

ABSTRAK

Gender-Neutral Advertising Jenama Kosmetik

(Analisis Resepsi Audiens Perempuan terhadap Kampanye *Making Beauty Better* di Instagram @dearmebeauty)

Sejalan dengan pergeseran cara pandang masyarakat kontemporer terhadap gender, jenama mulai meniadakan konsep maskulinitas dan feminitas dalam iklan atau dikenal sebagai *gender-neutral advertising*. Dear Me Beauty adalah salah satu jenama kosmetik lokal yang melakukan strategi *gender-neutral advertising* melalui kampanye *Making Beauty Better*. Strategi ini menunjukkan perlawanan terhadap stereotip gender dan kosmetik yang sejak dulu dipandang feminin. Penelitian ini akan menganalisis resepsi audiens perempuan terhadap kampanye *Making Beauty Better* di Instagram @dearmebeauty untuk melihat dinamika pemaknaan audiens terhadap *gender-neutral advertising* Dear Me Beauty. Lebih dalam, penelitian ini juga akan menganalisis bagaimana partisipasi mereka terhadap kampanye tersebut. Peneliti melakukan wawancara mendalam terhadap 4 informan perempuan dari Generasi Y dan Z sesuai kriteria yang telah ditentukan. Hasilnya, 2 informan termasuk kategori *dominant-hegemonic* dan 2 informan lainnya termasuk dalam kategori *negotiated*. Peneliti juga menemukan temuan menarik bahwa kesamaan generasi, yakni Generasi Y dan Z, tidak membuat informan memaknai pesan kampanye dengan cara yang sama. Tiga dari empat informan membedakan pandangan mereka tentang kosmetik dan gender menjadi dua, yakni produk *skincare* dan *makeup*. Ketiganya menganggap *skincare* bersifat netral dan diasosiasikan dengan kebutuhan merawat diri sedangkan *makeup* dinilai sebagai produk feminin dan identik dengan perempuan. Salah satu informan mengaitkannya dengan hukum agama. Keempat informan juga berpartisipasi pada kampanye *Making Beauty Better* dengan cara yang beragam, seperti menyukai, berkomentar, membagikan konten kampanye untuk merekomendasikan produk atau memantik pembahasan terkait isu gender, hingga mengunggah konten terkait di media sosial.

Kata kunci: *gender-neutral advertising*, Dear Me Beauty, audiens aktif iklan, analisis resepsi, partisipasi audiens

ABSTARCT

Cosmetics Brand's Gender-Neutral Advertising

(Female Audiences Reception Analysis of Making Beauty Better Campaign on Instagram @dearmebeauty)

In line with the shift in the perspective of contemporary society towards gender, brands have begun to eliminate the concepts of masculinity and femininity in advertising, otherwise known as gender-neutral advertising. Dear Me Beauty is a local cosmetic brand that carries out a gender-neutral advertising strategy through the Making Beauty Better campaign. This strategy shows resistance to gender stereotypes and cosmetics that have long been viewed as feminine. This study will analyze the reception of the female audience to the Making Beauty Better campaign on Instagram @dearmebeauty to see the dynamics of the audience's meaning towards gender-neutral advertising Dear Me Beauty. Going deeper, this study will also analyze how they participated in the campaign. Researchers conducted in-depth interviews with 4 female informants from Generation Y and Z according to predetermined criteria. As a result, 2 informants are included in the dominant-hegemonic category and 2 other informants are included in the negotiated category. The researcher also found an interesting finding that the similarity of generations, namely Generation Y and Z, did not make informants interpret campaign messages in the same way. Three out of four informants differentiated their views on cosmetics and gender into two, namely skincare and makeup products. The three of them consider skincare to be neutral and associated with the need to take care of themselves, while makeup is considered a feminine product and is synonymous with women. One of the informants associated it with religious law. The four informants also participated in the Making Beauty Better campaign in various ways, such as liking, commenting, sharing campaign content to recommend products or sparking discussions on gender issues, to uploading related content on social media

Keywords: gender neutral advertising, Dear Me Beauty, active advertising audience, reception analysis, audience participation