

## ABSTRAK

Industri kecantikan di Indonesia telah memainkan peran penting dalam membentuk persepsi masyarakat terhadap standar kecantikan. Melalui berbagai media, terutama melalui iklan, banyak brand menciptakan konstruksi ideal mengenai standar kecantikan itu identik dengan kulit putih dan tubuh yang ramping. Dalam konteks ini, Somethinc menghadirkan pendekatan visual melalui kampanye iklan yang menampilkan keberagaman dan inklusifitas. Penelitian ini bertujuan untuk menganalisis bagaimana elemen semiotik multimodal dalam iklan Somethinc membangun representasi keberagaman pada produk kecantikan, serta bagaimana interaksi antara elemen verbal dan non-verbal membangun makna keberagaman tersebut. Dengan menggunakan teori multimodal oleh Kress and van Leeuwen yang terdiri dari tiga metafungsi: representational, interactive, dan compositional meaning, hasil penelitian menunjukkan bahwa Somethinc secara konsisten menampilkan keberagaman pada produk mereka melalui pemilihan model dengan latar belakang warna kulit, gender, bentuk tubuh, dan etnis yang beragam. Elemen verbal dan non-verbal seperti ekspresi wajah, tatapan dan slogan saling berinteraksi sehingga menghasilkan makna yang mendukung keberagaman, self-love, dan pemberdayaan diri. Melalui temuan ini dapat diartikan bahwa Somethinc tidak sekedar mempromosikan produk tetapi juga menyuarakan nilai-nilai sosial tentang standar kecantikan yang konvensional.

Kata kunci: multimodal, advertisement, diversity, beauty, somethinc

## ABSTRACT

The beauty industry in Indonesia has played a significant role in shaping public perceptions of beauty standards. Through various media, particularly advertisements, many brands have constructed the ideal notion that beauty is associated with fair skin and a slim body. In this context, Somethinc presents a different visual approach in its advertising campaigns by showcasing diversity and inclusivity. This study aims to analyze how multimodal semiotic elements in Somethinc's advertisements construct the representation of diversity in beauty products, and how the interaction between verbal and non-verbal elements shapes the meaning of that diversity. Using the multimodal theory by Kress and van Leeuwen, which consists of three metafunctions—representational, interactive, and compositional meaning—the findings reveal that Somethinc consistently promotes diversity in its products through the selection of models with various skin tones, genders, body types, and ethnic backgrounds. The interaction between verbal and non-verbal elements such as facial expressions, gaze, and slogans contributes to meaning-making that supports diversity, self-love, and empowerment. These findings suggest that Somethinc is not merely promoting beauty products, but also voicing social values that challenge conventional beauty standards.

**Keywords:** multimodal, advertisement, diversity, beauty, Somethinc