Abstract

This study examines the local beauty brand, Dear Me Beauty's #BeautyBeyondLabels advertising campaign on Instagram, which aims to challenge gender stereotypes prevalent in Indonesia's beauty industry. By investigating audience perception and its impact on brand attitude, the research explores the effectiveness of the campaign in promoting inclusive beauty standards or a strategy that is also known as menvertising (María Jesús Pando-Canteli & Maria Pilar Rodriguez, 2021). The study utilizes the brand attitude framework, which will analyze cognitive, affective, and conative dimensions, providing insights into the audience's reception and subsequent evaluation of the brand. The findings contribute to discussions on combating gender stereotypes in advertising and promoting diversity in the beauty industry. This research is conducted using a questionnaire survey involving 400 respondents. The result of the study indicates a positive correlation with a moderate value, in the amount of 0.439. It implies that the more reliable audience perception on menvertising will influence the attributes of cognitive, affective, and conative of the campaign audience. Lastly, this study provides evidence supporting the acceptance of Hypothesis 1 (H1), which posists an influence of audience perception on menvertising in Dear Me Beauty's #BeautyBeyondLabels campaign towards brand attitude based on the regression analysis finding that resulted in an R-Squared value of 19.3%.

Keyword: Dear Me Beauty, Audience Perception, Advertising, Gender, Menvertising, Brand Attitude.