CHAPTER V

CONCLUSION AND RECOMMENDATION

Based on the expositions and explanations provided in the preceding sections, research findings regarding the audience reception of the Pantene Indonesia Bye#*RambutCapek,* Hello *#RambutKeRecharged* advertisement featuring celebrity endorser Keanu Angelo, a campaign that challenges conventional beauty standards, have been obtained. This chapter will conclude this research and provide theoretical, practical, and social recommendations. Based on the research findings, the following conclusions can be drawn:

5.1. Conclusion

Based on the research findings and discussions presented, the following conclusions can be drawn:

1. Audience reception towards the advertisement was significantly shaped by viewers' active engagement with the beauty industry and their perspectives. The audience exhibited a strong tendency to justify their responses based on differing social values, personal beliefs, and situational factors. Viewers actively avoided or skipped advertisements that featured aggressive marketing tactics or when the portrayal of beauty or the representation of the brand ambassador did not resonate with their ideals. This rejection underscores a critical stance toward the ad, revealing a disconnect between the advertisement's message and the audience's expectations of authenticity and inclusivity in beauty representation.

2. Pantene's "Bye #RambutCapek, Hello #RambutKeCharged" campaign featuring Keanu Angelo challenges the long-standing myth that hair products are solely for

women, positioning the brand as an inclusive advocate for diverse representations of beauty. By showcasing a male influencer as the brand ambassador, the ad disrupts traditional gender roles in beauty advertising and invites all individuals to engage with Pantene's products, regardless of gender. Viewers adopting a dominant reading recognised this effort to challenge societal norms surrounding hair care and appreciated how Keanu's representation redefines conventional beauty standards. This campaign underscores the importance of representation in media and highlights Pantene's commitment to promoting a more inclusive narrative in the beauty industry, encouraging consumers to embrace their individuality and celebrate the beauty of all people.

3. Individuals adopting a negotiated position partially accepted the ad's message. While they found the ad with Keanu Angelo engaging, they disagreed with the choice of brand ambassador, arguing that a female figure would be more suitable for a brand historically associated with women.

4. Viewers who held an oppositional position completely rejected the ad's message and the choice of Keanu Angelo as a brand ambassador. They argued that the ad did not align with their definition of beauty, contradicted Pantene's previous brand image, and lacked a clear target market.

5. The study revealed a diversity of audience responses, indicating that viewers did not fit neatly into the traditional categories of dominant, negotiated, and oppositional positions as proposed by Stuart Hall. This finding contributes to the existing body of research on audience reception

5.2. Recommendation

Based on the research findings, the following recommendations can be made:

1. **Social**

The research highlights that audience responses to advertisements challenging beauty ideals are influenced by a complex interplay of societal norms, personal experiences, and individual beliefs. When individuals perceive a discrepancy between the ad's message and their understanding of beauty, they may avoid or reject the ad. Therefore, brands like Pantene should carefully consider how societal beauty standards and individual values shape audience reception when developing inclusive campaigns.

2. **Practical**

To enhance inclusivity, Pantene Indonesia should feature diverse models, through various backgrounds, ages, skin tones, and gender identities, to create a relatable image. Educational campaigns and initiatives explaining cultural concepts and terms would help the audience foster understanding. Highlighting real user stories showcasing Pantene's benefits for various hair types would resonate with a wider audience. Collaborating with diverse influencers and creating tailored content would reinforce inclusivity. Engaging in community initiatives promoting self-acceptance. By implementing these strategies, Pantene can strengthen its position as a brand genuinely embracing diversity and representation in the beauty industry while educating the public on important cultural concepts.

3. **Academic**

   This research challenges the notion that audience reception is limited to three distinct positions (dominant, negotiated, and oppositional). It suggests that individuals may hold multiple positions simultaneously when interpreting a message. Future research could explore additional factors influencing audience reception of advertisements that challenge beauty ideals, such as the role of cultural context, personal identity, and the specific characteristics of the brand ambassador.