Representations of Diversity in L'Oréal Paris Advertisements in Europe and Asia

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ABSTRACT

Asia and Europe have different views on beauty standards. In Asia, fair skin is commonly idealized, while Europe tends to value diverse skin tones and natural features. This study analyzes the diversity presented in L'Oréal Paris beauty advertisements in both regions. Advertisements from the L'Oréal Groupe YouTube channel represents Europe, while L'Oréal Paris Singapore, Malaysia, and India represent Asia. Using comparative research and Barthes' semiotic theory, this study examines how diversity is portrayed across these advertisements. Elements such as ethnicity, gender, age, and beauty concepts are analyzed to understand how each region communicates its beauty messages. Findings show that both Asian and European L'Oréal Paris advertisements predominantly feature women but highlight different thematic focuses. Asian advertisements place stronger emphasis on women's empowerment, symbolizing progress and reflecting evolving female roles within societies that may still uphold traditional gender ideologies. In contrast, European advertisements emphasize diversity and inclusivity, showcasing a wide range of backgrounds, appearances, and personalities. This comparison reveals how cultural contexts shape the representation of beauty and identity in global advertising. among models.

Keywords: *advertisment, diversity, L'Oréal Paris, semiotic*

INTRODUCTION

Beauty in Asia and Europe vary depending on each region's culture, values, and beauty trends. "White skin" has emerged as a central desideratum of consumer culture in affluent Asia. The ideal of white beauty in Asia existed before the era of colonialism which was then introduced as a Western idea of beauty (Wagatsuma, 1967). Contemporary

meanings of white skin combine Western mass-mediated ideologies and traditional Asian cultural values (Li et al., 2008). On the other hand, Europe beauty standards vary more, depending on the particular country or culture. European beauty standards are described according to the features of European women: fair skin, slender noses, thin lips, and light-colored eyes (Taylor, 1999). Differences in beauty standards between Asia and Europe can occur due to different cultures that vary according to each region. Therefore, it makes these two differences interesting to analyze how beauty advertisements promote their products in different countries and cultures.

The difference in terms of beauty culture in both Asia and Europe can be seen in advertisements of beauty products, because in the advertisements it can be seen how a product represents beauty depending on the culture in the area. One of which is L'Oréal Paris. In Asia L'Oréal Paris advertisements found using models with bright and smooth skins. This can be seen from Cinta Laura, as one of the L'Oréal Paris advertisement models in Asia who has a bright face. Meanwhile in Europe, the models displayed are more diverse. There are differences in skin color such as light and dark skin, different ethnicity even disabilities shown in the same advertisement. Therefore, it is important to appraise this beauty product advertisement critically and see how the product conveys to consumers about the diversity in beauty they make through advertisements with different cultures in Europe and Asia.

This study is a semiotic analysis that is seen from a linguistic aspect and how the representation of two cultures is described through beauty advertisements. By looking at the picture and utterances in the advertisements, the author tries to find the meaning of the sign, including the things that are hidden behind the sign by using Roland Barthes semiotic theory. In accordance with the characteristics of advertising from a linguistic perspective as a form of text and visuals. In this study, the L'Oréal Paris advertisements were chosen by the author to analyze because L'Oréal Paris is one of the biggest beauty products in the world and the data is suitable to represent the observed differences in beauty advertisements between Europe and Asia. This study discussed how the L'Oréal Paris performs European and Asian cultures in beauty advertisement and what the differences between L'Oréal Paris in Europe and Asia advertisements.

This present research wanted to examine the differences in L'Oréal Paris advertisements in Europe and Asia through the symbols displayed in the form of pictures and utterances. This research aims at answering how diversity performs in European and Asian L'Oréal Paris trough beauty advertisement on YouTube. This study compared L'Oréal Paris advertisements by looking at how these advertisements represent beauty in Asia and Europe and analyzing the utterances and pictures. In addition, the author expected that with this research can aroused public awareness about the meaning behind the advertisements that are delivered, especially in beauty advertisements.

