

**IMPACT OF ADVERTISEMENTS ON WOMEN'S SELF-ESTEEM:
A CASE STUDY OF MANGO**

By

Shakira Ghassani Kubusutan

16112005

BACHELOR'S DEGREE

In

COMMUNICATION & PUBLIC RELATIONS

FACULTY OF BUSINESS ADMINISTRATION & HUMANITIES



SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

Indonesia

August 2016

Revision after the Thesis Defense on 25th July 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Shakira Ghassani Kubusutan

Student

Date

Approved by:

Matthias Reese, MA

Thesis Advisor

Date

Eric Jos Nasution, MBA, MA, Ph.D

Dean

Date

Shakira Ghassani Kubusutan

ABSTRACT

IMPACT OF ADVERTISEMENTS ON WOMEN'S SELF ESTEEM:

A CASE STUDY OF MANGO

By

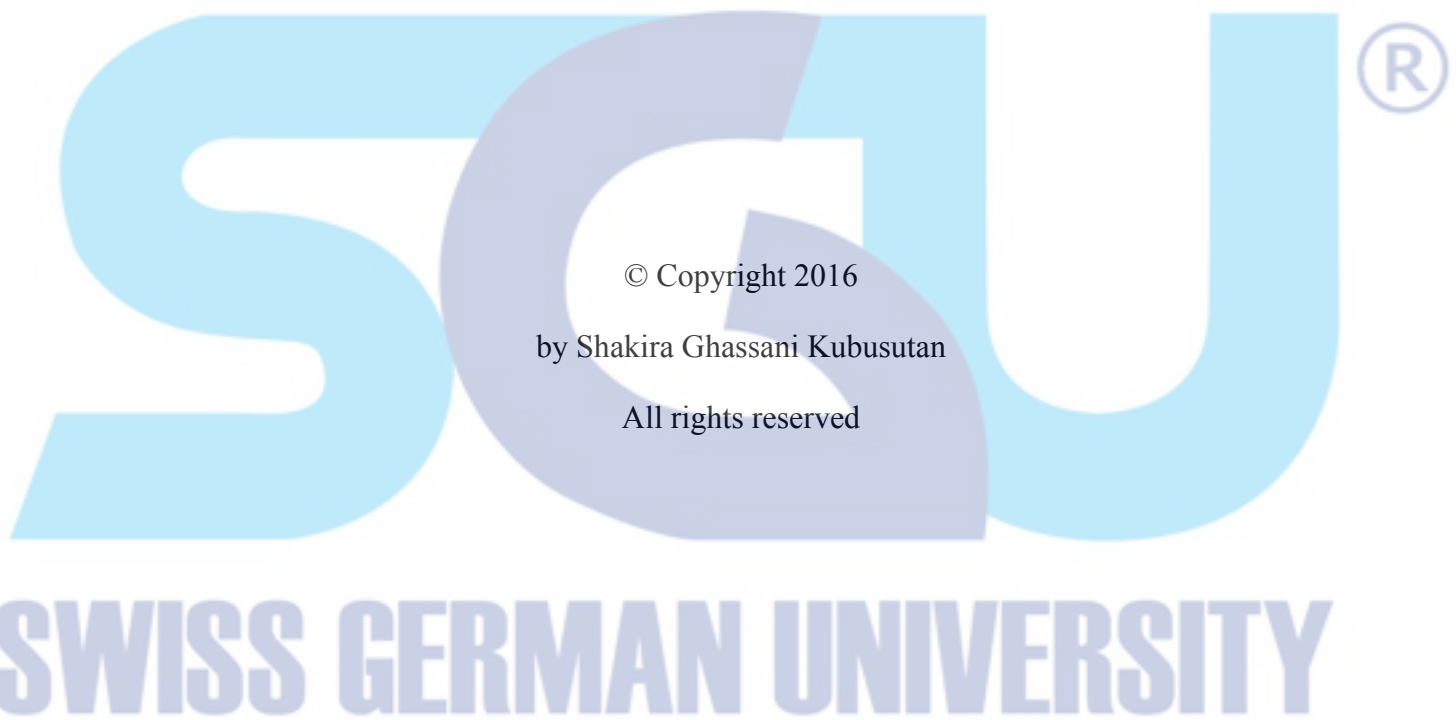
Shakira Ghassani Kubusutan

Matthias Reese, MA, Advisor

SWISS GERMAN UNIVERISTY

The satisfaction with one's body and appearance is one factor that is essential in the development of self-esteem. People use media and particular advertising to compare themselves with others. This may influence how they perceive themselves. The aim of this research is to find out whether there is a relationship between MANGO advertisements and self-esteem, and what impact MANGO advertisements have on women with high or low self-esteem. 66 females participated in an online questionnaire on self-esteem to build two extreme groups of each eight women with either high or low self-esteem for a focus group discussion to find-out about the effects of MANGO ads to their self-esteem. The results indicate that both low and high self-esteem females are impacted by the advertisements, yet the effect is stronger with the low self-esteem group, since they are more concerned about their body satisfaction, and pathologies the effect of those ads. Supporting results indicate that all respondents use their appearance to enhance their confidence. Disadvantageous social comparison strategies to women in advertisements might be related to body dissatisfaction and therefore to a decreasing of one's self-esteem.

Keywords: *Self-esteem, Advertisements, Women, Body Satisfaction, Social Comparison, MANGO*



DEDICATION

I dedicate my work

To the true roses of my life,

My family, my loved one, and my cats



ACKNOWLEDGEMENTS

All praises belong to Allah SWT for always giving me strength and opportunity to finish this thesis. Deepest gratitude for my parents, Kubu Iman Sutan & Shanti Pratamawati for the endless support and prayers in each step I am pursuing. Also a big thank you to a new member in the family, Feonie Feisol, whose amazing knowledge and understanding made it possible for me to complete the thesis. Not to forget my sister, Tabhita Arenza for a source of motivation and help every time I needed.

