

THE INFLUENCE OF ELSHESKIN INSTAGRAM CONTENT FEATURING A DOWN SYNDROME MODEL ON AUDIENCE PERCEPTION

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Abstract. The aim of this research is to find out how the public views Elsheskin's Instagram post featuring a model with Down syndrome. Audience perception and cognitive theory are used in this research. The audience that uses the criteria to view Elsheskin's Instagram content is the research population. In this case, the researchers identified a population of Indonesian women aged 17-25 years. There is a quantitative descriptive research design applied. The survey approach used in collecting data for this research was by distributing questionnaires via Google Form media. Elsheskin's Instagram content was viewed by 112 respondents selected using a purposive sampling technique. The findings of this study suggest that when viewers view content about beauty featuring models with Down syndrome, their perceptions are affected. This is demonstrated by increased awareness of the skincare industry, positive perceptions of the Elsheskin brand, and their original content concepts that highlight equality for all women.

Keywords: Perception, Audience, Content, Down syndrome

INTRODUCTION

Skincare is a product used in a series of activities to care for the skin. In Indonesia, there are many popular local skincare brands. One of the local skincare brands that is popular among the public is ElsheSkin, produced by PT. Elshe Estetika Nusantara. Elsheskin products range from facial soap, toner, serum, moisturizer, and so on. Elsheskin has been around since 2014, and from year to year, this brand continues to experience significant growth. In 2021, Elsheskin collaborated with a female model with Down syndrome named Namira Zania Siregar to promote the brand. The brand also runs a campaign called #ImPerfectBeauty, which aims to emphasize that all women have their own unique beauty without adhering to certain standards that are currently stigmatized by society, such as having fair skin, being slim, clean, rosy-cheeked, acne-free, and so on. This was something new and caught the public's attention because Namira has Down syndrome. This represents how women with medical conditions can still have high self-confidence and be able to highlight their beauty. This campaign aims to convey the message to all women that every woman is beautiful with her own flaws and strengths, and that all women have the right to accept their flaws and strengths.

The selection of a model with Down syndrome has attracted the attention of the public and consumers because it breaks the stigma that has become ingrained in Indonesian society regarding beauty standards, which often cause women to feel insecure about themselves, especially their appearance. Among branding activities through social media, the concept promoted by ElsheSkin is a skincare brand with a unique and unusual idea. By choosing Namira Zania as a model, it is hoped that the entire community, especially women, will become more confident and that society will become more aware and change their perceptions regarding the construction of beauty standards that are always judged based on physical perfection.

The concept of the #ImPerfectBeauty campaign is different from ElsheSkin's previous campaigns. This campaign addresses societal stigma surrounding Indonesian beauty standards and perceptions of people with disabilities, as the chosen model is a person with Down syndrome. The selection of Namira Zania Siregar serves as a representation that imperfections do not solely overshadow our strengths; rather, they can be a factor contributing to success, as exemplified by Namira Zania Siregar's journey.



Figure 1

Everyone has their own opinions and perspectives on many things, one of which is beauty standards. In Indonesia, there are still strong views and opinions regarding women's beauty standards, and the majority of Indonesian society believes that women must have certain beauty standards in order to be categorized as beautiful or meet visual expectations, namely women with fair skin, straight and long hair, slim bodies, and pointed noses. Many women compete to conform to these standards. The development of technology has provided women with the opportunity to learn about beauty standards from various perspectives. Various understandings of beauty have emerged, such as Korean beauty trends and European beauty trends. This has resulted in women in Indonesia having low self-confidence because they feel that they do not meet the beauty standards constructed in Indonesian society, citing reasons such as not having fair skin, not having an ideal body shape, and many more.

This lack of self-confidence seems to become a wall that limits women's movements. With the stigma surrounding beauty standards in Indonesia, women feel dissatisfied with themselves and tend to crave the beauty that is set as the standard. Similarly, models in Indonesia are usually women who meet the physical conditions set by the standards that have developed in society.

This campaign does not feature models as usual, but instead chooses to feature women with disabilities, one of whom is Namira Zania, who has Down syndrome, representing the message that the #ImPerfectBeauty campaign wants to convey. Although the model chosen has a disability, she professionally conveys the message effectively, proving that beauty does not have to be defined by an ideal body shape, fair skin, or a flawless complexion as dictated by societal standards. Beauty is also seen in one's personality, character, and abilities or talents.