This research focuses on the diversity that performs in L'Oréal Paris advertisements. This research uses Roland Barthes's semiotic approach. This approach determines meaning in the advertisements from three aspects: denotation, connotation and myth. Denotation provides a clear, direct, and unambiguous meaning by explaining the relationship between the signifier and the signified in advertising. Meanwhile, connotation is the second implicit system. A myth is a form of message or speech that must be believed to be true but cannot be proven. Myth is not a concept or idea but is a way of giving meaning (Barthes, 1972). The author chose Roland Barthes' semiotic analysis model

because by using Roland Barthes' theory, the author can interpret it in terms of meaning, using denotations, connotations and myths.

Purposes of this research are to find out how diversity shown in European and Asian L'Oréal Paris beauty advertisements and to find out the differences between L'Oréal Paris advertisements in Europe and Asia. Theoretically, the result of the study is expected to enrich the type of linguistic research, especially regarding the representation of beauty in advertisement. This research is expected to enhance public awareness of an advertisement and foster critical thinking of all people in reading commercial messages about how advertisements represent an understanding, especially about beauty, so that people can be more selective in seeing the values contained in advertisements.

This study is in the scope of semiotic analysis. This study analyzed the diversity that shown in L'Oréal Paris beauty advertisements between Europe and Asia. This research used comparative research and analyzed with semiotics approach by Roland Barthes. This research only analyzed the pictures and utterances that collected from the advertisements. This research is limited to the media and beauty advertisements and focuses only on analyzing L'Oréal Paris advertisements as a comparison between Asia and Europe that collected in L'Oréal Paris YouTube channel. The study only analyzed L'Oréal Paris YouTube advertisements that come from Asia and Europe as a data and did not analyze any other media and beauty advertisements.

This research includes several key terms. The first is semiotics, also known as semiotic studies or semiology, which is the study of signs, symbols, and their meanings. It examines how signs function in language, communication, culture, and various forms of representation such as literature, art, and advertising. The second key term is beauty, which refers to something pleasing to the eye, generally related to the face or body shape, especially in women. The third term is diversity, which involves different perspectives on the world and how individuals approach challenges from various viewpoints. Diversity also includes respect, acceptance, and understanding of differences based on gender, sexual orientation, age, religion, race, and ethnicity. Another key term is advertisement, which is a form of marketing communication used to promote a product, service, or brand to a target audience through various media, including print, television, radio, digital platforms, or outdoor displays. The final key term is L'Oréal Paris, the world's leading cosmetics brand known for producing high-quality beauty products. For more than 110 years, L'Oréal Paris has focused on safety, effectiveness, and innovation. The brand also advocates for women's empowerment, promoting a modern vision of femininity and supporting women in their journey of self-fulfillment.

RESEARCH METHOD

The type of this research used comparative research. Comparative research is a kind of method that analyzes phenomena and then put them together to find the points of differentiation and similarity (Mokhtarianpour, 2016). Comparative research is a research methodology in the social sciences exemplified in cross-cultural or comparative studies that aims to make comparisons across different countries or cultures. In addition, the author elaborated on comparative research with the semiotic theory put forward by Roland Barthes in analyzing research data.

The research instrument of the study is the researchers themselves to take all of the data through the observation of L'Oreal Paris advertisements in Asia and Europe. In addition, supporting instruments were included to help in conducting research, such as computers, to observe data. First, the author was observed video advertisements, then the utterances contained in video advertisements were classified into pictures and utterances. Therefore, the researchers become the most important tools in collecting, classifying, and analyzing data.

