

# Campaign of Woman's Self Confidence

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**Abstract.** Social media, magazines, films, and other media often present women with beautiful and ideal looks that indirectly shapes perceptions about women's beauty standards. The standard is made as reference to assess women, while everyone outside it deserve a 'not so beautiful' predicate. When people uses this comparison standard for their life, they will engage in behavior that requires them to live beyond their capabilities, reducing their self-confidence. This creates psychological problem called hyper crisis attitude, a state where someone always commenting, belittling, unable to give recognition and assessment of the advantages of others. Therefore it is necessary to design a creative strategy in order to redirect the new mindset about the beautiful definition to the audience. The method used is qualitative, includes literature study, questionnaire, interview and data analysis technique. The theories used are Visual Communication Design, Advertising, Campaign, and Communication. The results are creative strategies obtained through the Facet Model of Effects method to produce a design which includes attractive events and social media. The design's benefit is to direct a new mindset about the beautiful definition to women that beauty is when women know themselves better, and have it through a smile without demanding perfection on themselves.

**Keywords:** Campaign, Beauty, Self-Confident, Smile.

## 1 Introduction

Self-Confidence is a very important part of the human being. This self-confidence is a state in which a person believes or believes in a positive perception of the abilities they have for something that is in themselves [1]. It can also make a person more loving himself. The confidence we have can be influenced by some things that come from self and outside influences. One of the major internal factors affecting a woman's self-confidence is the physical factor. According to Nancy Etkoff, a psychologist from Harvard University, the physical appearance for a woman is the most public part so that the physical appearance for women should be taken seriously. Physical factors in women are always associated with a beauty. According to Weight Watchers UK study, 46% of women from 2000 respondents claimed to have commented on themselves before 9:30 am. And 89% said that they often praise others in social media, but they do not praise themselves ([www.winnetnews.com](http://www.winnetnews.com)) and supported by the results of questionnaires conducted by researchers to women aged 18-21 years as many as 162 respondents. The result is 58.2% and 5.1% of people said that they are ordinary and not beautiful which means they are not confident. Most opinions are a woman

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does not feel beautiful because no one praises, feels out there someone else is more beautiful (comparison), feel there is less in their physical, and feel nothing special from her.

It goes into the traits of someone with a negative self-concept. This kind of problem is not a small problem, but this is kind of problem that must be anticipated further because it can create the problem of female psychology that is the emergence of hyper crisis, an attitude where is someone always commenting, degrading, and unable to give judgment and acknowledgment to other people. So that causing many problems both directly and in the social media [2]. According to research info graphic by Tirto.id on internet and oppressive behavior, one example of hyper crisis attitude is internet trolling attitude, hiding attitude in the internet to threaten other people who considered it lower can impact as much as 37% of casualties decreased confidence, 28% depression up to 20% experience anorexia.

## **2 Literature Review**

### **2.1 Campaign**

The campaign is an organized organizational communication that has the intention to make an impact to the target audience conducted within a certain time [3].

### **2.2 Advertising**

Communication complex that pursue certain intentions and leverage strategies to influence thoughts, feelings, and actions. Advertising refers to the form of communication techniques used by marketers to approach and get consumers and deliver their messages [4]. Advertising is a suggestion for delivering messages / messages products / services messages to message recipients that are "dynamic or static" so that people can be intrigued, interested, hooked, to follow. The delivery of messages is not directly transmitted through mass media or other media that can be reached by the community, resulting in positive reactions and actions [5]. Advertising's models approach is 6 factors that are important for determining goals and evaluating the effectiveness of advertising. An effective advertising will create six types of target audience response: first, hear / see, second feel, third think / understand, fourth believe, fifth connected, six acts / do [4].

### **2.3 Communication**

The communication process can make a message from the sender of the message can be received by audiences. Media is required to avoid misdirection. In order for advertising to be targeted, a strategy needs to be made to make it easier to communicate [5].

### **2.4 Media**

Segmentation means dividing a group by psychographic, geography, behaviour, and demography. In addition to segmenting grouping, it is also necessary to determine the type of media that suitable the interests of the audience [6]

### **2.5 Visual Communication Design**

Visual Communication Design is a science that explains about communication concepts presented creatively by using various media to convey messages and ideas visually by managing graphic elements [7]

## 2.6 Facet Model Effect

According to [4], this method of analysis is used to obtain the target audience response in the design of the campaign. Where this method is effective to create six consumer responses: seeing and hearing the message (perception), feeling something about the brand (emotion or affective response), understanding the message points (cognitive response), associating positive qualities with the brand, (persuasion) act as expected (behavior). Here is an analysis of the response to receive messages.

