ANALYSIS OF *'BEAUTY BESTIE'* PERCEPTIONS BUILT IN EMINA BEAUTY BESTIE DAY CAMPAIGN

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ABSTRACT
Discussions about beauty, especially among women have given birth to a phenomenon about beauty standards that often do not match reality. The stigma of beauty standards that require smooth and blemish-free facial skin is often inversely proportional to the fact that adolescent girls are facing facial skin problems. In fact, this phenomenon causes bullying in adolescent girls because their facial skin is not in accordance with existing beauty standards. Emina Cosmetics realized this anxiety, so launched skincare supported by the Emina Beauty Bestie Day campaign to shape the perception of 'Beauty Bestie', where Emina wanted to be present as a support system for teenagers. This study analysed the perception of 'Beauty Bestie' built into the Emina Beauty Bestie Day campaign to help them overcome their facial skin to be more confident. In interpreting this, researchers chose the perception of 'Beauty Bestie' as the object of research and the subject of research are four key informants in the form of campaign audiences and expert informants in the form of psychology experts. The study used interpretive qualitative research methods with a phenomenological approach whose data were obtained through interviews, observation, and documentation. Research is oriented to the stage of perception formation by Julia T. Wood and DeVito. The results showed that the perception of 'Beauty Bestie' built in the Emina Beauty Bestie Day campaign has been successfully formed in the campaign audience through a series of stages of perception formation, namely selection, organization, interpretation, storage, and recall.

Keywords: *Beauty Bestie, Emina Beauty Bestie Day*

INTRODUCTION

The concept of 'beautiful' has long been a hot topic among women and has undergone a very significant definition change with the times. In modern society the concept of beauty is increasingly complex and there are even beauty standards that can be measured by society, such as ideal body, spotless face, and so on (Wijayanti, 2020). This is supported by a survey that found that 58.8% of Indonesian women still define that beautiful are those who have clean and smooth faces (ZAP Beauty, 2023). It is undeniable that this standardization of facial skin can reduce a person's self-confidence, especially when stepping on adolescence who has begun to pay attention to her physical appearance (Dewi, Holidah, & Hidayat, 2022). In this context, when a woman enters adolescence, they have the perception that physical appearance is one of the important factors to be able to increase self-confidence and get praise from the surrounding environment (Mareris Sukisman et al., 2021).

However, this is very inversely proportional to what adolescent girls experience. Based on the results of the Bioderma survey in Indonesia, it was found that 80% of adolescent girls experience facial skin problems due to hormonal factors that are not balanced, puberty, and various environmental or genetic factors (Benedicta, Pranayama, & Sutanto, n.d.). Even worse, it was found that 67.8% of Generation Z in Indonesia have experienced bullying due to facial skin problems (ZAP, 2020). This is what further lowers their confidence. One of the things that can be done is to use skincare products that are suitable for each facial skin.
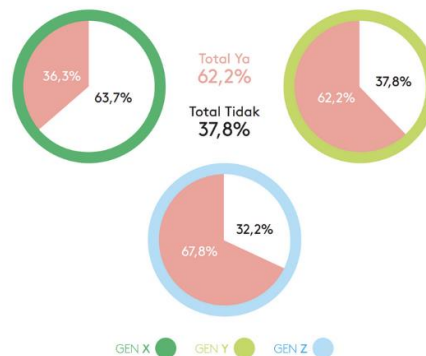
Picture 1 ZAP's Survey About Indonesian Teenagers Have Experienced Bullying
Source: (ZAP, 2020)

Unfortunately, various brands that offer skincare products have almost similar claims, so consumers are often confused in choosing the right product. At this stage, every brand must be able to build a positive brand image to attract the attention of potential customers (Nastain, 2017). Basically, brand image is a good or bad impression that consumers remember in their minds about a product or service (Nia Mailina, 2023), while perception is the impression that individuals have after interpreting some objects through the five senses (Faudy Akbar, 2015). So that, a positive perception can indirectly attract the attention of potential customers.