The data in this research are pictures and utterances that spoken by the narrator, used in L'Oréal Paris beauty advertisements. In this research, the L'Oréal Groupe channel was chosen to represent the L'Oréal Paris beauty product advertisement in Europe and the L'Oréal Paris Singapore, L'Oréal Paris Malaysia and L'Oréal Paris India were chosen to represent the L'Oréal Paris beauty product advertisement in Asia. In collecting the data, the author examined the L'Oréal Paris advertisements in YouTube channel, both Europe and Asia. The author specifically chose advertisements that aligned with the characteristics of the research, focusing on those containing elements of diversity. After selecting suitable advertisement videos, eight of them were identified. These eight

In the data analysis stage, the first stage was carefully observed the object to be analyzed, which are the advertisements in L'Oréal Groupe and L'Oréal Paris Singapore, India and Malaysia. The second step is identified each video (scene) and utterance in the advertisement so that later the author found which objects need to be examined related to the diversity of beauty contained in the advertisement. The last is classified it into pictures (non-verbal) and utterances (verbal). In the final stage, after collecting the classified data, and analyzed it by using Roland Barthes' semiotic approach to analyze. The author finally comes to a conclusion that addresses the main issue of the study.

FINDINGS & DISCUSSION

The following part the scene of the L'Oréal Groupe and L'Oréal Paris Singapore advertisements. The data divided into utterances and picture. The author describes denotative, connotative and myth in each data, where denotative meaning is the literal meaning or data information. Meanwhile, the connotative meaning is hidden meaning of sign, is also called a message which is found in a sign and myth is a message that is conveyed when an object, image, or phrase becomes associated with a concept or value, and thus takes on a symbolic meaning. To know denotative, connotative and myth meaning in each scene, formerly the author analyzed visual sign of these scenes.

In the L'Oréal Paris advertisements in Asia and Europe, it can be seen how L'Oréal Paris shows diversity in beauty. L'Oréal Paris advertisements in Asia are stronger emphasis on women's empowerment by showing women from different ethnicities. while in Europe emphasize diversity and inclusivity. European advertisements are also more inclined to address sensitive issues such as LGBTQ+ representation in beauty advertisements, whereas in Asia, these issues are less frequently raised. This reflects differing cultural, social, and legal perspectives between the two regions.

The general findings in L'Oréal Paris advertisements reveal a significant difference between L'Oréal Paris advertisements in Asia and Europe. The table below shows several differences that appear in L'Oréal Paris advertisements in Asia and Europe.

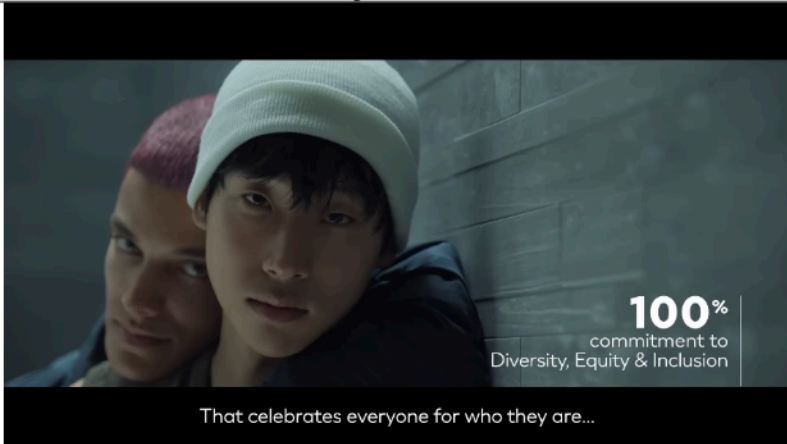Table 4.1. Differences in L'Oréal Paris advertisements in Asia and Europe.

No.	L'Oréal Paris in Europe	Datum	No.	L'Oréal Paris in Asia	Datum
1.	European advertisements emphasize diversity and inclusivity.	1.2	1.	L'Oréal Paris advertisements in Asia are stronger emphasize on women's empowerment, symbolizing progress and changing roles for women in society.	2.2
2.	Celebrating a wide range of backgrounds, appearances, and personalities among models.	1.3	2.	Some Asian countries may have more ethnically homogeneous populations, which can influence the use of models with similar characteristics in advertisements. Favored lighter skin tones and beauty standard that has gained popularity due to K-beauty.	2.1
3.	Europe takes a proactive approach in addressing sensitive issues such as LGBTQ+ representation in beauty advertisements, reflecting cultural and differences among	1.1	3.	Asia does not address sensitive social issues like LGBTQ+ but more focus on women empowerment.	2.3

In this table there are several differences that can be seen in L'Oréal Paris advertisements in Asia and Europe. More detailed findings in this table can be seen in the following below.

