



Analysis of ums students' reception towards the meaning of self-confidence in something x lifni sanders advertisement

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ABSTRACT

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This research aims to explore how students at Universitas Muhammadiyah Surakarta interpret and understand the message of self-confidence in the Something X Lifni Sanders advertisement. Using a qualitative descriptive approach and Stuart Hall's encoding-decoding reception analysis model, this study focuses on how the advertisement's content, featuring models with diverse skin tones and hair types, conveys a message about inner beauty. Through in-depth interviews with students, this research seeks to comprehend how this message is received, understood, and translated by the young audience, and how it influences their perceptions of the concept of self-confidence. The findings of this study are expected to provide deeper insights into how advertisements can play a role in shaping and responding to views on beauty and self-confidence among today's youth.

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1. INTRODUCTION

Research on advertisements that aim to influence human thought patterns or perspectives is interesting to study because it shows diverse results (Inriyanti et al., 2022); (Kartika & Wirawanda, 2019); (Meilasari & Wahid, 2020); (Pramesti, 2018); (Royyanti & Kusuma, 2023); (Sahidan, 2023); (Widodo et al., 2022). Advertisements are one of the tools used to promote a product or service with the goal of increasing sales and brand awareness (Meilasari & Wahid, 2020). Kotler describes advertising as a form of presentation and promotion of ideas, goods, or services non-personally by a specific sponsor that requires payment (Budiarto et al., 2018). Nowadays, many advertisements are uniquely packaged to attract viewers and influence their behavior or views.

Over time, the presentation of advertisements has been divided into several media forms, such as magazines, newspapers, cinemas, television, videos, radio, billboards, and others. Advertisements today are often used as a medium to convey certain messages, both implicitly and explicitly. If an advertisement is delivered with attractive words and illustrations, the message of the advertisement will also be easily understood by the audience (Yuliyanto & Zulfiningrum, 2023). Effective communication in an advertisement

is the main key for a company to fully convey the message to the public to reach the desired target market.

Nowadays, many advertisements are presented attractively and effectively to increase the sales of a brand. One of the local brands named Somethinc, a local beauty brand, creates skincare and makeup products that are currently popular among teenagers and adults. In the launch of one of their cushion products with new shades, Somethinc collaborated with Lifni Sanders, a famous beauty vlogger, to create an advertising campaign for the cushion product. The advertisement not only introduces the product but also contains a message about the true meaning of beauty from within oneself. The 56-second advertisement uploaded to YouTube features four women and one man with diverse skin tones and hair types, dressed uniquely (Inriyanti et al., 2022).

The concept presented in the advertisement is quite interesting because it is different from the usual beauty product advertisements that typically only feature beautiful women with fair skin and ideal bodies. The main character in the Somethinc advertisement is Lifni Sanders, who has a tan skin tone and curly hair. This is part of the ad creator's goal to convey certain messages to the public. This concept arises from women's anxiety about others' judgments of them, whereas true beauty comes from within and from self-confidence (Dianingrum & Satwika, 2021).

A person's self-confidence often involves physical appearance, including body shape and others' assessments of themselves. Research by (Ressy Mardiyanti & Aisyah, 2022) shows that men do not worry as much about physical appearance as women do. In adolescence, especially among girls, they tend to be less satisfied with their physical appearance than boys.

Several factors can affect a person's level of self-confidence, including upbringing, gender, education, and physical appearance. An upbringing that affects self-confidence is a democratic upbringing, where individuals are trained to solve problems independently and be responsible for something. Women, in particular, are often considered less self-confident because they are perceived as weak and needing protection. Education also affects self-confidence, with those having lower education often feeling marginalized and less confident in their abilities. The most influential factor is physical appearance, as individuals with attractive physical appearance tend to be treated better, which increases their self-confidence (Lilishanty & Maryatmi, 2019).

