informant Puput who considers that MS Glow products are good and suitable for all skin types. "Yes, they are good, because I think the products are suitable for all skin types" (Puput, interview 15 February 2022). Sony's informant also gave a similar statement, because according to him, skincare products certainly contain ingredients that are good for the skin. "yes. "I'm pretty sure this product is good, because of course in skincare products there must be ingredients that are good for the skin" (Sony, interview 11 February 2022).

Informant Chenny also believes that the quality of the product is good, judging from the change in the brand ambassador in the advertisement. "I'm sure, in the advertisement you can also see a slight change in Babe and Marshel after using the product from MS Glow" (Chenny, interview 13 February 2022). Similar to the three other informants, informant Ikhsan also thought that the quality of the product was good. "In my opinion, as long as I use the product, it's fine." (Ikhsan, interview 15 February 2022) From the results of interviews with the 4 informants above, here all the informants gave good statements regarding product quality after seeing the MS Glow for men skincare advertisement for brand ambassador Babe Cabiita and Marshel Widiyanto.

B. The following are the statements of the 4 informants regarding the MS Glow for men skincare advertisement for brand ambassador Babe Cabiita and Marshel Widiyanto which can convince the public about the function of skincare, namely cleaning the skin, not whitening the skin. The following is a statement from informant Puput who believes that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto can convince the public regarding the function of skincare. "It could convince the public because basically skincare is cleaning and caring for facial skin" (Puput, interview February 15, 2022).

The Sony informant also believes that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto can convince the audience regarding the function of skincare which cleans the skin, seen from the change in brand ambassador of the advertisement. "I think it can convince the audience who see the advertisement, because seeing the changes in Babe and Marshel in this advertisement are not too exaggerated, what can be seen in this advertisement is that their faces only look brighter and cleaner" (Sony, interview 11 February 2022).

Informan Chenny dan informan Ikhsan juga berpendapat serupa dengan informan Sony yang berpendapat bahwa iklan ini dapat meyakinkan bahwa fungsi skincare adalah membersihkan kulit bukan nya memutihkan dilihat dari perubahan brand ambassador dalam iklan tersebut. "Menurut saya bisa meyakinkan, karena seperti yang dapat kita lihat pada iklan tersebut, perubahan kulit Babe dan Marshel tidak terlalu dibuat-buat menjadi langsung putih hanya sedikit lebih bersih dan cerah saja" (Chenny, wawancara 13 Februari 2022). "kalo meyakinkan khalayak tentang fungsi utama skincare yang membersihkan kulit Bisa deh kayaknya, lihat saja pada iklan tersebut, bahwasanya kulit Babe dan Marshel tidak seketika langsung putih, hanya terlihat lebih cerah saja" (Ikhsan, wawancara 15 Februari 2022). From the results of interviews with the 4 informants above, here all the informants stated that the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto could convince the audience regarding the function of skincare, namely cleaning the skin.

C. The following are statements from 4 informants regarding the self-confidence of viewers with dark skin in the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel

Widiyanto. The following is the statement of informant Puput who believes that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto can convince dark skin viewers to be more confident because the brand ambassadors used in the advertisement also have dark skin.

"In my opinion, it's possible that it could make people with dark skin more confident, because the brand ambassador who was made brand ambassador this time also has dark skin. (Puput, interview 15 February 2022). The Sony informant also believes that seeing the brand ambassador in the advertisement can convince people with dark skin like himself to be more confident. "Yes, that's very true, because I, who have slightly dark skin, am more confident, I'm proud to see advertisements that use brand ambassadors who are not glowing, beautiful, white or handsome" (Sony, interview 11 February 2022). Similar In the opinion of Sony's informant, Informant Chenny also believes that this advertisement can make people with dark skin more confident because they see the brand ambassador in the advertisement looks confident even though they have dark skin."I think it's possible, because seen in the advertisement, Babe and Marshel are very confident even though they have dark skin, well it could be that by seeing them both confident, people who have dark skin also become more confident after seeing the advertisement" (Chenny, interview 13 February 2022).Meanwhile, informant Ikhsan believes that this advertisement can make viewers who have dark skin more confident because the MS Glow brand, which he considers to be a big brand, dares to use a brand ambassador who has dark skin. "Well, based on the Babe and Marshel advertisement, it can really make viewers who have dark skin more confident, because big brands like MS Glow dare to use brand ambassadors who have dark skin. . (Ikhsan, interview 15 February 2022).

From the results of interviews with the 4 informants above, here all the informants stated that the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto can make people with dark skin more confident.

DISCUSSION

From the findings and descriptions of the research above, researchers found a diversity of opinions regarding the MS Glow for men skincare advertisement for brand ambassadors Babe Cabiita and Marshel Widiyanto depending on the informant's background and experience. In the dominant meaning position there are 2 informants who are in this position, namely informant Ikhsan and informant Chenny. Both informants agreed and fully accepted the message conveyed in the advertisement. Informant Chenny considered that Babe and Marshel were suitable to serve as brand ambassadors, seen from Chenny's statement, which meant that using Babe Cabiita and Marshel Widiyanto in the MS Glow for men advertisement could attract audiences with body shapes and skin types like Babe Cabiita and Marshel Widiyanto. will be more confident after seeing the advertisement, informant Chenny's meaning is similar to Ikhsan's meaning that Babe and Marshel are suitable to be brand ambassadors because according to him this advertisement can make people with dark skin like Marshel and Babe more confident in appearing.