This is what PT Paragon Technology and Innovation does in one of its flagship brands, namely Emina Cosmetics. In 2019, Emina Cosmetics launched a series of skincare products called Bright Stuff to overcome various teenage skin problems. To build a strong brand image, the launch of this skincare product range is supported by the Emina Beauty Bestie Day campaign which carries the message that Emina Cosmetics will be a support system or 'Beauty Bestie' for teenagers who are experiencing facial skin problems to be more confident. This statement was also revealed by the Demand Creation Officer of Emina Cosmetics, Amelia Dewi Utami from a quote in the news by (Aryanto, 2020) explaining that Emina Beauty Bestie Day is a campaign from Emina Bright Stuff skincare through skin health socialization to build the perception of 'Beauty Bestie' in increasing self-confidence for adolescents throughout Indonesia.

Therefore, research on the perception of "Beauty Bestie" that was built in the Emina Beauty Bestie Day campaign is important to do because of the phenomenon of beauty standards in Indonesia. Not to mention, this condition causes teenage girls to feel dissatisfied with their current physical bodies (Hamer et al., 2021), where this campaign strives to rebuild their self-confidence by becoming a 'Beauty Bestie' for them. According to (Unzilla Deni, 2016), physical appearance is a very influential factor on adolescent self-confidence. This is also supported by a similar study by (Sabrina Dewi Basir, Liesvarastranta Tsalatsa, & Tri Kresna, 2022) who states that the nature of women who are more concerned with other people's comments makes them less confident in their own beauty. It means that the practical application of this research can help to develop policies, interventions, or educational programs that can support positive beauty perceptions and good mental health in adolescents because the research results provide insights into the understanding of Indonesian adolescent girls about the concept of 'beautiful' and how they deal with the problems of their facial skin.

The problem is that previous research on the formation of perception in individuals has been very limited. Meanwhile, research on the formation of perception been carried out by (Desvianto, 2013) who conducted a study on the process of forming perceptions of former

depressed patients in the Soteria selection house which resulted in findings that there are differences from each stage of perception formation in each former patient. Based on the background of the research above, the purpose of this study was to determine the perception of 'Beauty Bestie' built in the Emina Beauty Bestie Day campaign use stages of perception by (Wood, 2013) and (DeVito, 1986) which are selection, organizational, interpretation, memorizing, and recall.

RESEARCH METHODS

This research is interpretive qualitative research that uses a phenomenological approach. In this context, according to (Desvianto, 2013) the phenomenological approach can describe in more detail the experiences that have occurred in a person's life. Then, this research uses an interpretive paradigm that can see social or cultural events based on the perspective and experience of the person to be studied. According to (Amalia, 2013) the interpretive paradigm sees social reality as holistic, unity, complex, dynamic, and reciprocal.

The research subjects in this study were four Emina Beauty Bestie Day campaign audiences from two different schools with several criteria, such as adolescent girls aged 15 – 22 years, Emina Beauty Bestie Day campaign audience, have or experience in facial skin problems, and have awareness of facial skin health. Also, there is one expert's informant which is psychology expert who have met some criteria such as, experienced expert psychologist for at least 2 years, have handled Generation Z cases, understand the psychology of communication, interested and have discussed the formation of perception in a campaign, and willing to be an informant. The object of this study was the perception of *'Beauty Bestie'* built in Emina Beauty Bestie Day Campaign.

This research also uses a unit of data analysis which is everything related to the component studied by the researcher. This statement is supported by (Pratiwi, 2017) which states that the unit of analysis or category is the part or aspect to be explained, who can explain it precisely and through what way to explain it. Because the object of this study was the perception of *'Beauty Bestie'*, there are several stages to form a perception. According to (Wood, 2013) it is stated that perception is formed from three main stages, including selection, Organizational, and interpretation. However, according to (DeVito, 1986) states that there are two further processes after interpretation, namely memorizing and recall. The following data analysis units used by researchers are as follows:

Table 1 Unit of Data Analysis Stages to Form a Perception
Source: Processed by researchers

| INPUT	ANALYSIS	SUB ANALYSIS
Analysis of *'Beauty Bestie'* Perceptions Built in Emina Beauty Bestie Day Campaign	Components of Perception Formation by (Wood, 2013) and (DeVito, 1986)	1. Selection 2. Organizational 3. Interpretation 4. Memorizing 5. Recall

In each study, there is data to be processed or analysed. In terms of (Herdiansyah, 2012) argues that these data will be processed or analysed through a series of data collection processes in accordance with the research method chosen by the researcher. This research was conducted for 5 months with an interview process, observation, and documentation from August to November by collaborating with the Emina Beauty Bestie Day campaign's audience. Then the data that has been collected is analysed using Van Kaam's phenomenological data analysis technique in the book 'Phenomenological Communication Research Methodology: Concepts, Guidelines, and Research Examples' written by Engkus Kuswarno with seven stages of analysis, including:
1. Create a list and initial grouping of the data obtained.
2. Reduction and elimination. After making the initial grouping, we check whether each answer is important or contains relevant information and whether it can be grouped in a certain category.

