



Representation of Women in Beauty Advertisement: Presupposition Analysis on PondsArabia Instagram Account

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ABSTRACT

This study analyzes the representation of women's beauty in beauty product advertisements on the @PondsArabia Instagram account through Yule's perspective presupposition study approach. Beauty advertisements have become construction producers in society. Beauty advertisements widely influence people's perception of beauty standards, especially among Middle Eastern women. Advertising is one of the strategic ways to promote beauty products, especially on the Instagram platform. This study uses a pairing method that compares intralingual with extralingual and content analysis to identify and examine the presuppositions in the @PondsArabia advertising narrative. In addition, this research uses content analysis to answer the problem of presupposition in advertisements. The results show four presuppositions: existential presupposition, lexical presupposition, factual presupposition, and structural presupposition. Lexical and existential presuppositions dominate the ad, implicitly implying a particular beauty problem and offering the product as an ideal solution. The beauty standards promoted prioritize fair, smooth, and blemish-free skin, reflecting the strong influence of global beauty standards often combined with traditional elements. This study concludes that @PondsArabia advertisements reflect modern beauty standards and help shape consumer perceptions of the ideal beauty image in the Middle East. However, the perception of beauty standards in the Middle East cannot be separated from Western culture.

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1. INTRODUCTION

Women today are constructed by the discourse of 'women are not beautiful without beauty products' (Astuti Fadli et al., 2023). Beauty is nothing more than a myth created as a means to subjugate women and deny the evolutionary meaning of beauty (Danylova, 2020). Today, beauty myths are associated with social constructions where beauty is not only interpreted as beauty itself but has become a necessity. These needs include appreciation, self-recognition, and self-actualization. Indirectly, this phenomenon creates anxiety in some women who feel far from what is defined as beautiful (Melliana, 2006).

Discourses like the one above finally make current beauty product advertisements seem to colonize women. Beauty is viewed differently in different cultures (Hidayat et al., 2023). Beauty advertisements become a construction-forming medium to showcase their products to consumers (Nawiroh & Dita, 2023). The writing of advertising texts sometimes wants to persuade consumers to buy their products with an attractive appearance. Advertising displays a representation of women's beauty with a perfect image, thus creating a standardization of women's beauty. Based on survey results by Databoks, since the pandemic, beauty products are the most popular product category for consumers when shopping online. The increase reached 40.1% compared to 2019, which was only 29.1% (Annur, 2022)

Mass media is experiencing rapid technological developments in various platforms along with the times (Raniah & Musdalifah, 2022). More and more beauty product advertisements are published in various media, one of which is on social networks (Arumsari & Utama, 2018). Social media is the most popular medium through which companies advertise their products. The sophistication of technology, especially communication technology, also tightens business competition (Andini et al., 2022). Advertisements for women's beauty products are still widely represented in the ideological content that industry experts want to convey through advertising media (Raniah & Musdalifah, 2022). This is because language is never neutral. Language works based on socio-politics, ideology, and the author's intention (Ijabah & Argina, 2022). Advertising is one of the triggers that encourage women to buy beauty products more quickly, especially now that advertisements are easily spread on social media such as Instagram (Fitri & Asthari, 2018).

This is following the results of the ZAP Beauty Index 2023 survey, 94.6% of women use Instagram to find information or content related to beauty (Annur, 2022). In addition, based on data from Kolsquare (2021), in 2020, there were more than 1 million beauty-related posts, 90% of which came from Instagram. In fact, according to data from Launch Metrics cited by Schwarz (2022), 85% of marketing professionals cite Instagram as one of their best platforms. Instagram is proving to be a key platform in beauty marketing, with 90% of beauty posts in 2020 coming from there and 85% of marketing professionals considering it the best platform. These arguments show that Instagram is important in shaping global beauty standards. With such a large penetration of social media, especially in the beauty industry, Instagram serves as a marketing tool and a medium that influences people's perception of beauty. This reinforces the view that beauty trends are no longer solely determined by large industries or traditional media but rather influenced by the posts of individuals, influencers, and brands on social media.