A person's self-confidence, especially among adolescent girls, is significantly related to body image. (Annisa et al., 2023) mention five aspects of body image: appearance evaluation, which means assessing whether the appearance is attractive or not; appearance orientation, which means the level of effort made to improve appearance; satisfaction with body parts, which means being satisfied with certain body parts; fat anxiety, which means the fear of gaining weight accompanied by efforts to make the body ideal; and body size categorization, which means a person's perception of being overweight or underweight.

From the above points, it is evident that individuals always want to prioritize their physical appearance to boost their self-confidence, especially among women who often want to look beautiful with makeup. However, many women often feel insecure even after using makeup due to mismatched makeup shades. This makes women feel insecure about their appearance. Addressing this concern, Somethinc launched cushion products with shades suited for medium to dark skin tones. The launch of the dark shade cushion is also aimed at helping individuals, especially those with dark skin, to find and use makeup that matches their skin tone.

Somethinc's advertisement featuring models with dark skin tones aims to convey the message that feeling beautiful must come from within oneself without listening to others' judgments. Additionally, it attempts to communicate to the audience that beauty is not always about fair skin, straight hair, and an ideal body but comes from self-confidence. The statements made by the models in the advertisement emphasize that

beauty requires reducing negative thoughts about oneself, accepting one's flaws, and loving all parts of oneself. This aims to convince viewers that beauty is not only about physical appearance but also about self-confidence. The tagline "Be You, Be Somethinc" clearly conveys the message that one should be themselves, confident and sure of themselves, to boost self-confidence.

This phenomenon will certainly generate audience interpretations, leading to different meanings related to the messages conveyed by the advertisement. This research topic is chosen because issues related to self-confidence and beauty standards will always be sought after by many people, both women and men. Based on this topic, the researcher will conduct a study using a qualitative descriptive method with Stuart Hall's encoding-decoding reception analysis approach to understand the reception of Universitas Muhammadiyah Surakarta students towards the self-confidence message in the Somethinc X Lifni Sanders advertisement. Using reception analysis in this research will greatly help the researcher and readers understand how self-confidence is perceived by the audience.

Reception analysis is conducted to enhance the understanding of media text meanings by examining and linking media texts with their use. The researcher will study how the message content is viewed, assessed, and interpreted by viewers in the Somethinc X Lifni Sanders advertisement. The aim of the ad creator through the tagline "Be You, Be Somethinc" by featuring these models is to address the anxiety of individuals about their appearance, often feeling insecure about their looks.

The Somethinc X Lifni Sanders advertisement is effective in altering the audience's perception of beauty standards through several key strategies. First, the ad features diverse representation, including models with various skin tones, hair types, and body shapes, such as Lifni Sanders, who has tan skin and curly hair. This diversity challenges traditional beauty standards, which often emphasize fair skin, straight hair, and an ideal body, encouraging viewers to see beauty within themselves without conforming to conventional norms. Additionally, the positive message conveyed by the tagline "Be You, Be Somethinc" reinforces the idea that beauty is not about meeting societal expectations but about having confidence in being oneself. The collaboration with Lifni Sanders, a beauty vlogger known for her authenticity, adds credibility to the advertisement, as her audience is more likely to trust and embrace the message.

The ad also significantly influences the audience's confidence. By showcasing inclusivity, it empowers viewers by celebrating various forms of beauty. When individuals see people who resemble them portrayed positively in the media, it can boost their self-esteem and encourage them to embrace their uniqueness. Furthermore, the ad explicitly counters the harmful effects of negative self-perception and the pressure to conform to unrealistic beauty standards. By promoting self-love and acceptance, the ad helps viewers reframe their self-perception, encouraging them to focus more on their strengths than on perceived flaws. Therefore, the message conveyed in this advertisement successfully influences the audience to be more confident in their appearance, contributing to a cultural shift towards more inclusive and realistic beauty standards.

