

VISUAL AND TEXTUAL MEANINGS IN SKINCARE POSTERS: A MULTIMODAL APPROACH TO BRANDING STRATEGY

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ABSTRAK

Penelitian ini menganalisis makna visual dan tekstual dalam poster iklan produk skincare menggunakan pendekatan multimodal untuk memahami strategi branding yang diterapkan. Dengan teori multimodal dari Kress dan van Leeuwen, penelitian ini mengeksplorasi bagaimana gambar, skema warna, tipografi, dan teks bekerja bersama dalam menyampaikan identitas merek dan menarik konsumen. Metode penelitian kualitatif diterapkan untuk menganalisis poster dari merek skincare terkenal guna mengidentifikasi interaksi antara komponen visual dan linguistik. Hasil penelitian menunjukkan bahwa elemen visual dan tekstual berperan penting dalam memperkuat pesan merek, membentuk persepsi konsumen, serta meningkatkan loyalitas merek.

Kata kunci: Analisis multimodal, Poster perawatan kulit, Strategi pencitraan merek

ABSTRACT

This study analyzes the visual and textual meanings in skincare product advertising posters using a multimodal approach to understand the applied branding strategies. By applying Kress and van Leeuwen's multimodal theory, this research explores how images, color schemes, typography, and text work together to convey brand identity and attract consumers. Qualitative methods were used to analyze posters of well-known skincare brands, identifying the interaction between visual and linguistic components. The results indicate that visual and textual elements play a crucial role in reinforcing brand messages, shaping consumer perceptions, and enhancing brand loyalty.

Keyword: Multimodal analysis, Skincare posters, Branding strategy

INTRODUCTION

The modern skincare industry increasingly relies on visual and textual elements in branding strategies. Skincare brands often use multimodal communication to convey their values, identity, and product benefits. One prominent example is EVERWHITE, which features Korean male artists in its posters to attract consumers. These posters combine visual appeal and text to strengthen the brand's connection with a wider audience, especially those influenced by the Korean Wave (Hallyu). Celebrity endorsements, particularly from the K-pop industry, play a pivotal role in shaping consumer perceptions of the brand. According to Lim (in Khoirunnisaa & Harti, 2023), the large number of fans and enthusiasts of Korean entertainment is now a key factor when employing Korean celebrities as brand ambassadors for Indonesian products, especially in beauty products.

Previous research has addressed various aspects of multimodal analysis in advertising. Kress and van Leeuwen (2006) (Van Leeuwen, 2015) provided a foundational framework for understanding how visual and textual components work together to construct meaning. Machin and Mayr (2012) expanded on semiotic analysis in advertisements, showing how color, images, and fonts contribute to meaning-making processes. In skincare advertising, Lee and Cho (2019) highlighted the impact of Korean celebrities in global branding, emphasizing the importance of visual appeal in connecting with international markets.

Despite this extensive research, there has been little exploration of the specific role of gender and celebrity figures in skincare branding. This study aims to fill that gap by analyzing how the visual presence of a Korean male artist in EVERWHITE posters creates unique brand associations and influences consumer behavior. It offers new insights by applying a multimodal approach, particularly in the context of gender representation in skincare advertising.

This research focuses on understanding how visual and textual elements combine to construct branding strategies in skincare advertisements. By analyzing EVERWHITE's posters featuring a Korean male celebrity, it seeks to uncover how gender and celebrity endorsements contribute to brand identity and consumer appeal. The objective is to analyze the multimodal elements within the posters, revealing how these components work together to create a compelling branding strategy.

METHOD

This study employs a qualitative method with a multimodal approach to analyze EVERWHITE skincare posters featuring Korean male artists. The multimodal approach helps in understanding how visual and textual elements interact to build branding strategies and brand image. This method is suitable for in-depth exploration of the various components involved in visual and textual communication.

The primary data consists of EVERWHITE skincare posters featuring a Korean male artist. The posters were analyzed using Kress and van Leeuwen's (2006) multimodal analysis framework, focusing on five key aspects: visual representation, visual interaction, composition, modality, and social context. Each visual element, such as images, colors, layout, and typography, was analyzed in detail to reveal the meanings communicated to the audience.

Content analysis and semiotics were the techniques used for this analysis. Content analysis was applied to categorize and quantify the occurrence of certain visual and textual elements in the posters. Semiotic analysis helped interpret the meanings behind these elements, focusing on gender representation, celebrity influence, and how these factors shape consumer perceptions of skincare products. The data were then analyzed descriptively to provide a comprehensive view of the branding strategies implemented through multimodal communication.

RESULT AND DISCUSSION



The analysis shows that EVERWHITE skincare posters featuring Korean male artists combine visual and textual elements harmoniously to create a strong brand image that resonates with the target audience. The primary visual focus is the Korean male artist, positioned centrally to convey a subtle yet elegant masculinity. The artist's pose and expression exude freshness and confidence—qualities closely associated with skincare products. The color scheme, dominated by soft and clean tones like white and light blue, represents cleanliness, purity, and healthy skin.

The textual elements complement the visuals. The main text includes a short tagline that highlights the product's benefits, such as "Soothe your sensitive and acne-prone skin with CICA SOOTHING SERUM," which appeals to consumers' desire to achieve flawless skin like their Korean idols. The use of simple yet inspiring language reinforces EVERWHITE's positioning as a brand accessible to anyone seeking healthy, glowing skin.

From a multimodal perspective, this aligns with Machin and Mayr's (2012) research, which found that celebrities in advertisements not only grab attention but also represent consumer aspirations. Similarly, Lee and Cho (2019) revealed that male celebrities in skincare ads enhance the appeal for both female and male consumers, particularly in markets influenced by Hallyu culture.

This study also finds that using male celebrities in skincare advertising is a relatively new strategy, contrasting with prior studies that predominantly focused on female representation. This research highlights how male artists, particularly from the K-pop industry, can appeal to a broader audience, transcending gender boundaries and promoting inclusivity in beauty products.

In conclusion, EVERWHITE posters effectively leverage visual and textual elements to convey strong branding messages, capitalize on the influence of Korean celebrities, and create an aspirational yet approachable brand image.

CONCLUSION

The findings of this study conclude that EVERWHITE skincare posters featuring Korean male artists successfully communicate brand identity and attract consumer attention through a multimodal approach. The combination of strong visual elements, such as the male artist's image, and compelling textual elements, such as the inspiring tagline, effectively builds a relevant and aspirational brand identity. This demonstrates how gender representation in skincare advertising can broaden a product's appeal to both male and female consumers, promoting skincare as a universal necessity.

The results emphasize the importance of inclusive branding strategies in the skincare industry, particularly the role of celebrities as brand ambassadors. This research provides new insights into how male celebrities in skincare advertisements contribute to

building a strong, aspirational brand image. Future studies can further explore the long-term effects of gender representation and pop culture influences on consumer behavior in the skincare market, as well as how evolving social and cultural trends may shape future branding strategies.

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