For advertisements to be effective, advertisers need to consider linguistic strategies to attract people's attention and encourage consumers to buy their products (Ijabah & Argina, 2022). This is because the language used in advertisements tries to manipulate consumers' minds to buy products implicitly. Advertising language tends to use persuasive language that aims to inform consumers about the advertised product. In addition, to persuade consumers to make a purchase action related to how advertisers ensure that potential readers understand their advertisements correctly and make their advertisements persuasive, namely with pragmatic presupposition. Presuppositions are related to the linguistic elements that make up the ad sentence, the content of the situation, cultural knowledge, and discourse elements (Tari et al., 2021). Therefore, presuppositions make readers think more about the intended meaning than the linguistic elements (Pang & Ren, 2023). Thus, analysis conducted using these presuppositions can provide persuasive functions in advertisements (Shamim & Kanwal, 2022).

Previous research on women's beauty covers a wide range of studies. Tryta et al. (2019) examined Nivea advertisements in Brigitte magazine, showing that German women's beauty is represented by healthy, fresh, firm, and young skin (Dessiliona dkk., 2019). Sharon Jessia and Muhammad Adi Pribadi (2022) examined the Korean drama True Beauty, which showed that beauty is not only based on physicality but also on inner beauty (Jessia, 2022). Azkia Rostiani Rahman (2017) analyzed Pond's White Beauty advertisement and found that it promotes the ideology of "beauty is white", even though beauty is actually relative and comes from the heart (Rahman, 2017). Pelita Hati Br Barus (Hati & Barus, 2021) also examined Pond's advertisements and found that the language in the advertisements succeeded in shaping the ideal beauty image in women's minds (Hati & Barus, 2021). In presupposition studies, Anit Pranita Devi (2020) examined YouTube advertisements and found that existential presuppositions are more often used to attract consumer interest (Devi, 2020). Nur Ijabah and Ade Windiana (2022) analyzed SK-II advertisements and found various presupposition triggers used for persuasion and emphasis purposes (Ijabah & Argina, 2022).

The novelty of this research lies in the combination of linguistic studies, especially presupposition analysis, with the study of beauty representations in beauty product advertisements, especially on the @PondsArabia Instagram account. Previous research has explored the representation of beauty in various contexts such as magazine advertisements, Korean dramas, and YouTube, and examined the concept of beauty in terms of semiotics, deconstruction, and discourse. However, studies that specifically examine presupposition as a language strategy in beauty advertisements on social media, especially Instagram, are still rare. This research offers a new perspective on how beauty advertisements shape and manipulate consumer perceptions of beauty in the Middle East through language. In addition, it fills a gap in the literature by linking local and global cultural influences in shaping beauty standards through social media, which has not been explored in previous studies.

2. METHOD

This research is a qualitative descriptive research. The study is conducted in a narrative manner on the phenomenon of presupposition in the data source associated with the context and in-depth understanding of the problem being analyzed. This

research uses inductive thinking by analyzing the object and then drawing conclusions. The approach used in this research is Yule's presupposition perspective. The data of this study are advertising captions taken from the @Pondsarabia Instagram account which represent the standardization of the beauty of women's faces. This data is taken by looking at the fact that beauty advertisements can form an ideology or standardization of women's beauty that can be known through the initial assumptions of a speaker before speaking. This is the basis for finding data sources. Thus, the data sources in this study were obtained from advertisements on the @pondsArabia Instagram account (<https://www.instagram.com/pondsarabia/>).

This research uses the method of uninvolved conversation observation technique. This method is done by listening to the use of language in the @Pondsarabia account caption and then recording it, the researcher is also not directly involved in the conversation and only as a language user safety. Then, data will be collected using a supporting method of screenshots on captions that contain presuppositions. Then, the data was coded, identified, and classified based on presupposition triggers, and cultural transformation was analysed due to the standardization produced by beauty advertisements. After passing through the data collection stage, data analysis uses the commensurate method that compares intralingual with extralingual. In addition, this research uses content analysis to answer the problem of presupposition in advertisements. Of the 332 ad posts in the @Pondsarabia account, 32 ad captions are used as data in this study.

3. RESULT

After analyzing the presupposition of advertisements on the @Pondsarabia Instagram account, 32 data were found which became the corpus of the research. From the data review, four presuppositions are contained in the advertisements: existential presupposition, factual presupposition, lexical presupposition, and structural presupposition. Meanwhile, non-factive presupposition and counterfactual presupposition were not found in this study. The following is the percentage of the four presuppositions found in the diagram below.