Findings
L'Oréal Paris Advertisements in Europe

Datum 1.1

L'Oréal Groupe Youtube Channel

Verbal (Utterance)	Non – Verbal (Picture)
"Beauty that celebrates everyone for who they are. 100% Commitment to diversity, equity and inclusion."	Two men who have a different ethnicity and appearance than the average man by wearing pink hair dye, with one of them leaning on the other man with emotionally closeness.

Denotative

Denotatively, the phrase "Beauty that celebrates everyone for who they are. Commitment to diversity, equity, and inclusion" straightforwardly indicates a notion of beauty that appreciates and acknowledges individuals for their true selves, while also emphasizing values of diversity, equality, and inclusivity.
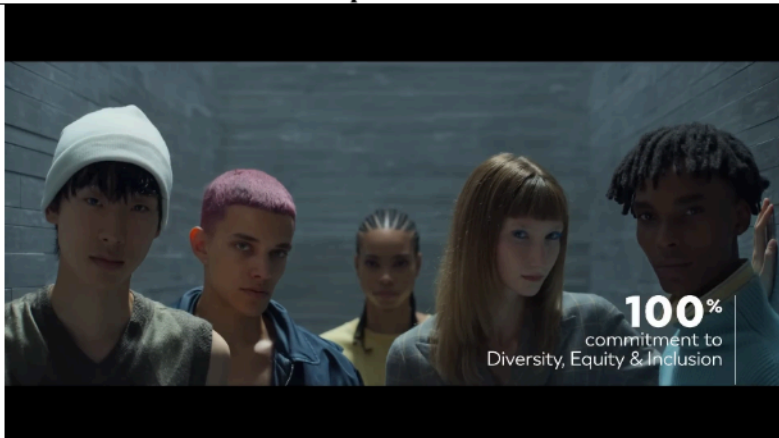
Connotative

Connotatively, this phrase signifies a deeper message beyond its literal meaning. It conveys a concept that goes beyond surface-level beauty standards, suggesting an appreciation for individual uniqueness and embracing differences in ethnicity, appearance, and personal identity. The emotional closeness between the two men wearing pink hair dye could connote a bond of acceptance, support, and unity despite societal norms or stereotypes.

Myth

The phrase conveys a myth that challenges conventional beauty norms by promoting a more inclusive and accepting perspective. It suggests that authentic beauty isn't confined to societal expectations but encompasses diverse identities and connections. This mythologizes the idea that true beauty is found in embracing individuality and differences, advocating for inclusivity, equity, and celebration of diversity. The emotional closeness seen between the two men also emphasizes that beauty can depict diversity, inclusion and freedom. Beauty freedom in an LGBTQ+ context also includes support for diversity in body shape, appearance, and gender identity. The message conveyed is that every individual, including those from the LGBTQ+ community, has the right to express their beauty in the most authentic way.

Datum 1.2

L'Oréal Groupe Youtube Channel

Verbal (Utterance)	Non – Verbal (Picture)
"100% Commitment to diversity, equity and inclusion."	There are 5 people in one room with different ethnicity, skin color, gender, and appearance and all of them staring at the camera.

Denotative

In that scene there is a statement "Commitment to diversity, equity and inclusion", then there are 5 people who stand in a closed room and stare intently at the screen, one of them is a white-skinned Asian man, then there is a pink-haired man with brown skin, then in the middle there is a dark-skinned woman with braided hair, next to her is a white-skinned woman with blonde hair and finally there is a dark-skinned man leaning against the camera. "Commitment to diversity, equity and inclusion." denotatively refers to a commitment or determination to fight for diversity, equality and inclusion. It refers to efforts to create an environment that takes into account all forms of differences and provides equal opportunities for all individuals, regardless of ethnic, skin color, gender, or appearance.