Previous research by (Mamun & Hasanuzzaman, 2020) also discussed the interpretation of message content in the Somethinc x Lifni Sanders advertisement, focusing on how the audience actively interprets the media they consume. The results showed differences in the audience's interpretation of the dominant message in the advertisement. This research used the Somethinc X Lifni Sanders advertisement to understand the audience's message interpretation by highlighting the gender stereotypes often depicted in advertisements, while this study uses different subjects, namely UMS students, focusing on interpreting self-confidence from the advertisement.

Another study by (Widodo et al., 2022), titled "Resepsi Perempuan terhadap Konsep Kecantikan pada Kampanye Somethinc #YourOnlyLimit di Instagram," discussed the campaign conveyed by Somethinc through Instagram. The campaign aimed to

challenge societal beauty standards, which often make people feel insecure. Somethinc hopes that the campaign and product launch will change societal views and free people from prevailing beauty standards.

This research is important because issues regarding self-confidence, often associated with beauty, are increasingly widespread in society. Therefore, with the campaign in the Somethinc advertisement and this research, it is hoped that everyone will become more self-confident. Based on the above issues, the researcher is interested in seeing how Universitas Muhammadiyah Surakarta students interpret self-confidence after watching the Somethinc X Lifni Sanders advertisement by asking questions about self-confidence for future research. This research aims to determine whether the message and meaning of the advertisement are well conveyed, especially in understanding their self-confidence.

2. RESEARCH METHOD

This research employs a qualitative descriptive method with Stuart Hall's encoding-decoding reception analysis approach to understand audience message interpretation (Kriswanto, 2019). Descriptive research is a method that describes and interprets objects clearly and factually, presenting certain social phenomena. The data presented by the researcher is genuine, obtained directly during data collection (Zellatifanny & Mudjiyanto, 2018).

Reception analysis is used as a tool to interpret the messages conveyed to the audience, where the audience actively receives messages by constructing content through their knowledge, experience, and socio-cultural background (Syarifa & Nugroho, 2020). The audience acts as the producer of meaning, playing an active role in creating message interpretation rather than merely consuming media content (Kurnia Putri & Agus Pramonojati, 2022).

The sample in this study will be taken using purposive sampling based on specific criteria set by the researcher according to the research objectives (Saputro & Seyaningrum, 2023). Purposive sampling is a technique for selecting data sources with specific considerations (Sugiono, 2019). Based on the criteria determined by the researcher, five informants from Universitas Muhammadiyah Surakarta will be selected as subjects for this study. These informants are TG, AH, US, LD, and CA. The determining factor for selecting informants is the diversity of their characteristics. These characteristics include unique physical appearances such as curly hair or medium to dark skin tones, representing the target research subjects. The object of this research is the Somethinc X Lifni Sanders advertisement. The criteria for informants in this study are: 1. Students from different departments at Universitas Muhammadiyah Surakarta, as different educational backgrounds will influence informants' interpretations of self-confidence concepts in the Somethinc X Lifni Sanders advertisement. 2. Male and female genders, as the focus of this study is on self-confidence, which is experienced by both genders, and the advertisement features both male and female models. 3. Aged 18-25 years, as individuals at this age often contemplate various aspects, including self-confidence, and age differences may result in varied responses from informants. 4. Having unique characteristics, particularly in physical appearance such as curly hair or medium to dark skin tones, and being willing to participate as informants in this study. 5. From different cultural backgrounds, including ethnic diversity, as message interpretation will largely depend on one's cultural, social, and personal background. 6. Having watched the Somethinc X Lifni Sanders advertisement, to provide an interpretation of self-confidence after viewing the advertisement.

Data collection techniques in this study include interviews, observation, and literature review. Interviews are conducted with informants selected based on the criteria to understand their reception of self-confidence concepts in the Somethinc X Lifni

Sanders advertisement. Observation involves watching and analyzing the advertisement content. Literature review involves analyzing previous research using established theories and concepts.