Deepest appreciation goes to Mr. Matthias Reese as my thesis advisor for finding out time to reply my e-mails, for being ever so kind to show interest in my research, and for giving his precious and generous advice regarding the topic of my study, and not to miss for always telling me to revise, revise and revise!

A special thank you for my Mawar Indah & Sutan family, who showed their enthusiasm and support for me to finish my bachelor's degree. Also to PR 2012, thank you so much for joining me in my toughest adventure!

It is a pleasure to express my thanks to Arninne Karizkia who helped me in this research, and all respondents from focus group discussions and questionnaire for sparing their time to participate in this study. I deeply appreciate their helpfulness and willingness in providing useful information for this study.

Last but not least, I wish to offer my deepest thank you to Giorgio Sudibyo who always believed in me, even when I didn't. Are there no limits to your generosity?

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS	7
LIST OF FIGURES	9
LIST OF TABLES.....	10
CHAPTER 1 – INTRODUCTION.....	11
1.1 Background.....	11
1.1.1 Women in Advertising	12
1.2 Research Objective	14
1.3 Research Problem	14
1.4 Research Questions.....	15
1.5 Scope and Limitations	15
1.6 Significance of Study.....	15
CHAPTER 2 - LITERATURE REVIEW	16
2.1 Basic Understanding of Advertising.....	16
2.1.1 Types of Advertising That Features Images	17
2.2 MANGO	20
2.2.1 Company Profile	20
2.2.2 Advertising.....	20
2.3 Social Comparison Theory	21

2.4	Self-Esteem.....	22
2.5	Thin Ideal Internalization	26
CHAPTER 3 – RESEARCH METHODS.....		28
3.1	Type of Study	28
3.2	Unit of Analysis.....	28
3.3	Population and Sample	29
3.4	Data Collecting Technique	29
3.5	Data Analysis Technique.....	32
CHAPTER 4 – RESULTS AND DISCUSSIONS		34
4.1	Respondent Profile	35
4.1.1	Age	35
4.1.2	Occupation	36
4.2	Findings	36
4.2.1	Finding 1: Impact of MANGO advertisements.....	36
4.2.2	Finding 2: Appearance to Enhance Confidence.....	38
4.2.3	Finding 3: The Perception of MANGO Advertisements	39
4.2.4	Finding 4: Limited Exposure to MANGO Advertisements	40
4.2.5	Finding 5: Comparison to Females in Media	40
CHAPTER 5 CONCLUSIONS AND RECCOMENDATIONS.....		42
5.1	Conclusions	42
	<i>3. Both low and high self-esteem females compare themselves to women in media.....</i>	43
5.2	Recommendations:	44
REFERENCES		46
APPENDICES		52