



Vidyottama Sanatana
International Journal of Hindu Science and Religious Studies

Vol. 6 No. 2 October 2022

CONSTRUCTION MYTH BEAUTY ON SKINCARE ADVERTISING ON MEDIA MASS

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Received: May 25, 2022

Accepted: October 16, 2022

Published: October 31, 2022

Abstract

Beauty has now become an important phenomenon in the lives of women. They assume that when they become beautiful their social class and existence appear and are formed. The construction of the beauty myth that appears in the advertisements has made its existence fulfilled which is supported by the existence of advertisement for beauty products (skincare) that can change their appearance. The construction of the beauty myth actually has existed from the pastries, but at the time it still used natural. Meanwhile, at present, beauty products and tools appear with a more modern face with the help of natural ingredients combined with a chemical mixture that is safe for the skin in beauty product. Asking about beauty, Hinduism in Balinese people also know about how to care for the body to create natural beauty. This is stated in the Indrani Literature text.

Keywords: beauty myths; Indrani Sastra; skincare

I. INTRODUCTION

People woman actually own asset which very valuable for herself alone even sometimes possible people woman no realized it. Assets owned by a women can seen from part end hair until toe . Body Becomes something unity which dainggap intact and no can considered trivial (Swastika, 2017:9), because body own role which very important in maintain every connection especially for partner husband wife . So that not seldom then para people woman notice appearance her body which then called as a beauty.

Beauty mature this be one primary needs among woman around the world without except in Bali. Beauty considered as something that important in life everyday. Come on stage Becomes personal which beautiful very coveted by every female. Speak about beauty , really beauty could shared Becomes two category . As for the second category (in Kurniawan, 2015:iii) that is beauty which originated from in self (inner beauty) and beauty which seen from outside or physical. Beauty from in (inner beauty) is the beauty appear from deep and fundamental and radiated from nature woman that alone . Whereas visible beauty from outside (physical) is a category beauty which formed from results care on body.

Check more far about beauty physique a woman now appear various type type care offered body through method traditional or method modern. Thing this even then cause many popping up products beauty for support appearance and beauty for people female. Appearance product beauty the also balanced with existence salon or House more and more beauty mushroomed in every corner urban as well as in rural areas. Mushrooming choice product on goods or service about beauty too supported by the advertisements that appear and offer it to the mass media. With ability which owned by man so man will capable choose his wish alone with depend on five senses which have. Especially on choice goods or service that offered To use support beauty her body.

Mass media is the means used for convey message or information which related direct with public large with using media in the form of tool electronics , media print or media on line (in

Prasetyo, 2020:7). Mass media is also used as a medium in promote goods or service from something product as products beauty in shape advertisement . Advertisement be one shape non- personal communication about something organization, product, services, or ideas paid for by a sponsor (in Morrisian, 2019:17). Ads in media mass usually used for create power pull by symbolic for something company or brand goods and service which in promote especially on field beauty. Attractiveness advertisement something product goods or service industry beauty appear with using an advertising model that has appearance beautiful physique, skin white clean hair long and well groomed, and body considered slim as woman which perfect.

Construction beauty built by the media through advertisement cause many girl who saw advertisement the own interest and construction for own body which same as model advertisement that . Sometimes appear also flavor no believe self on herself alone when see advertisement beauty on media mass (Wolf, 2004: 162 in Yuliani 2019). State girl who feels no believe self to his body (physical) alone so will the more profitable company who already make advertisement in field beauty. This thing then cause many woman who buys product from industry beauty To use create body ideal and perfect like in the body of the inner model advertisement. Situation this could reviewed then with use theory myth beauty from Naomi Wolf which question and discuss about myth emerging beauty consequence from existence ad on field industry beauty.

In teachings Religion Hindu there is text which talk about and discuss problem beauty a woman that is Indrani Sastra and Rukmini Tattwa. Manuscript in Indrani Sastra explained about how a capable woman nurse beauty and health himself. As for the treatment used that is use ingredients which traditional and character natural . Through business care the expected woman will own nature like as goddess (in Kurniawan, 2015:iii). Whereas Rukmini Tattwa is something eject about confidential femininity. Script Rukmini Tattwa also discuss about method care body and sex a woman and also discuss about care to people men.

Product beauty offered at this time, no far

different with explanation shown in second text that. However moment this use means beauty used for care is modern and follows development of the times. Now the more many popping up product care beauty known modern with designation skincare. Construction the beauty that emerges on mass media through advertisement especially advertisement product beauty (skincare) to be scramble for people female. So that phenomenon this really interesting for discussed and studied more in. On discussion this more focus how care beauty on shape physical.