In this research, observations will focus on the content and presentation of the Somethinc X Lifni Sanders advertisement. The observations will include analyzing visual elements such as colors, imagery, and models to understand how these contribute to the advertisement's message. The study will examine the diversity of models and their representation, assess the language and message framing used, and evaluate the structure and technical aspects of the ad. Observations will also consider audience engagement and emotional impact, with the researcher reviewing the ad multiple times, documenting details systematically, and comparing findings with interview data to gain a comprehensive understanding of how the advertisement conveys its message of self-confidence.

Data analysis techniques involve several steps: data collection, data reduction, data presentation, and conclusion drawing. The researcher will conduct Stuart Hall's reception analysis with several steps, including interviewing informants to gather data, analyzing and processing the data by transcribing informants' responses, and then analyzing them using the encoding-decoding process. To ensure data validity and reliability, the researcher will perform data source triangulation by reviewing the data obtained from interviews to identify similarities and differences in message interpretation by the informants. Data from interviews and literature reviews will provide insights into the issues studied.

The interviews in this research will be conducted using a semi-structured approach. This method involves a combination of predetermined questions designed to guide the conversation and open-ended questions that allow for in-depth exploration of the informants' responses. The semi-structured format provides a framework for the interviews while also offering the flexibility to probe further into topics that arise during the discussion. This approach is particularly suitable for understanding the nuanced interpretations of the advertisement's concept and the notion of self-confidence as it allows informants to express their thoughts and experiences in their own words, leading to richer and more detailed data.

A medium in the form of advertising will be more easily interpreted by the audience regarding the message content, both in terms of language and perspective conveyed. The audience is not just consumers of a medium but also producers who process the message's meaning based on their background and all the knowledge they possess (Pertiwi et al., 2020). According to Stuart Hall (1973), audience research is specifically aimed at analyzing how media can produce messages (encoding) and the reception of messages as a process (decoding) in everyday life. Reception analysis is conducted to focus on how individuals engage in communication processes and understand individuals by presenting media content (Pratiwi & Junaedi, 2023).

This research uses a reception analysis approach with Stuart Hall's encoding-decoding theory model to measure media audiences. The audience plays an essential role in message reception when interacting and processing a text. Essentially, the message reception process during interaction can be found in Stuart Hall's message reception and delivery model (Nurzain & Purnama, 2021). Encoding is the process of ensuring a specific meaning of the message created by the media so that the conveyed message can be received by the audience. Decoding, on the other hand, is the process that occurs from the audience's perspective to explain all stages of message reception (Dzikrillah et al., 2023).

Messages have multiple meanings that can be received from various audience perspectives (Anggraini et al., 2022). Reception studies and media literacy perspectives intersect in emphasizing the critical ability of popular media audiences (Alehpour & Abdollahyan, 2022). Hall's audience research includes analyses that discuss political and

social concepts produced and consumed in daily life. The media produces messages with various views they believe to be idealism conveyed in the messages. Thus, reception theory can be said to focus on meanings produced from audience knowledge through media texts (Kurnia Putri & Agus Pramonojati, 2022).

According to Hall, messages will be received by the audience and adapted to their cultural background. Hall also believes that mass media texts have specific messages intended to be conveyed, resulting in different and active audiences processing, consuming, and interpreting media messages. The messages received by the audience can be reinterpreted in various ways (Faturossyiddin & Hidayati, 2024).

The encoding process displayed in the media and the audience's message reception will be interpreted and provide a perspective as a form of meaning. If examined from Stuart Hall's message reception theory, messages sent by the media and well-received by the audience will be effective due to supporting factors consisting of Frameworks of Knowledge, Relations of Production, and Technical Infrastructure. Frameworks of Knowledge (Hall, 1980:165) can be seen through the depth of experience presented in the message of the Somethinc X Lifni Sanders advertisement. Relations of Production are built on the consumption of confidence messages, usually occurring within the community. Technical Infrastructure refers to the technical means supporting the message in the Somethinc X Lifni Sanders advertisement, usually the tools used by the audience to watch the ad (Pertiwi et al., 2020).