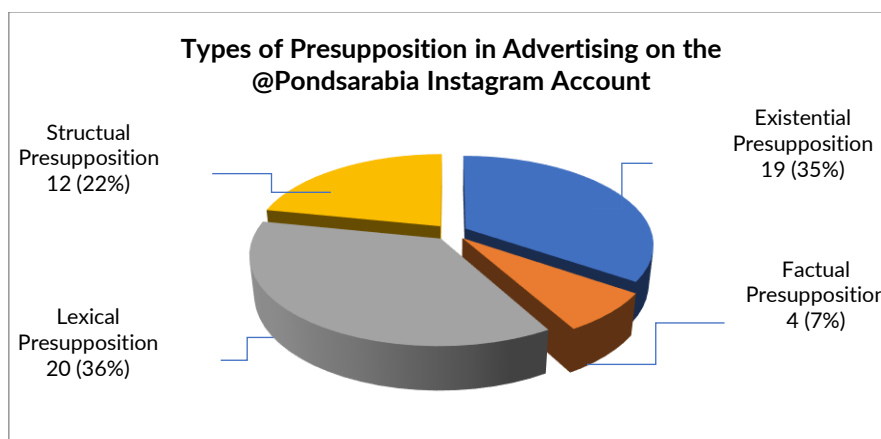


Figure 1. Types of Presupposition in Advertising on the @Pondsarabia Instagram Account

Based on figure 1, there are four presuppositions in @Pondsarabia Ads. Lexical and existential presuppositions have more than factual and structural presuppositions. This indicates that the ad shows more of the existence of the beauty ad product to consumers and tries to manipulate consumers' minds to buy the product implicitly.

a. Existential Presupposition

George Yule (1996) defines existential presupposition as a person's assumption about existential/existence which is usually marked by a noun or pronominal in an utterance (Yule, 1996). Existential presuppositions in advertising refer to assumptions that imply that certain objects or entities exist in the reality offered by the advertising message. In the context of advertising, these presuppositions serve to inform consumers about the existence of the product or solution being offered, thus encouraging them to consider the product (Cutting, 2002) In @Pondsarabia advertisements, 19 (35%) existential presuppositions were found, one of which is in the form of noun phrases. The entity/existence of an object or word can be seen in the following data.

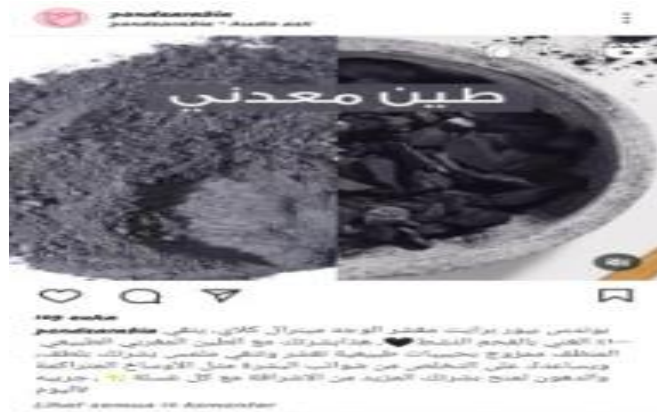


Figure 2. Existential Presupposition of Nominal Phrases

بوندس بيور برايت مقشر الوجه مينرال كلاي، ينقي 100% الغني بأفهم النشط. هذا بشرتك مع الطين المغربي الطبيعي المنظف ممزوج بحبيبات طبيعية تقشر وتنقي ملمس بشرتك بلطف، ويساعدك على التخلص من شوائب البشرة مثل الأوساخ المتراكمة والدهون لمنح بشرتك المزيد من الاشرارة مع كل غسلة. جربيه اليوم!

Pond's Pure Bright Mineral Clay Facial Scrub, 100% cleansing and enriched with active ingredients. This natural clay cleanser from Morocco contains natural granules that gently exfoliate and refine your skin's texture, helping to remove skin impurities such as dirt and oil build-up to leave your skin more radiant with every wash. Try it today!