The selection of Namira Zania, a person with Down syndrome, as the model for the skincare brand ElsheSkin attracted researchers to conduct research on the public's perception of the ElsheSkin brand, which featured Namira Zania as its model. This attracted considerable public attention and touched people's hearts, with many feeling proud of the concept promoted by the ElsheSkin brand. This research also aims to have a positive impact by opening the eyes of women and the entire Indonesian community to the fact that beauty is not based on a certain standard and does not require women to have qualifications that lead to physical perfection. This research is also expected to boost the confidence and awareness of all women that they can be beautiful with their individual flaws and strengths, and that everything attached to the body, whether flaws or strengths, should be accepted and loved.



Figure 2



Figure 4

Namira Zania Siregar's content on Instagram has 16,770 likes and 423 comments, making it the content with the most likes and comments on ElsheSkin's Instagram. Judging from this post, the ElsheSkin brand stands out and attracts public attention. When someone responds to something or information, they cannot escape the process of thinking. In thinking, a person can use what they have learned, what they have gained through socializing, and other things. This will give rise to different perspectives from each individual. After all these processes are completed, an action will be taken by that person based on what they think.

Based on this background, it can be concluded that the problem in this study is how much influence ElsheSkin's Instagram content featuring models with Down syndrome has on public perception. This study aims to determine the influence of ElsheSkin's Instagram content featuring models with Down syndrome on public perception

LITERATURE REVIEW

Cognitive Theory. This cognitive theory no longer considers humans as passive beings but rather as beings who are always thinking. When a person is about to act, they certainly go through a process of thinking and weighing things up. Before reaching the thinking process, a person will certainly perceive the matter at hand. Therefore, this thinking process cannot be separated from the perception process. Piaget (1964) argues that humans are genetically the same and have almost the same experiences. An 11-year-old to adult has the ability to think and analyze problems scientifically and then solve them. However, before being able to think, a person goes through stages from infancy to adulthood. This is what can influence a person's perception in a situation or when seeing an object.

Content. Content, according to Kingsnorth (2016, 232-236), is not just written words, but also must take into account several things, including credibility. The content created must be credible so that it can be trusted by the audience. One way to create credibility is to build a brand profile as an expert in the field, using facts and references from well-known sources. In addition, ensure that the content shared reflects the brand's characteristics by discussing topics that are relevant to the brand's expertise. Shareable content is considered good if many people consume it or if a significant percentage of the target audience is engaged. To achieve this, content needs to be easy to share. An effective way to create shareable and relevant content for various industries is to offer tips and advice, such as creating tutorial videos that help consumers learn how to achieve something.

Useful or Fun, enjoyable content is subjective, depending on the audience's point of view. Creating tutorial content as mentioned in the shareable pillar is a good example of useful content. Brands are expected to create content that is both enjoyable and helps the audience achieve something. This helps customers find what they are looking for while enjoying the process, making the content both useful and enjoyable. Interesting, creating interesting content can be subjective. A good way to gauge whether content is interesting is to see if it is noteworthy. Brands are expected to consider the audience's perspective when creating content. Relevant, relevance is one of the important pillars in content creation. Before starting to create content, brands must first understand their audience, know what motivates them, and ensure that the content created is relevant to the audience. Different, good content must be different from others. The best way to check whether the content is different is to answer two questions:

“Has this been done before?” and if so, “Is my idea unique enough to reach the audience?” On Brand, content with extraordinary ideas is very important. However, companies must also ensure that the content is relevant to the brand.

Audience Perception. This study considers the audience to be a very important component because an audience that hears, receives, and responds to a topic or message will form a perception. Perception itself is the process of assigning meaning to information captured by the senses, which involves subjective elements. According to Schiffman & Kanuk (2007, p.148), perception is the process of selecting, organizing, and interpreting the information received into a meaningful and interrelated picture. Perception is part of the intrapersonal communication system or element. From a communication science perspective, perception is referred to as the core of communication because perception enables individuals to communicate effectively by selecting the messages they will receive. According to Jalaludin Rakhmat (2007: 51), perception is the observation of objects, events, or relationships obtained by concluding information and interpreting messages. Perception is also influenced by several internal and external factors.

Hypothesis. Based on the concepts that have been developed, this study has the following hypotheses:
H0: There is no effect of Elsheskin content with the Down syndrome model on public perception.
H1: There is an effect of Elsheskin content with the Down syndrome model on public perception.

METHOD

Type of Research. The type of research used is quantitative research with a descriptive method. Sugiyono (2014) defines quantitative research as a research method based on positivism philosophy, used to study a specific population or sample, collect data using research instruments, and perform quantitative or statistical data analysis aimed at testing established hypotheses.

Descriptive research methods are used to determine the value of independent variables, whether one variable or more (independent), without comparing or connecting variables. This study uses a quantitative approach because the researcher wants to determine whether or not the use of Namira Zania, a person with Down syndrome, as a model for #ImPerfectBeauty content has an effect on public perception.