In more detail, Hall classifies audiences into three positional categories: dominant hegemonic position, where the message conveyed by the media is accepted transparently by the audience, and their response aligns with the message creator's expectations; negotiated position, where the message received by the audience aligns with the message creator's expectations but the audience can reinterpret the meaning, which may include rejection; and oppositional position, where the audience interprets the message in an alternative way that can be contrary to the creator's expectations (Royyanti & Kusuma, 2023).

The concepts and theories in this study use audience reception analysis, encoding-decoding, advertising, and self-confidence to understand the audience's interpretation of the advertisement. In this context, the concept of self-confidence is important because it is used to analyze and understand the message conveyed in the advertisement. Self-confidence will arise if someone has a positive view of themselves and their situation. Strong self-belief will encourage someone to boost their self-confidence (Kurniawan et al., 2021).

Previous studies using reception analysis theory include research on the content of Wardah advertisements, which found only two audience position categories: Dominant Hegemonic and Negotiated Reading, as well as a new social value brought by the millennial generation called "Muslimah Zaman Now" (Meilasari & Wahid, 2020). Another study on Audience Reception Analysis of New Masculinity Values in Men's Cosmetic Advertisements found two categories of media message reception: dominant and negotiation (Sahidan, 2023). Based on these previous studies, it is interesting to examine how the audience receives the Somethinc product advertisement featuring a dark-skinned model with a message that aims to boost one's confidence in their appearance.

3. RESULTS AND DISCUSSIONS

Researcher Conducts Direct Interviews with Each Informant on June 3, 2024, and June 9, 2024. The purpose of these interviews was to understand the informants' responses to the message presented in the advertisement so that their reception of the message could be categorized into different groups. Before conducting the interviews, the researcher ensured that the informants had watched the Somethinc X Lifni Sanders advertisement. The interviews involved five informants: Informant 1 (TG, 21 years old), Informant 2 (AH,

19 years old), Informant 3 (US, 20 years old), Informant 4 (LD, 23 years old), and Informant 5 (CA, 21 years old).

Based on the interview results, each informant had their interpretations of the advertisement concept and the concept of confidence portrayed in the Somethinc X Lifni Sanders advertisement, which could answer the research objectives. The message received by the informants in the advertisement was used to understand the interpretations analyzed through Stuart Hall's encoding-decoding model. The messages conveyed were further elaborated by the informants, with the resulting interpretations not always being the same. This is because the audience has the power to actively interpret and recreate the meanings they receive. The audience's social and cultural background and their experiences in undergoing such processes can be used to decipher the meaning within media texts (Putri & Pramonjati, 2022)..

3.1 Interpretation of the Somethinc X Lifni Sanders Advertisement Concept

According to the audience, an attractive advertisement is one with a concept different from typical ads. It should not only have a unique concept but also convey a message that provides new insights or influences the audience's decision to use the advertised product. The interviews conducted by the researcher showed varying interpretations of the concept presented by the Somethinc X Lifni Sanders advertisement.

TG, as Informant 1, expressed that the concept of the latest Somethinc cushion product advertisement is unique and interesting to watch, and can be considered unusual compared to typical cosmetic product advertisements. TG elaborates in detail as follows: "This advertisement is good and interesting to watch because it's not your usual product ad due to the message it carries. Especially with the models featured, it feels very Indonesian, mostly featuring people with tan skin, curly hair, and more. The message conveyed by the models is also very impactful, especially for people who feel insecure and lack confidence in themselves." (TG, 21 years old)

Regarding the concept and depiction of the advertisement, TG also stated that the concept is good and fits well with the models featured. The inclusion of male models also makes the advertisement suitable for all genders. TG said: "...the concept is unique, it really represents Somethinc with its pastel colors, and the wardrobe worn by the talents is also great. Having male models is also important so this ad can be consumed by anyone. Nowadays, it's not just women who feel insecure, but men can also feel insecure, so it makes the ad suitable for all genders." (TG, 21 years old)