Data D.22/4.PE

The existential presupposition of data M.22/1.PE is indicated by the noun phrase "بوندس بيور برايت مقشر الوجه مينرال كلاي". This phrase shows the existence of a beauty product called Pond's Pure Bright as a facial scrub. The use of the word Pond's Pure Bright assumes that the product does exist and is available in the market for use by

consumers. In addition, the “الطين المغربي” indicates the presence or existence of natural Moroccan clay as the main ingredient of the product. Moroccan clay or ghassoul is an ancestral Moroccan beauty tradition that is good for skin health (2023, الأبيض).

Ghassoul is known as a natural beauty ingredient for Moroccan women and has existed for several centuries. This assumption confirms that Moroccan clay is a real ingredient that exists and is used in product formulas, and provides a natural and authentic image. The ad relies heavily on the existential presumption to show the existence and superiority of the various elements associated with the product, such as the active ingredients, natural Moroccan clay, natural granules, and the condition of the skin that is filled with dirt and oil. By using existential presuppositions, the ad implies that all the problems mentioned do exist and that the solutions offered by the product are real and effective. This presupposition provides understanding as well as affirmation to consumers that there is a beauty product called Pond's Pure Bright Mineral Clay Facial Scrub, enriched with natural ingredients that provide a persuasive effect so that consumers do not hesitate to buy it.

b. Lexical Presupposition

Lexical presuppositions are speakers' initial assumptions where conventionally stated meanings are interpreted with presuppositions of other understood meanings. This means that the presupposition is stated implicitly. In the context of advertising, lexical presuppositions are often used to build a positive narrative about the product and encourage consumers to believe in the benefits of the product (Amri et al., 2023; Melly & Ambalegin, 2022). This study found lexical presupposition in 20 (36%) advertisements. One of them can be seen in the following data.



Figure 3. Lexical Presupposition

يؤدي استخدام الصابون إلى ترك بشرتك جافة وضعيفة. اختاري غسول الوجه الخاص بنا الذي يعمل على منحك بشرة طرية ورطبة. #غسول_الوجه #بوندس_أرابيا

Using soap can leave your skin dry and sluggish. Opt for our facial cleansers that leave your skin feeling soft and moisturized. #facial cleanser #ponds #ponds_arabia

Data M.16/22.PL

The context of data M.16/22.PL is a smiling woman with a healthy-looking face and a comparison between Pond's facial cleanser and ordinary soap. From the narrative of beauty advertisements contained in data M.16/22.PL, there are several lexical presuppositions. In the sentence “ يؤدي استخدام الصابون إلى ترك بشرتك جافة وضعفة ”, the use of the fi'il “يؤدي” assumes that there is a causal relationship between soap users and dry and lethargic skin conditions. It is implied that in general, soap is not good for the skin, especially in terms of moisture and strength of the facial skin. Also, in the phrase “ترك بشرتك جافة وضعفة”, there is an assumption that there is a need for an alternative product that is more effective or gentle because regular soap is not good enough for facial skin problems. Dry and lethargic skin is undesirable, and the product offered will improve the condition.

The lexical presupposition in this data is also found in the phrase “ يعمل على منحك ” بشرية طرية ورطبة”. In this phrase, the advertisement assumes that consumers' problem at this time is that the face is not soft and moisturized enough, so consumers need this product to achieve this soft and moist face condition. The use of the words “طرية” and “رطبة” implies that ideal facial skin is when the skin is soft and moisturized, while skin conditions that are not are considered less than ideal or problematic. This leads to the perception that special facial cleansers are needed to take good care of the face. The advertiser uses this presupposition to convey a desire for change message to potential consumers. The advertiser intends to convince potential consumers of the experience of having good skin, thus putting them at the center of attention. This lexical presupposition is designed to influence consumers to need the product to improve or maintain their skin better.

c. Factual Presupposition

The factual presupposition is a presumption or assumption following a verb that is considered a fact. Usually, factual presuppositions are triggered by the use of certain words or phrases that imply that an action or situation actually occurs or exists, without requiring further proof. In advertising, this type of presupposition is used to give the impression that a result or benefit of the product has been proven, thus making consumers more trusting (Mono et al., 2019). This study found 4 (7%) active presuppositions, one of which is elaborated on below.