Communication Objectives	Responds	Consumer Movers
Perception	See/Hear	Attention, Interest, Awareness, Recognition
Emotion	Feel	Desire, Wish, Feeling, Joy
Cognition	Understand	Needs, Cognitive, Learning, Reminding
Asosiation	Connected	Exploration, Transformation
Persuasion	Trust/believe	Motivation, Influence, Involvement, Belief
Behavior	Action	Try, Support, Prevent

Fig. 1. Facet Model of Effect Method (Source: Moriarty, 2011:133)

## 3 Research Methods

The method to be used according to the research of this topic is the qualitative method. This method uses natural objects that are true is happening and the presence of researchers does not affect the object of research. For collecting data then do collect data facts according to existing phenomenon, interview with resourceful data source. From these data, it will get an expected campaign draft. Interview is the exchange of ideas and information between two people through question and answer to get the meaning of a topic. In the process of data collection, the authors conducted in-depth-interviews to target audiences to get their thoughts and habits about e-waste. The analysis method used is AOI analysis method (Activities, Opinion, Interest) and Matrix. AOI analysis is a number of questions that are made to be able to know some relevant aspects about the personality, buying motives, interests, attitudes, beliefs, and consumer values [6].

### 3.1 Data Used

Data collection techniques include:

- Study of literature
- Questionnaires
- Interview with resource person.
- Visual Observation.

### 3.2 Instrumentations

#### 3.2.1 Demographic

Age : 18-21 years old (Teenager)  
 Gender : Woman  
 Profession: Collage Student  
 Income : Rp. 1.000.000 – 3.000.000

### 3.2.2 Geographic

Location of target audience is Bandung. Because based on the data of cases of psychological violence in women and women's social media users' data obtained from PJI (Association of Indonesian Internet Service Providers) states that the city of Bandung has a population of 86,339,350 people with a percentage of female social media users as much as 47.5%.

### 3.2.3 Psychography

A sense of wanting to be appreciated, understood, viewed and judged positively by others becomes a trait in adolescence at this early stage.

### 3.2.4 Behavior

This age is looking for the true identity. Teenagers at this age are being fond of following what is in the spotlight or trend.

## 3.3 Results and Discussion

Insight of the target audience is crossed with insight campaigns so it becomes the basis of researchers to establish a message or what to say for the design of the campaign. Insight target audience is women are not confident so continue to impose perfection on him. Problem insight Women are not confident with what they have, and Insight campaign Women must know who they are, Women must act and think positive, Women should be more grateful. The cross between the target audience insight, insight problem and insight campaign got the solution of this campaign is "smile". With the solution what to say (wts) got from this campaign is "Beautiful Need Smile" which means that women should smile to recognize themselves and be grateful for what is owned so as not to impose perfection on himself. This campaign is supported by using hashtag #beautyneedssmile, #IamMe and #iMe to support the campaign. What to say and tagline is what will be used in the entire design of the campaign.

## 3.4 Visual-Design Concept

### 3.4.1 Visual Reference



Fig. 2. Visual Reference, font, and colors

The results of the survey stated to use visual realism (photography) as the main visual of this campaign. Visual realism (photography) is considered more real and describes the real state of women so that it can be directly perceived target audience that visual is a picture of them.

### 3.4.2 Layout

Layout (layout) used in this poster / digital media is unity. Unity layout that can provide information from several parts so as to create balanced visual harmony.

### 3.4.3 Typography

The selection of types of typography uses decorative and sans serif with the aim of avoiding serious impression. Decorations symbolize the shape of women while sans serif for simple (simple) mining. Typography tailored to the target audience of women aged 18-21 years.

### 3.4.4 Color

Color selection is based on color psychology theory. The dominant colors used in this campaign are dominant pink (pink), gray and white. According to the psychological color, the meaning of pink (pink) symbolizes women, caring, sensitive. The gray color symbolizes neutral, impartial. The whiteness represents perfection, holiness, and goodness.