LD, as Informant 4, shared a similar view, stating that the concept of the Somethinc X Lifni Sanders advertisement is interesting and quite motivational for those who watch it. The theme is engaging, with diverse models, including male models. LD said in detail:

"This advertisement is very interesting because, besides being a makeup brand ad, it also motivates us that differences don't always make us insecure. ... In Indonesia, we have diverse ethnicities and skin colors, and these differences can sometimes make people insecure. This Somethinc ad can be a lesson that differences don't always have to make us insecure. I also think that nowadays, makeup is not just for women, but men can also use it, especially in the entertainment industry, so this ad concept is different from others." (LD, 23 years old). Similarly, CA, as Informant 5, mentioned that the advertisement is interesting due to its concept and message. It becomes more appealing because of the diverse models, including male models, making the message suitable for all genders. CA explained further:

"...yes, it's very interesting, especially since the content fits well with the presentation by the models. The concept with cheerful tone colors makes it more interesting to watch, and it not only advertises their product but also provides very beneficial messages for young people, both women and men, to be more confident." (CA, 21 years old)

US, as Informant 3, stated that the concept of the Somethinc X Lifni Sanders advertisement is visually attractive and the models featured are diverse, which represents Indonesia well. However, US had a different view on how the concept could be made more engaging. US suggested that the ad could be better if it were shaped into a story with roles. US detailed further: "...the ad is already good and visually appealing, and the models and messages are great, but I think it would be better and more impactful if it were made into a story with roles. Just having statements feels too common and doesn't resonate as much, especially for people who feel insecure." (US, 20 years old).

In contrast to the others, AH, as Informant 2, felt that the advertisement was less interesting in both concept and message, as it contained too many sentences, which might distract viewers. AH also said that the placement of male models was inappropriate since, according to him, men do not use makeup. AH elaborated in detail:

"In my opinion, the ad is lacking, with too many words that might make viewers lose focus. Ads usually are just visual with some punchline to keep it fun, but this one talks too much, making it less interesting. ...especially with the male model, what's the purpose? It's confusing, since when do men wear makeup?" (AH, 19 years old)

Based on the explanations given by each informant, it can be concluded that the concept presented by Somethinc X Lifni Sanders is generally good and interesting both visually and in terms of the messages conveyed by the models.

3.2 Interpretation of the Confidence Concept in the Somethinc X Lifni Sanders Advertisement

In interpreting the concept of confidence in the Somethinc X Lifni Sanders advertisement, each informant had different views. This is due to the varied backgrounds of each informant. Social, cultural, educational, age, subjective experiences, and media consumption factors influence how each audience interprets media texts (Santoso, 2021).

The concept of confidence portrayed in the Somethinc X Lifni Sanders ad, according to TG, aims to convey that being beautiful and confident doesn't always mean listening to and considering negative opinions from others. Positive thinking and self-assurance are ways to boost confidence. Moreover, this advertisement encourages Indonesians, especially those who feel insecure, to be more confident in themselves.

LD shared a similar view, stating that the concept of confidence in the ad is when someone is brave enough to appear confidently in front of many people and believes in their strengths. This is also seen from the diverse models in the ad, representing Indonesia's diversity. This diversity indirectly conveys that differences are not always negative. The ad also provides new insights into the meaning of confidence and can make viewers more confident, including LD.

US had a slightly different view. While understanding the confidence message in the ad, US had his interpretation of confidence. Confidence can be shown through physical appearance but also relates to one's abilities, showing their value and personal branding.

AH did not fully accept the confidence concept conveyed in the Somethinc X Lifni Sanders ad. AH felt that the ad only gave messages about being confident without considering others' opinions, but it didn't significantly change his view on confidence. For him, confidence is simply about being oneself and being grateful. Additionally, the lengthy statements in the ad made it hard for viewers to focus. He also disagreed with the inclusion of male models, as he believed makeup products are only for women, not men.