II. METHOD

In writing this use theory myth beauty which popularized by Naomi Wolf. Naomi Wolf is wrong one mover dal movement feminist wave third in America which famous through the book which title “ the Beauty Myths: How Images Of Beauty Are Used Against Women (1991)”. Wolf is graduate of from Yale. University and Oxford which work as a writer , journalist and consultant political (Carolus , 2016). In the 1990s, the myth beauty start analyzed with a ideal concept created by the media. Beauty image woman considered as something that shackles and a dilemma still squeeze people women (Wolf, 2004: 24, in Yuliani, 2019). Question about beauty girls, Wolf too say that woman come on stage beautiful no for self alone will but only destined to patriarchy.

Wolf 's thoughts on myth beauty influenced by “Feminine Mystique (1963)” which is creation a feminist wave second namely Betty Friedan (Lubis , 2016: 99). Friedan with his thoughts about mystical feminine emphasize on domestication woman with give appreciation well-being life as mother and or wife (Santi, 2012). Appearance myth beauty in shape modern purpose for take over mystical feminine , for save magazines and advertisers from fall economical in revolution people women (Wolf, 2004: 130, in Yuliani , 2019).

Collection data very determine it worked something study (Bungin, 2012:129). This post use approach method study qualitative, which is which is more far use method observation and observation. According to Bogdan dan Taylor (in

Suyanto and Sutinah, 2013:166) method study qualitative is method which try produce data descriptive which in the form of words by writing, and also Act good behavior observed on perpetrator consumer product *skincare*. On writing this, use a number of study previously which made as reference and also as data supporters.

Analysis data is process study whole data results study which obtained through observation, record keeping, document, and etc (Moleong, 2014:199). Study this character qualitative so that analysis the data will use descriptive analytics. That is, analysis start from data until with analysis and the conclusion served in shape description. Research results this will served with use informal method because the data under study is qualitative data in shape narrative verbally. Informal method means method presentation results research data processing with use string of words or sentence as loaded presentation (Sudaryanto, 1992: 64). Implications no will use formula figures, charts, and graphs, which still need explanation again.

III. RESULTS AND DISCUSSION

3.1 Care Beauty in Religion Hindu

People woman consider that beauty is something which luxury. Beauty in the teachings of Hinduism as described above that stated in in text *Indrani Sastra* and *Rukmini Tattwa*. Care beauty in *Indrani Literature* and *Rukmini Tattwa*, explain about recipes who can used especially which made from experience and character traditional. *Indrani Literature* and *Rukmini Tattwa* explain that beauty by physique need something care. On at first text *Indrani Sastra* narrates *Goddess Rukmini* who expects help *goddess Saci* for harmonize connection husband wife, then *goddess Saci* give information for beautify self so that loved by husband (Kurniawan, 2015:3). However in in text *Indrani Literature* no showing story by intact as unit narrative. However story told assembled with the recipe told by *the Goddess holy*. *Goddess Saci* also called as *Indrani* which is wife from *God Indra*.

Teachings from *goddess Saci* the then known as *Indrani Sastra*. Teachings main from *Indrani Sastra* is *Indrani Primary Preliminary*,

that is make a woman 100 years old will permanent Becomes a girl. Treatment described on *Indrani Sastra* load about care skin, hair, mouth and also care on the organs intimate woman. Besides load recipe beauty *Indrani Sastra* too load symbolization which there is on body female. Symbolization the describe shape and symbols goddess which there is on body and organ woman (in Kurniawan, 2015:3-4). Every goddess which stanna on body woman own mean separately, so need treated to resemble goddess which holy, clean and well maintained.

As for the gods who have a palace in body people woman totaling 40 consist from 38 goddess and 2 god. Following this table god and goddess which dress up on organ body a woman in *Indrani Literature* (in Kurniawan, 2015:10-11).