Connotative

In this scene there are 5 people standing in a room with different ethnicity, skin color, gender, and appearance, showing that the room depicts beauty, in which there are many differences and there is equality in beauty that is not limited by ethnicity, culture, skin color, and so on. The presence of people with different features in the image reflects an attempt to represent the diversity of society. This image contains a message about inclusion and recognition of diverse identities. A woman wearing braids that looks masculine and a man with pink hair that looks feminine can convey messages about rejection of traditional gender stereotypes. This shows the contribution to gender equality and acceptance of a variety of gender identities. This shows the commitment contained in the text where L'Oréal Paris is committed to diversity, equity and inclusion.

Myth

In the context of this sentence, the myths that may exist are myths about beauty which often only represent certain standards. The message "Beauty that celebrates everyone for who they are" can be considered as an attempt to overcome this myth. It reflects the idea that true beauty is one that values and celebrates each individual, regardless of ethnic background or choice of appearance. The scene conveys that beauty can describe diversity, and builds an environment that is open to anyone with different backgrounds and conditions in terms of beauty. This includes character, physical condition, personality, status, ethnicity, culture and so on.

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Datum 1.3

L'Oréal Groupe Youtube Channel	
beauty for all.	
Verbal (Utterance)	Non – Verbal (Picture)
"Tech for good, beauty for all."	There are 3 women with different ethnicities and skin colors in one frame, where 2 of them have special needs sitting in wheelchairs.

Denotative

In that scene, there are 3 women with different ethnicities and skin colors in one frame, of which 2 of them have the limitations of sitting in wheelchairs and there is a utterence "Tech for good, beauty for all." Where the meaning of the sentence is that technology is used for good which can help people who have limitations to do certain aspects of life, one of which is beauty. So that all people can express themselves in beauty. On a denotative level, this sentence is a statement about the relationship between beneficial technology and inclusion in the world of beauty.

Connotative

Connotative analysis in that scene, there are 3 women in one frame, where 2 people are sitting in wheelchairs because they have limitations sitting confidently looking at the camera, this shows that beauty is for all regardless of limitations and anyone can appear confident with her appearance, according to the words "...beauty for all". Then the word "Technology for good..." shows that technology can also be useful in terms of beauty, to help people who have limitations in using make-up. So that the phrase "Tech for good, Beauty for all" has the connotation of inclusion and empowerment. This sentence contains a message that technology is directed to positive benefits that are evenly distributed to everyone, and that the concept of beauty does not limit access for anyone.

Myth

In this context, this sentence can overcome myths about two things, first, the myth that technology is always used for negative or detrimental purposes, and second, the myth that beauty only applies to certain groups. This sentence refers to the idea that technology can actually be used for the good and benefit of everyone, and that beauty has no boundaries of ethnicity or skin color. Thus, this sentence reduces the myth about restrictions and inequality in these two aspects. Therefore, beauty is not limited to certain people. Technology can be used to help people who have limitations in doing something,

one of which is make up in terms of beauty. So that all groups such as people who have limitations can use technology to help use make up.

L'Oréal Paris Advertisements in Asia

Datum 2.1

L'Oréal Paris Singapore Youtube Channel	
Verbal (Utterance)	Non – Verbal (Picture)
"My dark spots have reduced a lot. Loving my new glow, I'm getting Korean Vibes"	A fair-skinned Asian woman, speaking to the camera.

Denotative

Denotatively, the statement "A bright-skinned Asian woman, talk to the camera" directly signifies a woman of Asian descent with bright skin complexion talking directly to the camera, a literal description of the visual.

