ABSTRACT

Discussions about beauty, especially among women have given birth to a phenomenon about beauty standards that often do not match reality. The stigma of beauty standards that require smooth and blemish-free facial skin is often inversely proportional to the fact that adolescent girls are facing facial skin problems. In fact, this phenomenon causes bullying in adolescent girls because their facial skin is not in accordance with existing beauty standards. Emina Cosmetics realized this anxiety, so launched skincare supported by the Emina Beauty Bestie Day campaign to shape the perception of 'Beauty Bestie', where Emina wanted to be present as a support system for teenagers. This study analysed the perception of 'Beauty Bestie' built into the Emina Beauty Bestie Day campaign to help them overcome their facial skin to be more confident. In interpreting this, researchers chose the perception of 'Beauty Bestie' as the object of research and the subject of research are four key informants in the form of campaign audiences and expert informants in the form of psychology experts. The study used interpretive qualitative research methods with a phenomenological approach whose data were obtained through interviews, observation, and documentation. This study draws on Social Cognitive Theory by Albert Bandura to explain the concept of stages of perception formation by Julia T. Wood and DeVito. The results showed that the perception of 'Beauty Bestie' built in the Emina Beauty Bestie Day campaign has been successfully formed in the campaign audience through a series of stages of perception formation, namely selection, organization, interpretation, storage, and recall.

Kata kunci: *Beauty Standard; Beauty Bestie; Emina Beauty Bestie Day*