Research Variables.

- a. Independent/free variables: Variables that can influence other variables and have a positive or negative relationship. In this case, the independent variables are found in Elsheskin's Instagram content.
- b. Dependent/bound variables: Variables that arise as a result of the independent variables. In this study, the dependent variable is the formation of Elsheskin's brand image.

Determination Techniques. Determination techniques are divided into two types, namely:

- a. Population: Sugiyono (2014) states that the generalization area consists of subjects/objects that contain certain qualities and characteristics that have been determined by the researcher for analysis and conclusion. In this case, the researcher determined the population to be Indonesian women aged 17-25 years.
- b. Sample: A sample is a portion of the population that shares the same characteristics. In determining the sample, the researcher used purposive sampling, specifying participants aged 17-25 who are active on social media and are aware of the content, as people who have watched it would understand and be aware of the message conveyed in the content.

RESULTS AND DISCUSSION

The Effect of ElsheSkin Instagram Content on Audience Perception. In this study, the researcher obtained 112 respondents with the following age ranges: 17 years old 1.8%, 18 years old 8.1%, 19 years old 17.9%, 20 years old 47.3%, 18.8% aged 21, 4.5% aged 22, and 1.8% aged 24. The characteristics that respondents had to meet were: a) having seen content on ElsheSkin's Instagram, and b) being female

and aged between 17 and 25 years old.

The researcher tested each question using all respondents. The validity test is a step taken to measure whether a questionnaire is appropriate or not using the following formula: 1) If the calculated $r > \text{table } r$, then the statement is declared valid. 2) If $r \text{ count} < r \text{ table}$, then the statement is declared invalid. The r table in this study is 0.1562, so the statement is declared valid if the r count value is greater than the r table. The results obtained from 112 respondents showed that all statements tested were valid. The reliability test of variable measurement is said to be reliable if the Cronbach Alpha value is greater than 0.60, and the results obtained show that all variables tested are reliable. The value obtained for variable X is 0.783, and the value obtained for variable Y is 0.796.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 ^a	.850	.849	3.350

a. Predictors: (Constant), PengaruhKonten

Figure 5

The next test is a linear regression test. The correlation value (R) obtained was 0.922, and from this result, the coefficient of determination (R Square) was 0.850. It can be concluded that the influence of the independent variable (ElsheSkin Instagram content) on the dependent variable (public perception) was 85%.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7243.558	1	7243.558	645.289	<.001 ^b
	Residual	1279.683	114	11.225		
	Total	8523.241	115			

a. Dependent Variable: PersepsiKhalayak
b. Predictors: (Constant), PengaruhKonten

Figure 6

From the figure above, we can see that the calculated F value is 645.289 with a significance level of $0.001 < 0.05$, so the regression model can be used to predict the audience perception variable. It can be concluded that there is a significant influence of variable X (ElsheSkin Instagram content) on variable Y (audience perception).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.134	1.455		.779	.438
	PengaruhKonten	1.113	.044	.922	25.403	<.001

a. Dependent Variable: PersepsiKhalayak

Figure 7

The figure above shows that the constant value (a) is 1.134, while the content influence value (b/regression coefficient) is 1.113. It can be concluded that a constant value of 1.134 means that the consistent value of the audience perception variable is 1.134. The regression coefficient X of 1.113 can be interpreted as meaning that for every 1% increase in Instagram content value, the audience perception value will increase by 1.113. The regression coefficient is positive, so it can be concluded that the effect of variable X on Y is positive.

It can be interpreted that variable X can influence variable Y in these findings, where an individual acts through a process of perception and thinking first, so cognitive theory is in line with reality and is still used by humans because before acting, a person goes through a process of thinking first. And individuals' perceptions of something certainly differ because of internal influences and external factors. From the data analysis, it was found that the content of Elsheskin's Instagram account had an 85% influence on the audience's perception.

CONCLUSION

Based on the results of this research and data processing, it can be said that ElsheSkin content with the Down syndrome model has an 85% influence on public perception. This influence can be seen from several aspects of public perception, such as knowledge, which makes the public more familiar with the world of skincare and the Elsheskin brand; attitude, which makes the public have a positive view and response to the Elsheskin brand through the content displayed, namely the use of models with Down syndrome; and behavior, which makes the public interested in Elsheskin products. The increase in public perception also stems from several factors, namely the uniqueness of using a model with Down syndrome in Elsheskin product content, which makes the Elsheskin brand memorable to the public. The content presented by @elsheskin conveys a positive message about human involvement and equality that can blend in with the public.

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