3. Group and theme each group remaining from the process of elimination. At this stage, each group will describe the core themes of the study.
4. Final identification of the data obtained through the initial validation process of the data.
5. Construction of the textural description of each informant.
6. Make a structural description.
7. Combining textural and structural descriptions to produce meaning and understanding of research problems.

Next, validity and reliability of the research. This research use data triangulation which is a research technique that involves collecting data from multiple sources to corroborate or refute findings (Pratiwi, 2017). The data results will be tested using the source triangulation technique through matching and comparing the information and answers from each key informant, as well as its relevance to the information from the expert informant.

RESULT AND DISCUSSION
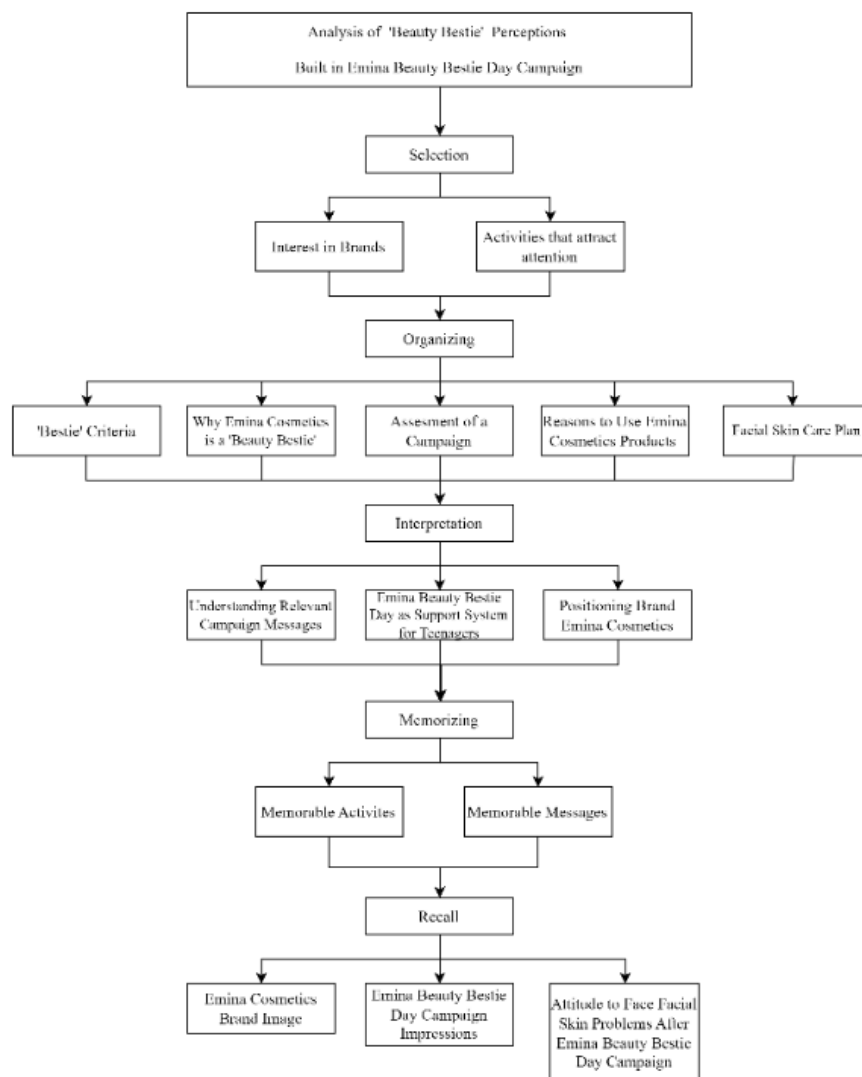
Picture 2 Constructed *'Beauty Bestie'* Perception Formation Model
Source: Processed by researcher