Table 1. God goddess in Body Woman

No.	God/ Goddess	Organ Body
1.	God Madana Atmika	Head
2.	Goddess Lomawati	Hair
3.	Goddess Wistarawati	Crown
4.	Goddess Chandra Kirana	Face
5.	Goddess Citrawati	Eyebrow
6.	Goddess Kumarika	Eye
7.	Goddess Sasingkini	Cheek
8.	Goddess Sruti Kanti	Ear
9.	Goddess Susumya	Lip
10.	Goddess Wani Wimala	Tooth
11.	Goddess Saraswati	Tongue
12.	Goddess Manon Mana	Neck
13.	Goddess Tula Wahini	Shoulder
14.	Goddess Winba Darini	Nose
15.	Goddess Rekha Wati	Jaw
16.	Goddess Sri Kusuma	Bone crotch
17.	Goddess Dharmika	Arm
18.	Goddess Manggala	Wrist Hand
19.	Goddess Kumuda	Finger Hand

20.	Goddess Sadhya Wahini	palm Hand
21.	Goddess Amrta Mangala	Foot
22.	goddess Uma Wati	Liver
23.	Goddess Krsna	Bile
24.	Goddess Pundarika	Navel
25.	Goddess Jala Wasini	Stomach
26.	Goddess Gomayi	nape
27.	Goddess Marnamayi	Back
28.	Goddess Lowati	Waist
29.	Goddess Sronika	Butt
30.	Goddess Arnawi	Bag Urinary
31.	Goddess Ambika	Womb Right
32.	Goddess Ambilika	Womb Left
33.	Goddess Padma Wamini	Close Genitals
34.	Goddess Rasa Suksmika	In Vagina
35.	God Kusumayudha	Chakra Sex
36.	Goddess Ratih	Chakra Sex
37.	Goddess Ratanggini	Thigh
38.	Goddess Woksamahija	Calf
39.	Goddess Sinharini	Finger Foot
40.	Goddess Siti Sundari	palm Foot

(Source : Kurniawan, 2015: 10-11)

How to care beauty in *Indrani Sastra* reflected in a number of recipe in inside like ordinance care skin body and face in the form of powder, scrub, mask and other so on that naturally made of from ingredients natural. Following wrong one contents text in *Indrani Sastra* which explain tool and ingredients in making powder.

“Sasawi kuning, jirek, cit, ika ta kabeh pipis, ya ta panama muka, kadi hulun purnama muka denya” (*Lontar Indrani Sastra, 14a* dalam Kurniawan 2015:22)

Translation:

"Mustard yellow, skin tree damsel white, cit, all mashed Becomes one, that 's it then

apply on the face , face will glow as month full moon ” (in Kurniawan, 2015:22).

Wrong one shape care hair that is recipe discolor hair, in text *Indrani Sastra* is as following.

“*Nyan pacameng kesa, sunguning wedus padu, jambu hireng, gedang warangan, tunu ika katiga apisan, wamanuhu hening jeruk, pupurek, wekasan karamasemehan*” (*Lontar Indrani Sastra, 20a* dalam Kurniawan, 2015:31).

Translation:

“This is blacksmith hair, horn sheep, guava black, banana yellowish, bake all three and make one, wet with orange juice, crushed until soft, then wash your hair” (in Kurniawan, 2015:31).

As which explained in second example text *Indrani Sastra* in on could is known that actually in the teachings of Hinduism, especially in the Balinese people already explain tool and ingredients which used for care body and need ingredients which experience without existence mixture ingredients chemistry. As well as with existence symbols God and goddess which dress up in body woman so will make it easy a woman nurse her body because feel honor God and The goddess who resides in his body. Through care body by physical and with utilise ingredients experience now in society many popping up equipment beauty which made from natural.

3.2 Construction Myth Beauty on Advertisement Skincare

On basic beauty has shared Becomes two that is sourced from in body and also from physical. Beauty which originated from physique now Becomes something which exalted-glorify and popularized by people female. So that now many appear products beauty which spread over mass media through advertisement. Industry advertising mature this no only just convey information to consumer which Becomes target main advertisement the raised. But now advertisement in media mass has build constructions new that is a standard beauty. Standard beauty which in show on advertisement often time showing a model girl who has ideal

body that is white, tall, slim and looks perfect.

Advertisements product beauty (*skincare*) that appears in the mass media often served with the offer interesting attention. more again when there is offer promotions and discounts price (discount) massive. This thing sometimes make para consumer especially people girl will interested for try and buy goods offered, especially goods designated in care beauty her body. Existence advertising in mass media has mushroomed in various type type mass media, good it's on TV, radio, letters news, even on social media (online) also at cheer up with advertisement. Condition advertisements displayed in the mass media actually promote a contemporary culture. As explained by Williamson (in Atmadja and Ariyani, 2018:296) that advertisement is something formation culture.

Advertisement is one factor the most important culture that prints and reflect life moment this. Advertisement there is in everywhere as part which not get knocked down from life everyone; even even if you don't read letter news or watch television, various imagination which installed in environment cities around we is things that don't avoided. With crawl all media, and no restricted who even advertising shape something superstructure large with visible existence autonomous and accompanied with very big influence (Williamson, 2007:1, in Atmadja and Ariyani, 2018:296).