From the above explanations, it can be concluded that the Somethinc X Lifni Sanders ad provides viewers with insights into their confidence concept, especially with the diverse models representing different genders, skin colors, and hair types, making viewers believe that differences are not always negative.

3.3 Audience Categorization

Based on all informants' understanding, each had their interpretation of the confidence concept in the Somethinc X Lifni Sanders ad. Stuart Hall, in his encoding-decoding model, divides the audience into three different decoding positions: dominant hegemonic position, negotiated position, and oppositional position (Fitriya & Sumardjijati, 2023).

a. Dominant Hegemonic Position

In this position, informants fully accept the message conveyed as intended by the media (Utami & Herdiana, 2021). Informants 1, 4, and 5 are in this position, accepting the confidence concept in the Somethinc X Lifni Sanders ad. They share the same view on the message conveyed in the ad, meaning the audience's received message aligns perfectly with the sender's intended message.

The Somethinc X Lifni Sanders ad presents a confidence concept to the audience, with diverse models conveying related messages. Confidence forms when someone believes in themselves, dares to appear different in front of many people, and ignores negative opinions from others. The diverse models in gender and physical appearance represent Indonesia's diversity, making the ad suitable for all genders.

b. Negotiated Position

This position includes audiences who generally accept the dominant ideology but have their views due to their background and socio-cultural factors (Dwiputra, 2021). Informant 3, in the decoding process, accepted the ad's message but had his view on the confidence concept for consideration. The messages and models in the ad were well received by the informant, but he had a different perspective on confidence. He believed confidence is not just about physical appearance but also how someone can effectively present their personal branding.

c. Oppositional Position

This position includes audiences who reject and disagree with the ad's message (Nur'aini, 2021). Informant 2 showed disagreement with the ad's message, believing that confidence is about being grateful for what one has. The lengthy statements made it hard for viewers to focus, and he disagreed with the inclusion of male models, as he believed makeup products are only for women.

4. CONCLUSION

Based on the research findings, it can be concluded that each informant has a different interpretation of the concept of confidence conveyed in the Somethinc X Lifni Sanders advertisement. The varying interpretations are attributed to the differences in the informants' frame of knowledge, relations of production, and technical infrastructure. Consequently, each informant has their considerations in interpreting the message presented in the advertisement.

As observed from the interviews with the five informants, three informants generally accepted the message conveyed by the creators of the advertisement. These informants—Informant 1 (TG, 21 years old), Informant 4 (LD, 23 years old), and Informant 5 (CA, 21 years old)—are categorized into the dominant hegemonic position. Informant 3 (US, 20 years old) falls into the negotiated position as he accepts the message conveyed but has a different perspective on the concept. Informant 2 (AH, 19 years old) is in the oppositional position because he does not agree with and is not aligned with the advertisement's message.

The informants' varying positions towards the Somethinc X Lifni Sanders advertisement can be attributed to their individual backgrounds and perspectives.

Informants 1 (TG), 4 (LD), and 5 (CA) occupy the dominant hegemonic position, largely accepting the advertisement's portrayal of confidence. This alignment suggests that their personal experiences, values, and cultural contexts resonate closely with the intended message. Informant 3 (US) is in the negotiated position, accepting the advertisement's message to some extent but interpreting the concept of confidence differently. This reflects a personal adaptation influenced by their unique perspectives and experiences. In contrast, Informant 2 (AH) occupies the oppositional position, rejecting the advertisement's message due to a significant divergence from their own beliefs or cultural views. This indicates a fundamental disagreement with the advertised concept of confidence, shaped by their individual values and alternative perspectives.

These three different categorical positions illustrate that the audience plays an active role as producers of meaning, actively creating and producing varying interpretations based on their individual conditions.

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