Selection

The stage of perception formation begins from the selection stage. This stage occurs when someone pays attention to an object or information. At this stage, the audience of the Emina Beauty Bestie Day campaign has given their attention to this campaign because of their interest in Emina Cosmetis and several activities that attracted their attention in the campaign. Expert

informants also state that a person can be said to begin at the selection stage when he focuses himself on a single object or situation that interests him. The initial trigger for the audience to be interested in this campaign is because of their interest in the brand itself, moreover the audience is using several products from Emina Cosmetics so that it makes them feel relevant and important to follow the campaign organized by their favorite brand. Regarding the context of the activity, this campaign is increasingly attractive to the campaign audience because educational activities and games are able to add views and even new knowledge that is important and relevant to them. This is supported by expert informants who state that in communication there is an important prerequisite when someone gives attention to something, namely relevance. With relevance, generally communication participants will tend to pay more attention to information according to their needs.

Organizational

The second stage is organizational stage that occurs when the audience begins to group the information they have selected. At this stage, the audience has grouped the criteria 'bestie' for her, the reason for Emina Cosmetics as a skin friend, campaign assessment, reasons for using products, and audience's plan in caring for facial skin. For the campaign audience, the 'bestie' is the one who is always there, understands, helps, and considers each other. That is, a person will be categorized as a 'bestie' when they have met or have one of these criteria. In this regard, for the audience Emina Cosmetics campaign has been categorized as a 'bestie' for their facial skin because Emina Cosmetics products are proven to be suitable for teenage skin in terms of price or formula. Based on the views of expert informants, a person will be able to categorize a thing or condition based on their experience interacting with someone and the existence of similarities. In this context, the 'someone' in question is who stands in the campaign, who tries to explain and explain the perception to be built. Furthermore, at this stage it is known that the two-sided benchmark is related to the effectiveness or absence of the Emina Beauty Bestie Day campaign in growing the message of 'Beauty Bestie' and it was found that this campaign has been categorized as quite effective in conveying its message because it has been able to make teenagers aware of the importance of maintaining the health of their respective facial skin for the campaign audience. According to expert informants, there are several indicators that influence individual judgments, including individual values, personal experiences, existing evidence and information, social norms and pressures, and emotions and feelings. After realizing the importance of maintaining healthy facial skin, the campaign audience is willing to even try using Emina Cosmetics' skincare product and the distribution of merchandise and recommendations from friends. Not only that, the campaign audience will also take care of their facial skin by always consulting and starting to apply basic skincare according to the information they have selected.

Interpretation

The third stage is the interpretation stage which is the formation of conclusions on information that is considered important and has been grouped. Based on the explanation of expert informants, there are several factors that influence a person in deciding a conclusion, namely information and evidence related to whether the information conveyed in the campaign is complete and accurate, personal experiences, values and beliefs, emotions of information sources, and context and goals. In line with the expert informant's statement, these factors are present in every conclusion presented by the key informant. In this case, the audience has understood the exposure to facial skin health education that is relevant to them, starting from the stages of using skincare to concern about their respective facial skin problems. In essence, the campaign audience has understood that maintaining healthy facial skin is not only a matter of aesthetics, but about one's own health which is included in value and belief factors. In addition, the campaign audience also concluded that the Emina Beauty Bestie Day campaign was held to make Emina Cosmetics the leading support system for teenagers in caring for facial skin so that they can be more confident which is included in the emotional factor of information sources. In fact, the campaign audience has concluded that all products offered by Emina Cosmetics are aimed at Indonesian teenagers as a form of positioning which is included in the information and evidence factors.

Memorizing

The fourth stage is memorizing. This stage will happen when the results of the interpretation are stored in their memory. In this case, to be able to store information in memory requires information with full attention so that it imprints in one's mind. This statement is supported by expert informants who state that in the storage stage there is a need for sufficient attention, repetition, and connection with experiences that have emotional value. In the formation of the perception of 'Beauty Bestie' in the Emina Beauty Bestie Day campaign, it is known that the question-and-answer session in facial skin health education activities and games activities became the most memorable activities for the audience because of their fun activities and added to the audience's knowledge about what they think is important. This is one of the factors stated by expert informants, namely experiences that have emotional value. Meanwhile, the most inherent message in this campaign is the tagline 'Beauty Bestie' which continues to be echoed by moderators and resource persons as well as messages related to the proper use of skincare. This includes attention that is quite evident with the audience still remembering the messages in the campaign. Based on the explanation by expert informants who refer to the storage stage that memorizing is likened to a 'search engine', where a person will try to recall data that has been stored in his brain folder, so that it will be related to how later he recognizes, judges, and recalls an object.