The meaning of the two informants is in accordance with the 01.56 second scene which the researcher analyzed using Pierce Semiotics, which means self-confidence. Here, informant Chenny also agrees with the use of lower class professions in the MS Glow for men skincare advertisement for the Babe Cabiita and Marshel Widiyanto brand ambassador edition. Informant Chenny interprets that the use of lower class professions in the advertisement will make people who have professions like those shown in the advertisement feel entitled. to be glowing, even from a lower class profession. In this research, informant Ikhsan also agreed to the use of lower class professions in this advertisement because according to him there are still many people who have lower class professions in Indonesia, so this can convince people who have lower class professions to be more confident in buying and using skincare products. This is in accordance with the results of Pierce's semiotic analysis in scene 00.01 – 00.03 seconds which means self-confidence to make changes in appearance even though you have a lower class profession.

Based on the results of the researchers' findings when conducting research, there were 2 informants who were in a negotiated position (Negotiated Reading), namely informant Sony and informant Puput. The Sony informant accepted the meaning conveyed by the advertisement regarding the brand ambassadors from MS Glow for men, namely Babe Cabiita and Marshel Widiyanto, who have dark skin,



because the Sony informant felt that the choice of Babe Cabiita and Marshel Widiyanto would make people with dark skin like himself more appear confident. This is in accordance with the meaning of self-confidence in scene 01 minutes 56 seconds of the advertisement which was previously analyzed using Pierce Semiotics, but in this advertisement, Informant Sony also modified the use of the concept of lower class professions which according to him was still not suitable with the price of the product. which is still relatively expensive. Meanwhile, informant Puput accepted the use of lower class professions in the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabiita and Marshel Widiyanto, according to him, the presence of lower class professions in the advertisement could make people who have lower class professions not hesitate to use beauty products. . This is in accordance with the meaning of self-confidence to make changes in appearance even though you have a lower class profession in the scene 00.01-00.03 seconds which was previously analyzed using Pierce Semiotics. However, here Puput's informant also modified the message regarding the selection of Babe and Marshel who were still not suitable as beauty brand ambassadors, because according to Puput's informant, beauty product advertisements should use brand ambassadors who have beautiful and handsome faces so that the audience can be motivated to buy the product.

From the results of the research that the researcher has conducted, here the researcher only got two positions or viewpoints from the audience in receiving and interpreting the MS Glow for men skincare advertisement for the brand ambassador edition of Babe Cabita and Marshel Widiyanto, namely the dominant hegemonic reading and negotiated reading positions of the four informants. An oppositional reading position will emerge if the informant completely rejects the message conveyed by the advertisement.



Figure 5 Scene when Marshel massages the facial area of the MS Glow for men skincare

Another finding that researchers obtained when conducting research was when they saw the scene of Marshel Widiyanto when using facial wash from the skincare product MS Glow for men at minute 01:47, in this scene Marshel was seen washing his face using 5 fingers with very visible hand movements. fast and irregular. Meanwhile, according to dermatologist expert, namely Dr. Richard Lee, the correct use of MARS facial wash is to massage the face using three right and left fingers with gentle circular movements all over the face (warna.com). So advertising makers should pay more attention to what will be shown in the advertisement, because skincare advertisements must educate the audience on how to use skincare products correctly. Researchers also found other findings when conducting interviews with informants, namely about the results of using MS Glow products. Judging from the faces of the 4 informants, only Chenny and Puput have glowing faces after using MS Glow products, the faces of the other two informants, namely Ikhsan and Sony, only look cleaner, this is in accordance with scene 01 minutes 56 seconds, where in This scene shows the changes in the faces of Marshel Widiyanto and Babe Cabiita, which become cleaner and not immediately glowing after using the MS Glow product. The success or failure of using the product is of course not only influenced by the quality of the product but also influenced by how the informants apply the product to their faces. Sony's informant stated that when he washes his face, he massages his face using 5 fingers, this is still not accurate because The correct way to massage your face is to use 3 fingers. Meanwhile, informant Ikhsan stated that he does not use MS Glow products regularly, sometimes he uses it, sometimes he doesn't.

CONCLUSION

1. Dominant hegemonic reading
From the findings of interviews conducted by researchers, there were 2 informants who were in this position, namely Informant Ikhsan and Informant Chenny, where these 2 informants accepted and agreed to Babe and Marshel being brand ambassadors for the product and the existence of lower class professions in the advertisement.
2. Negotiated reading (negotiated position)
Based on the findings of the researcher's interviews when conducting the research, there were 2 informants who were in this position, namely the Sony informant and the Puput informant, where in this research the Sony informant modified the price of the product which was still considered expensive for lower class professions, while the Puput modified the usage. a beautiful or handsome brand ambassador so that the audience or audience can be motivated to use the product. .From the results of the research that the researcher conducted on 4 informants, here the researcher only got two positions or viewpoints from the audience, namely dominant hegemonic reading and negotiated reading. Meanwhile, an oppositional reading position will emerge if the informant completely rejects the message conveyed by the advertisement.

LIMITATION

1. For the public
By conducting research on the MS Glow skincare advertisement featuring Babe Cabiita and Marshel Widiyanto, researchers hope that the audience will understand more about what is conveyed in the advertisement, don't just look at the appearance of the brand ambassador, because in an advertisement there must be a message. what the ad maker wants to convey.
2. For Ad Makers
With this research, researchers also want to provide advice to other product advertisement makers out there to be more creative and use anti-mainstream ideas such as this MS Glow advertisement which uses comedians as brand ambassadors so that the advertisement displayed can attract attention and convey messages. advertisements can be delivered well.
3. For Academics
With this research, researchers also suggest that UNIVED students, especially Communication Science students, do more research on reception, so that they can add references for communication science students related to audience studies and can use this research as a reference source for conducting more in-depth research.

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