Connotative

Connotatively, the phrase "My dark spots have reduced a lot. Loving my new glow, I'm getting Korean Vibes" suggests a deeper meaning associated with beauty standards and cultural references. Beyond the literal meaning, it conveys a sense of satisfaction and happiness due to the reduction in dark spots, linking it to a newfound radiance reminiscent of Korean beauty ideals, hinting at the influence of K-beauty trends and their association with flawless skin.

Myth

In the context of myth, this statement potentially embodies a myth regarding beauty ideals and their association with certain cultural standards. The mention of "getting Korean Vibes" could perpetuate a myth that attributes particular beauty standards or ideals exclusively to a specific cultural trend, possibly reinforcing a simplified perception that associates flawless skin with a specific ethnicity or cultural reference. This might reflect a wider cultural myth that ties specific physical attributes or beauty ideals to certain regions or ethnicities.

Datum 2.2

L'Oréal Paris Singapore Youtube Channel	
Verbal (Utterance)	Non – Verbal (Picture)
"To empowered every woman"	A woman standing on the table

Denotative

A dark-skinned woman stood with her arms raised in a light suit and dress. Then there is the sentence "To empower every woman". This shows that this sentence literally says that the aim is to empower every woman. This message encourages and supports women's empowerment in general.

Connotative

There are 5 people standing in a room with the scene shows a woman standing on a table in the middle of a conference room, straight and confident. Then there is the sentence "to empower every woman". The scene signifies that L'Oréal Paris empowers women to be who they want to be. The phrase "to empower every woman" (to empower every woman) can have the connotation that this empowerment applies to women from various backgrounds, including differences in skin color. It illustrates inclusivity and the importance of elevating the voices and potential of all women, including women of color. This expression can contain connotations about giving strength and confidence to women. The woman standing on the table in the middle of the conference room can be interpreted as a symbol of courage and enthusiasm to face challenges.

Myth

In this context, this sentence may reflect myths about equality and empowerment. Even though the goal is the empowerment of every woman, in social reality there may still be barriers and inequalities that need to be overcome. This sentence can imply the idea that empowerment has been fully achieved, even though there is still hard work to achieve true equality. In this case, this sentence can be a myth about the progress that has been achieved.

Datum 2.3

L'Oréal Paris Malaysia Youtube Channel	
Verbal (Utterance)	Non – Verbal (Picture)
"reducing 57 percent of dark spots and instantly brighten skin"	There is a woman who appears to have her skin tone brightened.

Denotative

In a denotative analysis, the sentence advises individuals not to allow dark spots on their skin to diminish their self-confidence. It suggests taking action to brighten one's skin to address this concern, focusing on the literal meaning of the words.

Connotative

In connotative analysis, this sentence carries a deeper message related to beauty standards and self-esteem. It implies that having clear, blemish-free skin is associated with higher self-confidence, which may not always be the case. It also suggests the idea that one's skin tone or appearance should not be a source of reduced self-esteem.

Myth

In a mythological context, this sentence could represent a beauty myth. It implies that having flawless, blemish-free skin is essential for maintaining self-confidence. This myth may stem from cultural beauty ideals that have been internalized, obscuring the true meaning of beauty and implying that achieving a particular skin tone is necessary for confidence. It perpetuates the idea that only certain skin types are beautiful and confident.

Discussion

The findings discussed in the previous paragraph contain separate findings regarding diversity in L'Oréal Paris Asia and Europe advertisements. L'Oréal Paris advertisements in Asia are stronger emphasize on women's empowerment, In Datum 2.2 there is A woman standing on the table, showing that a woman standing on the table in the middle of the conference room can be interpreted as a symbol of courage and enthusiasm to face challenges. Therefore, the world nowadays requires companies to address all consumers, regardless their demographic, physical, emotional, psychological features (Dimitrieska et al., 2019). To address these concerns, L'Oréal Paris has been showcasing diversity in some recent advertisements, including diversity in race and skin color.