Figure 4. Factual Presupposition

هل ترغبين بالحصول على بشرة نضرة ومنتجدة؟ جربي الترطيب الصحي من بوندس الجديد مع مستخلص البطيخ الطبيعي 100% والفيتامين أي. يعرف البطيخ باحتوائه على العديد من المكونات المحببة للبشرة مثل مضادات الأكسدة والأحماض الأمينية. تركيبته خفيفة الوزن وخالية من الزيوت، تمتصها البشرة بسهولة.

Do you want fresh and revitalized skin? Try the new Ponds Healthy Moisturiser with 100% natural watermelon extract and vitamin A. Watermelon is known to contain many skin-healthy ingredients such as antioxidants and amino acids. Watermelon is known to contain many skin-healthy ingredients, such as antioxidants and amino acids. The skin easily absorbs the lightweight, oil-free formula.

Data S.22/5.PF

The context in data S.22/5.PF is Ponds' new breakthrough that hydrates the skin with watermelon extract. The use of the phrase “الترطيب الصحي” (healthy moisturizer) assumes that this product is already proven to provide “healthy” hydration, although that is not explicitly explained. This implies that other hydration or moisturizers may be less healthy or not as good as this product. The known verb “يعرف” indicates the fact that watermelon fruit contains antioxidants and amino acids that are good for the skin. According to hellosehat.com, watermelon is useful as a natural toner, prevents premature aging, moisturizes the skin, and reduces excess oil on facial skin (Hellosehat.com, 2020). So the active presupposition in this data is that watermelon is scientifically known to provide benefits. However, among the public, the benefits of watermelon are not well known. This indicates that the product has been developed and can be tested for its benefits. With this assumption, the advertiser is persuasive, trying to persuade women as consumers to buy.

d. Structural Presupposition

Structural presupposition is a presumption that certain sentence structures have been analyzed as assumptions that remain and are conventionally assumed to be true (Yule, 1996). The structural presupposition included 12 (4%) advertisements. One of them is discussed below.



Figure 5. Structural Presupposition

من لا يفضل البشرة المضيئة؟ وماهي أفضل طريقة للحصول عليها إلا بكريم؟

Who doesn't love fair skin? And what better way to cover it up than with a light cream?

Data J.21/10.PS

The context in figure 4 shows a Pond's Bright Beauty light cream product intended for women who crave bright skin. When associated with the utterance in data J.21/10.PS, it indicates that the product is a light cream that will make the skin bright. The trigger for this structural presupposition is found in the question words who "من" and what "ما". The question of who is a question that does not require an answer (rhetoric) as well as a statement that all women must want fair skin. Then the question word what is used to get information that leads to beauty products whose answers have been mentioned in the question, namely light cream. So, the structural presupposition in data J.21/10.PS is that all women must have bright skin that will be obtained with a light cream from Pond's Bright Beauty. This presupposition is intended to invite women because the question can influence women's minds to accept the information.

4. DISCUSSION

For advertisements to be effective, advertisers need to consider linguistic strategies to attract people's attention and encourage consumers to buy their products. One way is by making pragmatic presuppositions (Ijabah & Argina, 2022). Presuppositions are highly context-bound in conveying speakers' initial assumptions (Marques & García-Carpintero, 2020). Presuppositions according to George Yule are assumptions or assumptions that are assumed to be true in a communication, both by the speaker and the listener (Yule, 1996). Presuppositions indirectly affect the way we understand a message in various forms, depending on the words, phrases, or sentence structures used (Chen & Antomo, 2024). The results of this study are based on speech in the form of words and phrases. According to Yule, these types of presuppositions are widely used in everyday communication, especially in advertising and the media, able to convey certain messages without making direct claims (Amri et al., 2023; Yule, 1996).

The role of presupposition is very influential in the success of an advertised product. This research found several persuasive advertisements with strategic advertising discourse to attract consumers. Among the six presuppositions initiated by George Yule, this study found four presuppositions used in @PondsArabia beauty products on Instagram. The four presuppositions consist of existential presupposition with 19 data (35%), lexical presupposition with factual presupposition, and structural presupposition. The dominant presuppositions found in this study are existential presuppositions, with 19 (35%) and lexical presuppositions, with 20 (36%) data, while the least factual presupposition is found 4 (7%) in beauty advertisements on the @Pond'sArabia Instagram account.