Based on explanation the so actually advertisements beauty (skin care) which appear in media mass good that television, letter news, media *on line* or media mass other is shape superstructure area that has existence and influence big for construction public which create existence myths beauty which trusted by people female. Advertisement has construct pattern thought and behavior people woman on construction beautiful that has been created by advertising. on the this, actually advertisement which own influence most big is advertisement which in show up on television. Because advertisement on television use whole tool and also elements in activity communication and be delivered through audio visual. So that public especially people woman will more easy accept

information and accept information the by raw.

Advertisement own power magic that lies in its abilities in create persuasion and construction to the consumer. There is three shape persuasion and construction (in Atmadja and Ariyani, 2018:298) which created by advertisement that is on product beauty (*skin care*). First, presenters who have method convey testimony and explain utility product beauty (skincare), for example with give a testimonial product capable skincare make skin dull Becomes white bright radiant and supported also with ratio skin before and after usage product *skincare* which in advertise. Second, demonstration that is a how to do with display and display trials as well as evidence-Proof as picture showing superiority a product skincare. As example that is skin becomes more gentle when use product routine skincare and result make skin face becomes bright and soft.

Third, slice of life, namely advertisement showing something product beauty (skin care) linked and linked with habit in life real. As example when we new wake up sleep face seen dull and oily, then for make face no greasy or dull so before sleep at night day a model woman in advertisement use product skincare as cream night which guard skin face permanent moist although sleep and stay moist and soft when wake up in morning day. Example other as on a model advertisement which aired moment all day To do activity outside room and on continuously exposed ray sun make skin Becomes dark or striped. Then appear model the use product *skincare* other as sunscreen (sun protection) for protect skin so as not dull or striped although be outside room all day and added with construction that skin becomes more white and bright. Following is one example advertisement product beauty (skincare) which offers about cream moisturizer which capable make skin bright like flower cherry blossoms.



Picture 1 Advertising Skincare About Skin Face

(Source: <https://www.liputan6.com/fashion-beauty/read/2282348/rahasia-dapatkan-wajah-putih-cerah-merona>)



Picture 2 Advertising Product Beauty

(Source:

https://web.facebook.com/FairandLovelyID/photos/bintang-baru-fair-lovely-jessica-milatelah-merasakan-manfaat-fair-lovely-baru-f/441717109320578/?_rdc=1&_rdr)

With existence construction about beautiful that white, clean, tall slim face bright blush, or no striped make change thinking on people woman about meaning self and existence. Existence people woman shown when skin face and also her body beautiful as on model advertisement which the skin white, clean, and free from acne. With so now part big people woman his thoughts constructed moment appearance acne on his face will consider that herself ugly and become confused moment appearance acne on the face. People women in this modern era has interpret herself with motto stated by Decartes which reads " cogito ergo sum "which means that "I" think so I there is " (in Atmadja and Ariyani, 2018:322). However if linked with public consumer which give goods or service especially product beauty (skincare) for fulfil real need only "in there-hold" and sustain class social in society could disclosed with term "emo, ergo sum" which it means " I" shopping, so I there" (Soedjatmiko, 2008:2).

Construction myth beauty which appear on advertisement cause para people woman consider that herself should Becomes beautiful as shown _ by advertising model. If look at life moment this many people girl who discriminated against with constructions and standardization beauty which in create by the media. people woman actually has stuck on her wish for always come on stage beautiful and become very adore ideal body and body. So that

now not seldom found many people woman which willing emit fund which more many for necessity care beauty. Well that go go to the salon or buy product beauty which expensive and the price counted quite expensive.

IV. CONCLUSION

Based on explanation in on could concluded that in teachings religion Hindu there is explanatory texts about care embodied beauty in Indrani Sastra and Rukmini Tattwa. Second text the explain about method care body with use ingredients natural. In text Indrani Sastra also explain that in in body there is god and goddess which have a palace. So that need guarded and cared for with good for body keep it up , thing this Becomes shape tribute to god and goddess which dress up in in body.

Through Thing that, then moment this already appear a number of tool and ingredients which used for care body which known as skincare . skincare moment this very loved by people woman To use as support beauty himself. People woman use various type and type product beauty which spread and sold in environment society. More again now many appear advertisement product beauty which offer and peddle product with showing model woman with perfect view. Consequence from appearance advertisement tha, construction and persuasion which made by advertisement possessed to people female. Thing this make them constructed on myth shackled beauty himself , that beautiful that own skin which white, clean, and without acne.

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