In Asia, the models or subjects used are much more diverse in terms of skin tones and women empowerment, one prominent finding in this study is a stark difference in the representation of models in beauty advertisements. In Europe, these advertisements feature a diverse range of models, including various ethnicities, skin tones, personalities, and social statuses (Dwivedi et al., 2021), as shown in Datum 1.2. Breaking gender stereotypes and racial diversity seem to be the most common topics in advertising today, relating to inclusive advertisement (Wiklund, 2022). This reflects Europe is increasingly strong commitment to celebrating diversity and challenging traditional beauty norms. European advertisements send the message that beauty is not limited to a particular look but encompasses diverse appearances. The idea of diversity and inclusion suggests that each individual is unique and its identity differs from other individuals along several attributes (Eisend et al., 2023). This also reflects inclusivity in the beauty industry in Europe. Diversity and inclusion are important in marketing because they help celebrate audiences of different backgrounds. This type of advertisement helps audiences discover brands that align with their values, which more consumers say they are interested in doing. As per the European population, which is diverse and spans a vast continent, there is a variation in diversity within advertisements for different European countries.

The differences observed in European and Asian advertisements align with research by (Alli & Medved, 2022), which found that consumers want to see diversity in beauty advertisements because it reflects real life. Companies that showcase diversity in their advertising can inspire and attract consumers. L'Oréal Paris adapts to these differences in its advertisements based on the culture of each country. Europe is a highly diverse continent in terms of ethnicity, skin color, body shapes, and other physical attributes (Jablonski, 2021). Therefore, the beauty industry in Europe may be more accepting and reflective of this diversity in its advertising. On the other hand, some Asian countries may have more ethnically homogeneous populations, which can influence the use of models with similar characteristics in advertisements. Consumers in Europe and some other countries have increased pressure on brands to represent diversity in their advertisements. This can encourage brands to adopt a more inclusive approach. Therefore, indirectly, advertisements are a form of consumer expectations regarding a product, and L'Oréal Paris adjusts accordingly to the culture of each country.

According to (Werle, 2019), in prior research, the makeup and beauty industry has made significant progress in terms of diversity and inclusivity. However, it still faces challenges in achieving an equivalent level of confidence and empowerment for many individuals. These findings are reflected in L'Oréal Paris advertisements as found in Datum 1.3 and Datum 2.2. In L'Oréal Paris advertisements in Asia, there is a stronger emphasis on women's empowerment. On the other hand, in L'Oréal Paris advertisements in Europe, greater diversity is observed, especially in the models featured in the ads like as it found in Datum 1.1 dan Datum 1.2. This highlights the brand's commitment to showing a wide range of backgrounds and appearances in its advertising campaigns. Additionally, L'Oréal Paris has introduced beauty products specifically tailored for individuals with disabilities. This initiative underscores L'Oréal Paris's commitment to enhancing confidence and empowerment among diverse groups of people. This proves that L'Oréal Paris wants to increase and support women's self-confidence and empowerment.

In L'Oréal Paris advertisements in Asia, a greater emphasis on women empowerment is found. It is showed in Datum 5.5 and 8.1. The difference in focus between

empowerment and diversity in beauty advertisements in Asia and Europe can be influenced by various cultural, historical, social, and economic factors in each region. Some countries in Asia have a patriarchal and traditional culture where traditional gender ideology encourages power imbalances, particularly affecting women in patriarchal cultures, such as those in Southeast Asian countries (Seow, 2020). In this context, L'Oréal Paris advertisements highlighting women's empowerment can be a way to celebrate progress and change in women roles in society. Promoting self-confidence and independence among women can be a powerful message in these advertisements. Some Asian countries have undergone rapid social changes, including an increased role for women in society. Advertisements emphasizing empowerment may be a response to these changes and an effort to show support for women.