Lexical presupposition is found to be dominant due to the ability of @Pond'sArabia beauty product advertisements to convey messages subtly and effectively, leading consumers to identify their beauty needs without making explicit claims. This allows the brand to communicate the product's benefits, build awareness of the beauty problems the product can solve, and create a solutive brand image without appearing pushy or overbearing. This makes it a very powerful tool in influencing consumer decisions in the beauty industry. In addition, much of the language used by advertisers is implicit. This will influence the way women perceive and think about the product.

On the other hand, existential presupposition also dominates in @Pond'sArabia beauty product advertisements because this shows the entity of Pond's products accompanied by natural ingredients, one of which is Moroccan clay. This presupposition functions to build an image and provide understanding as well as affirmation to consumers of the existence of a beauty product called Pond's Pure Bright Mineral Clay Facial Scrub which is enriched by natural ingredients so that consumers do not hesitate to buy it. In addition, it has the ability to imply the existence of beauty problems that need to be addressed and provide relevant solutions without the need to explain in detail. By using the assumption that the problem and the product already exist, the ad becomes more effective in creating urgency in the minds of consumers while strengthening the brand's position as a trusted solution provider. This presupposition helps to establish a direct link between the consumer, the problem women face regarding beauty, and the solution offered by @Pond'sArabia, thus increasing the likelihood of the consumer purchasing the product.

As a woman, of course, you want to be beautiful. Beauty has many elements, but the most important is physical beauty, especially the face. This is because physical beauty is the most visible thing directly to the eyes, thus affecting self-assessment from others. Physical beauty is closely related to women who are often associated with beauty myths. Beliefs about beauty as a feminine trait are rooted in broader social systems and are culturally programmed (Annur, 2022). Because it is culturally programmed, the beauty myths that plague women remain persistent and timeless. This shapes people's mindset to accept the truth of myths about women's bodies, especially since beauty standards vary across cultures in a region (Sypeck et al., 2007).

The findings in this study are in line with previous research conducted by Erma Zevira, et al (2012), Jin Wang (2018), Anit Pranita Devi (2020) and Nur Ijabah and Ade Windiana (2022), Kameswari et al., (2020), Putri et al., (2020) describing presupposition by focusing on the presupposition trigger itself. These previous studies look at how presuppositions affect the marketing success of a product and improve the product image with presuppositions. However, not all presuppositions are included in advertisements such as non-factive and counter-factual presuppositions. This can be due to the fact that many advertisements explain the entity or existence of the product as well as implicitly to arouse consumer interest in buying products that are proven by facts. Non-active presuppositions and counterfactuals are rarely found in advertisements. Advertising language must present facts about information that

describes the advertised product so that potential consumers are interested in buying the product. However, the negative assumption may come from triggering non-factive and counter-factual presuppositions because the advertisement contains untrue and misleading information (Ijabah & Argina, 2022).

Remember that advertising beauty products will not be separated from the construction of women's beauty. Advertising constructs perfect beauty for women who are presented with a product called beauty. This is reinforced by (Daniek Octriviana WD, 2013), whose research shows that the visual appearance of the image and the diction of the advertising language produce a construction of values in the form of an image of beauty that is always intensified in advertising. Pond's advertising creates a new view in society that a more attractive woman is a fair-skinned woman, so women are led to use Pond's products to get a perfect face and confidence. Women are always identified with the word beautiful, which makes women always try to reshape their appearance and appear as beautiful as possible in front of others, regardless of other important factors. The form of the word beautiful is unwittingly fragmented and often misunderstood.

The findings of this study show that the existence of presuppositions strongly influences the construction of women's beauty, which leads to the standardization of beauty in advertisements. The existence of presuppositions can affect a person's perspective, ideology, and way of thinking. As a result, there is a cultural transformation of beauty where beauty that has been considered relative finally has standards such as what happens to women in the Middle East. There are several reasons why this can trigger cultural transformation. First, advertising shifts traditional beauty standards towards a more modern global ideal (Varghese & Kumar, 2020). Second, advertising propagates global lifestyles that conflict with local values (Czarnecka et al., 2020). Beauty and modernity are intertwined, and this can influence consumers' ideology to follow the lifestyle, resulting in the globalization of culture into local values. Third, they influence identity consciousness, linking beauty with freedom or emancipation (Qiao & Wang, 2019). Fourth, advertisements can challenge traditional gender roles, changing social perceptions of women's roles (Middleton et al., 2019). Finally, social expectations change, fueling wider consumption of beauty products and cosmetic procedures and influencing cultural transformation.