## 3.5 Media Design Concept

The Model of Effect in this "IamMe" Campaign is:

<b>Perception</b>	<b>Poster</b> Conventional dan Digital Media Conventional : Billboard, Poster in Ladies Toilet, Fitting room, Salon and Mall Digital : Instagram	<b>Association</b>	<b>Teaser and Social Experience Video</b> Aired on digital media such as Instagram (Instastory, Instaads) and Youtube (Youtube banner and Youtube Ads)
<b>Emotion</b>	<b>Gif</b> Digital Media : Instagram <b>Ambient media</b> Applied to the mirror in ladies toilet , mirror in fitting room, and salon	<b>Persuasion</b>	<b>Event Poster :</b> Conventional and Digital <b>Teaser Event</b> Digital <b>Event</b>
<b>Cognition</b>	<b>Digital Content</b> Instagram	<b>Action</b>	<b>Beauty challenge, Beauty Box, Tyibbon</b> Social media, Word of Mouth

Fig. 3. Facet Model of Effects Media Strategy

## 3.6 Result of Design

### 3.6.1 Logo Design

Dandelion flowers are always side by side with sunflowers. Beauty standards is like a sunflowers, so as beautiful as the sunflower, dandelion flowers remain visible and bring happiness wherever she is.



Fig. 4. Logo design, poster, GIF animation, and Ambient Media

### 3.6.2 Poster Design

On this poster illustrated that women are not grateful and demand perfect beauty so women want to do something complicated and need to work hard to be beautiful.

### 3.6.3 Gif Design

Many women never open looking for information on how to be a more grateful woman or how a smile can make us beautiful. This gif will invite women to enter into the campaign strategy #cantikbutuhsink smile. This gif will be displayed on digital media that is Instagram (instastory, instafeeds and Instaaads)

### 3.6.4 Ambient media Design

When women have mirrored selfie in the ambient media and uploaded it to social media, then other target audience who see it will find information about the campaign in social media like Instagram IamMe campaign itself.

### 3.6.5 Social Media Content Design

In Instagram media, researchers create content that inform about the issues and objectives of the *I am Me* campaign, quotes about smiles, games, beauty challenge, information and other motivational content to start awareness and follow Instagram campaign *I am Me* campaign to get more information continue.



Fig. 5. Digital Visual Content and Social Experience Video

### 3.6.6 Social Experience Video

In this social experience video, researchers want to experiment with some women to gain expression and response when he is praised by others. Researchers also want to know some women's answers about beautiful things within them. So researchers know whether women have started to believe in themselves and be more self-respecting.

### 3.6.7 Event Design

#### a) Event Poster

"Hidden Secret of Beauty" event poster is a secret hidden in the beautiful that is discussing the main message of *I am Me* campaign that is "Smile". This visual poster event takes color according to the campaign *I am Me* color references. In the main part of the visual guest star in the event that is Tara Basro, Tiara Pangestika, Gita Savitri and Fitri Tropica. These posters will be applied to digital media such as Instagram and conventional media such as posters, billboards and banners.



**Fig. 6.** Event Poster Design and Event Teaser

**b) Event Teaser**

Event Teaser "Hidden Secret of Beauty" is the main message of *I am Me* campaign that is "Smile". This visual teaser event takes the circumstance or the mood when women are able to "smile" at themselves.

**c) Concept 3D Event "Hidden Secret Of Beauty" and Beauty Box**



**Fig. 7.** Hidden Secret of Beauty Event 3D Perspective and Beauty Box Video

Beauty Box is one of the interaction media contained in Hidden Secret of Beauty event. Beauty Box is the challenge offered by *I am Me* campaign. This challenge is to tell the beautiful meaning. Every woman must have her own meaning of a smile. Challenge is aimed for women to start confident and can explain the real meaning of the real they think. Any audience that follows this challenge will be given merchandise from the *I am Me* campaign.

**d) Photo box and Twibbon**



**Fig. 8.** Photo box Visual Design, Twibbon Design, and Merchandise

Photo box is one of the interaction media contained in this event. Background photo box is different from other photo box background that read "I am Me when I Smile", "I am Sexy, when I smile" and so on. This background will serve as a twibbon that supports the *I am Me* campaign.

**e) Merchandise**

Dandelion flower pins as a sign of action from the campaign "I am ME" will be shared to indicate that women already believe that he is beautiful and valuable precious without having to compare herself with others.

## 4 Conclusion

*I am Me* Campaign talks about self-confidence and beauty standards for women, it is expected to redirect the true self-concept for women to be more able to appreciate and love themselves without demanding perfection on themselves. *I am Me* campaign is supported by digital media such as Instagram and conventional such as billboards, posters and ambient media in accordance with the target audience so that the message from *I am Me* Campaign will directly convey to the target audience to be more aware about such problems.

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