The author found that Asia does not address sensitive social issues like LGBTQ+, unlike Europe, in Datum 1.1 and 1.2 which addresses diversity and freedom in beauty through advertisements, aligns with previous research (Ariani, 2021) that suggests advertisements serve not only commercial purposes but also as a platform to raise social issues. In this context, the difference in how beauty advertisements address LGBTQ+ issues between Asia and Europe can be influenced by various cultural, social, and legal factors in each region. Social and cultural norms in Asia and Europe differ significantly. Some Asian countries hold more conservative views on LGBTQ+ issues compared to many European countries. In some Asian regions, there may still be a strong social stigma associated with different sexual orientations (Lau, 2020). Therefore, many brands may feel that they are taking a greater risk if they attempt to address LGBTQ+ issues in their advertisements in these regions.

There are beauty standards in Asia that predate European influence. These beauty standards are shaped by the native culture and history of each region. In East Asia, especially in China, beauty standards have a long history before European influence. Traditional Chinese beauty standards emphasize features such as delicate and symmetrical facial features, including a small nose, thin eyebrows, and a small mouth. Paint is also considered an ideal of beauty, because it is associated with wealth and nobility, as well as the concept of yin and yang in Chinese philosophy (Chen et al., 2019). In the L'Oréal Paris Asia advertisement in 2020, the phrase "I getting Korean vibes" was found in Datum 2.1, while in Europe in the same year, the L'Oréal Paris advertisement already discussed diversity. With globalization, ease of travel, and exposure to international media, our understanding of various countries and regions' beauty ideals, cultures, and philosophies has broadened. For example, "K-beauty" and "K-pop" have been heard or understood in Asia until now.

South Korea is known for its advanced skincare and beauty products. The Korean Wave has introduced Asian audiences to innovative skincare routines and makeup techniques (Kwon, 2020). Korean beauty (K-beauty) emphasizes a clear and flawless complexion, which has influenced beauty standards across Asia. The "glass skin" trend, characterized by radiant and translucent skin, is one example of a beauty standard that has gained popularity due to K-beauty. Korea has one of the strictest beauty standards globally, and the Korean Beauty industry is no exception (Jeong, 2017). They both push one type of look on society, lack diversity or inclusivity, and are responsible for the growth in cosmetic surgery as well as for the detrimental effects on the mental health of consumers/society (Siena, 2019).

This may have been one of the triggers for L'Oréal Paris to change its advertising in Asia to be more diverse, aligning with L'Oréal Paris's commitment to beauty. This also suggests a paradigm shift in Asia regarding beauty standards. This paradigm shift illustrates how South Korean culture has become a significant reference and inspiration for many people in Asia and around the world. European society may have been quicker to embrace social changes that encourage more diverse representation in advertisements and media (Shahbaznezhad et al., 2021). These changes may have been slower to unfold in some Asian countries.

CONCLUSION & SUGGESTION

Both Asian and European L'Oréal Paris advertisements predominantly feature women, albeit with different focuses. In Asia, there is a stronger emphasis on women's empowerment, symbolizing progress and changing roles for women in society. This messaging aligns with cultural contexts in some Asian countries that may still uphold traditional gender ideologies. On the other hand, European advertisements emphasize diversity and inclusivity, celebrating a wide range of backgrounds, appearances, and personalities among models, European advertisements showcase a diverse range of models, reflecting the continent's multiculturalism and a commitment to challenging traditional beauty norms. In contrast, Asian advertisements have traditionally favored lighter skin tones and Westernized features, but this is slowly changing with increased awareness of the need for diversity. L'Oréal Paris's approach to advertising differs between regions, adapting to cultural and societal contexts. The brand's commitment to diversity and empowerment is evident, reflecting its responsiveness to consumer expectations and cultural shifts.

Future research in the field of advertising beauty products in other media such as magazines or posters could be interesting research that can be carried out to explore advertising in terms of language and strategies used in various media. The paradigm shift in beauty standards in Asia offers exciting opportunities for exploration. Investigating other beauty products, beyond those of L'Oréal Paris, are adapting their advertising strategies to align with evolving beauty ideals in Europe and Asia could provide valuable insights. Additionally, delving deeper into the cultural and historical factors influencing these shifts in beauty standards would enhance our understanding of the dynamics at play.

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