Middle Eastern women's beauty is derived from historical, cultural, and popular influences on Middle Eastern beauty. Middle Eastern women looked to Queen Nefertiti in the 20th century as a historically influential beauty icon worldwide and the Middle East (Yan & Bissell, 2014). The faces of Middle Eastern beauty icons are generally described as oval, full, and symmetrical, with thick, raised, and arched eyebrows; almond-shaped eyes; a pointed nose; firm and full cheeks on the sides; full lips; a defined jawline; prominent and pointed chin. Contemporary beauty icons today look more traditionally Middle Eastern, such as Saudi Princess Ameera Al-Taweel, Lebanese actors Haifa Wehbe and Nadine Njeim, as well as Iranian actors Golshifteh Farahani, Niki Karimi, and Leila Hatami, and Queen Rania of Jordan who has Palestinian roots. Nonetheless, this selection of modern beauty icons shows that

Western beauty standards and the influence of beauty advertisements on social media greatly shape the perception of beauty in the Middle East today (Kashmar et al., 2019; Edam et al., 2023).

Beauty product advertising in the Arab world, including @Pond'sArabia, has a significant influence on Arab women's beauty standards by introducing an idealized image of beauty that is often influenced by global trends. These trends reinforce beauty standards that focus on physical perfection, lighter skin, and the use of cosmetics to achieve the ideal appearance. Despite efforts to maintain traditional beauty elements, globalization and social media often dominate, creating pressure for Arab women to adapt to evolving beauty standards. Middle Eastern societies have historically had traditional beauty standards that differ greatly from current global beauty trends. Arab women may feel pressure to balance local cultural expectations with modern beauty trends imported from the West. This pressure can make them feel like they have to meet a double standard - honoring traditional values while still looking "modern."

5. CONCLUSION

Based on the analysis of 32 advertisements on @PondsArabia's Instagram account, four out of six types of presupposition, according to George Yule, were found. Existential presupposition is found in 19 (35%) ads, lexical 20 (36%), factive 4 (7%), and structural 12 (22%). Lexical presupposition was most dominant, indicating that the ads used persuasive implied messages to represent female beauty. The use of these presuppositions contributes to the standard of beauty that increasingly leads to a white, bright, and well-groomed face. As a result, the presuppositions in the ads influence the perspective, ideology, and culture of beauty in society. This study has several limitations that need to be considered. This study only focuses on the Instagram platform, specifically the @PondsArabia account, so the results obtained do not yet reflect the representation of beauty on other media such as Facebook, YouTube, or television, which may have different advertising characteristics. For future research, it is recommended to expand the analysis to other social media platforms and traditional advertising media to get a more comprehensive picture of how beauty standards are promoted in various contexts. In addition, it is important to pay attention to visual and non-verbal elements, such as model appearance, fashion style, and visual symbols, which can enrich the understanding of how advertisements influence beauty perceptions.

The contribution of this research lies in providing a deeper understanding of how beauty advertisements, particularly on the @PondsArabia Instagram account, shape and represent standards of women's beauty through presuppositions. By analyzing the ad narratives, this research explores the assumptions underlying the beauty messages conveyed, which include not only physical aspects but also broader social and cultural implications. This research contributes to linguistics and communication studies by showing how presuppositions serve as a tool to construct the idealized image that brands want to convey to audiences. Moreover, by highlighting the influence of advertising on beauty perceptions among women in the Middle East, this research provides valuable insights for marketers, policymakers, and academics to understand

how advertising messages can reinforce or challenge existing beauty norms. As such, this research not only adds to the literature on beauty advertising but also encourages critical discussion regarding the representation of women in modern media.

6. AUTHORS' CONTRIBUTIONS

The first author contributed to designing the research concept, formulating the research problem, and collecting data using the method used. The second author contributed to developing data by conducting and writing the manuscript analysis and correcting, and the third author contributed to translating the manuscript.

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