

ABSTRACT

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Teenagers' Perception of Beauty in Abel Cantika's Instagram Advertisement

Keywords: Perception, Beauty, Adolescents

(x + 73 + Attachment)

The purpose of this study was to analyze adolescents' perceptions of the concept of beauty displayed in Abel Cantika's Instagram advertisement. The theory used in this study is the encoding-decoding theory proposed by Stuart Hall. The research method is a descriptive qualitative approach. The results of this study indicate that Abel Cantika's Instagram advertisement has a significant influence on adolescents' perceptions of beauty. The message conveyed through visual elements and interesting narratives successfully instills the concept of ideal beauty that emphasizes self-love. However, differences in interpretation among audiences reflect the complexity in receiving media messages. Some adolescents receive the message directly, while others choose to adjust or even reject the message.

Bibliography (2016 – 2023)