

## ABSTRACT

### **THE AUDIENCE'S MEANING OF GENDERLESS BEAUTY IN PANTENE ADVERTISEMENTS (Stuart Hall Reception Analysis Study on Bye #RambutCape, Hello #RambutKeCharge Keanu Angelo Advertisement )**

Sarah Marline.<sup>1)</sup>, Dra. Clara Evi Candrayuli Citraningtyas, M.A., Ph.D. <sup>2)</sup>, Yosaphat Danis Murtiharso, S.Sn., M.Sn <sup>3)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

<sup>3)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The beauty and personal care industry has always been identical to one gender, namely women. Oftentimes, advertisements for beauty or personal care products are always dominated by women, and unconsciously create an identity for a brand or product. This actually determines the way consumers choose or determine a product based on their gender. Recently, the concept of genderless beauty is being widely applied by the beauty industri. Genderless beauty is an attempt by the beauty industri players to create products without being associated with a particular gender. Pantene is synonymous with women's hair care products, because so far the Pantene brand has always featured women as brand ambassadors and advertisement stars. In early January 2022, Pantene dared to break the stigma and collaborated with influencer Keanu Angelo. The purpose of this research is to find out the meaning in the audience for genderless beauty in the Pantene Bye #RambutCape advertisement that is broadcast. This research is a qualitative descriptive study with the encoding-decoding reception analysis method from Stuart Hall. The results of the study indicate that there are differences in the meaning made by the audience towards the dominant meaning contained in the advertisement. There are three categories of audience acceptance positions in advertisements. Two informants are in a dominant position, two informants are in a negotiating position and one person is in an opposition position.

**Keywords:** Gender, Advertisement, Reception Analysis, Pantene.

References : 45

Publication Years :2012 - 2022