Recall

The last stage is recall. This stage is the stage where a person tries to access back the information he has stored in his memory. According to expert informants, to be able to instill perception in a person requires several psychological approaches in the form of deep understanding, relevance, internal motivation, support, role models, repetition, opportunities to practice, and ongoing support. This whole factor is almost present in every statement by key informants. The perception of 'Beauty Bestie' has formed in the audience of the Emina Beauty Bestie Day campaign because every time the audience hears the word 'Beauty Bestie', the first thing that comes to their mind is Emina Cosmetics. That is, the campaign audience sees Emina Cosmetics as a friend for her facial skin, where the audience already has a deep understanding of this 'Beauty Bestie'. In addition, the audience can also recall the impressions he felt during the campaign, namely feelings of pleasure and enthusiasm because of the activities in the campaign, especially facial skin health education which greatly helped them in overcoming their anxiety. This happens because the campaign audience has relevance, internal motivation, and the opportunity to try Emina Cosmetics products firsthand. In fact, the campaign audience will consult and continue to care for their facial skin according to the recommendations of the resource person during the campaign if facial skin problems reappear due to the influence of role model factors. This means that understandings, messages, and feelings can still be reconstructed to be used when campaign audiences need them.

Based on the results and discussion, it is known that there is a relationship between the theories used in the research. First, the brand image. It is proven that after participating in the Emina Beauty Bestie Day campaign as one of Emina Cosmetics' efforts in cultivating a positive impression in the minds of potential customers, the campaign audience has seen Emina Cosmetics as its 'Beauty Bestie', the audience agrees that Emina is the right cosmetics for teenagers in terms of formula and price. This means that through a series of repeated efforts in cultivating this 'Beauty Bestie' perception, Emina Cosmetics has succeeded in creating a positive brand impression as expected. This is in accordance with what was stated by (Nurrahmi et al., 2021) that to form a positive impression, a series of repeated efforts are needed in building communication. Second, self-concept. Self-concept is an individual's state acquired through perceptions of experiences and aspects of his life (Amalia, 2013). In this study, it is known that the campaign audience has understood that Emina Cosmetics is here as a support system to overcome facial skin problems and to make the audience more confident. This means that indirectly, the effort to build the perception of 'Beauty Bestie' has also been able to build a positive self-concept, so that the audience will tend to see the experience of this campaign positively as well, as evidenced by their statement that the Emina Beauty Bestie campaign adds to their insight into facial skin health. Finally, social cognitive theory that assumes that humans will learn through observation from the

surrounding environment (Tien Haryanto, Roshan, & Komunikasi dan Bisnis, 2023). Through this theory, it is also known that the campaign audience sees and follows the procedures that have been described and demonstrated by the campaign model, namely beauty doctors and key opinion leaders who are relevant to them, both in terms of age and anxiety about facial skin problems. Therefore, the assumption of the social cognitive theory is true because the brand image and self-concept that have been formed from the results of this study occur because the audience pays full attention to their surroundings.

CONCLUSION

Based on the research that has been done, the background of this research is the phenomenon of the development of beauty standards in society which is inversely proportional to the anxiety that adolescents feel about their facial skin. Emina Cosmetics realized this anxiety and organized the Emina Beauty Bestie Day campaign with the message that Emina would become a 'Beauty Bestie' for teenagers as a support system to build their confidence.

The results of the analysis of 'Beauty Bestie' perceptions built in the Emina Beauty Bestie Day campaign found that 'Beauty Bestie' perceptions were successfully formed through five stages of perception formation, in which four key informants have added the perception of 'Beauty Bestie' as a new treasury in his memory. This analysis it is known that perception will not be formed when someone does not give full attention to something. In this case, to get full attention requires relevance that makes them feel 'important' to give their attention. When attention is not given completely, the selection of messages will not happen.

Researchers provide suggestions so that this research can be explored further. For further research, it can be examined related to the current conditions that campaign audiences experience related to the perception of 'Beauty Bestie' in terms of brand positioning, brand image, and even sales. In addition, communication research on the formation of perception in various types of research subjects is still very minimal. For this reason, researchers hope that in the future there will be various other research references that discuss the process of forming perceptions in other research subjects.

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