



Needs of all Consumer Beauty Products One-Dimensional Human Critical Study of the Consumer Beauty Products the Body Shop

Eduardus Hena^{1*}, Udi Rusadi² and Mikhael Dua³

¹*Faculty of Economics and Business, Atma Jaya Catholic University of Indonesia, Indonesia.*

²*Doctoral Program of Communication Science Post Graduate School Sahid University, Indonesia.*

³*Atma Jaya Catholic University of Indonesia, Indonesia.*

Authors' contributions

This work was carried out in collaboration among all authors. Author EH designed the study, performed the statistical analysis, wrote the protocol, and wrote the first draft of the manuscript. Author's UR and MD managed the analyses of the study. Author MD managed the literature searches. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/ARJASS/2021/v13i330216

Editor(s):

(1) Dr. Abdullah Aydin, Kirsehir Ahi Evran University, Turkey.

Reviewers:

(1) Vikramjit Singh, RAJUVAS, India.

(2) Ugochukwu Paul Orajaka, Chukwuemeka Odumegwu Ojukwu University, Nigeria.

Complete Peer review History: <http://www.sdiarticle4.com/review-history/65149>

Received 01 December 2020

Accepted 05 February 2021

Published 05 March 2021

Original Research Article

ABSTRACT

Beauty consumers are currently promised to satisfy their needs by interpolating capitalist ideology in The Body Shop's advertising discourse on digital media, which can eliminate Reason in fulfilling requirements. This research was conducted to examine the interpellation of capitalist ideology in exploiting consumers' beauty needs, consumers to process the interpellation of capitalist ideologies to fulfill apparent beauty needs, and the emancipation process to free these consumers. The research found that the interpellation of capitalist ideology in The Body Shop's advertising discourse on digital media to exploit consumers through preconditions of pleasure, exploitation of instincts, alienation, and sublimation of concern, sublimation for transformation, separation, and discrimination of real needs; in the way of shaking logic, manipulative messages, promising the pleasures of beauty necessities. Each consumer responds to the interpellation of capitalist ideology in different dimensions: 1) Two-dimensional consumers maintain rational and irrational reasoning to meet their real needs, 2) One-dimensional consumers only use illogical reasoning to fulfill apparent needs, 3) Consumers with metamorphosis dimensions with superficial needs. For

*Corresponding author: Email: eduardus.henalb@gmail.com;

this reason, a new size is needed in the digital communication era, namely "Three Dimensional Consumers: Combine rational reasoning, irrational reasoning, humanist communication media, so that consumers meet their true humanist and transcendent needs.

Keywords: Capitalist ideology; digital media; artificial needs; three dimensional consumers.

1. INTRODUCTION

Beauty needs are every female consumer's dream to live healthy, attractive, and admired so that they always strive to improve their quality. For this reason, beauty consumers are always looking for and finding the right methods and beauty products to enhance the quality of beauty needs that are primary and humanist. Some consumers choose the traditional way by using natural products. Other consumers choose the modern way by using cosmetic products produced by industry. Some consumers choose a combination of the two methods.

Consumers live in the era of industrial revolution 4.0 with a "cyber physical system." It is effortless to find industrial beauty products in advertisements in digital media, to fulfill beauty needs. Advertisements for beauty products, including The Body Shop in digital media, convey messages in discourse constructed with words, sentences promising beauty perfection and pleasure, as well as rationalization of digital technology in displaying signs of grandeur that accumulatively give the impression that consumers meet luxury needs, and become a modern woman.

Consumers are anxious when comparing the difference between primary and secondary beauty needs based on the discourse of pleasure in advertisements for The Body Shop in digital media. Consumers as two-dimensional humans combine rational and irrational reasoning to choose the right product to improve the quality of beauty needs, which are primary and humanist, exploited by the interpellation of capitalist ideology in the discourse on the pleasure of beauty needs in The Body Shop advertisement so that consumers only use irrational reason as a human being. Dimensions justify and implement messages in advertising discourse to fulfill apparent beauty needs.

The results of discussions with consumers of The Body Shop products, in the pre-research study, explained that the words and sentences in the advertising discourse on digital media promise the perfection and luxury of beauty, so it is believed that the message is implemented

correctly to enhance beauty. These very inspiring messages include, perfect your appearance with skincare and make-up that can keep your skin moisturized all day long, apply on your pulse points to get a healthy and long-lasting aroma, Almond Milk & Honey softens the skin with a soothing fragrance, longs for lipstick. Lips that are comfortable on the lips with a perfect seal and a satin-smooth texture? The newest Color Crush Lipstick from The Body Shop is the answer!

Most of the needs to be able to relax, have fun, behave and consume something according to the advertisements, love and hate what others love and hate, all fall into the category of false needs. Such needs have social content and function determined by external powers over which the individual does not have control [1].

Consumers are exploited by a capitalist ideology interpolated in the discourse of pleasure and desire of The Body Shop advertisement in digital media, to use advertised products to fulfill apparent needs. Consumers discriminate and alienate the market for beauty, which is primary, namely themselves, and is substituted for secondary requirements according to advertising discourse in digital media, which turns out to have the meaning of lies to exploit consumers' rational reasoning and support their irrational reason is loyal to capitalist ideology, with the motive of gaining profit in their business.

Suppose the consumer's rational reasoning is not exploited by capitalist ideology in the discourse of pleasure and desire for The Body Shop advertisement in digital media. In that case, there is a consumer's cognitive skill to believe there is a lie behind the sentences' construction in the advertising message. "Perfect your appearance," of course it is impossible to materialize because beauty products engineered by industry must have shortcomings. "Strong and long-lasting fragrance," the length of time is uncertain and may not be expected. "Soothing fragrance," giving off a perfect impression that is hard to manifest. "The secret to beautiful skin" gives the impression of dominating and alienating or just the only product.

Beauty consumers in Indonesia who are trapped in the exploitation of capitalist ideology through interpellation in the discourse of pleasure, including The Body Shop advertisement in digital media, have been reminded by the Indonesian Food and Drug Supervisory Agency (BPOM) in scientific and regulatory meetings. BPOM's finding is that the Indonesian millennial generation is very easily influenced by fun cosmetic advertisements and always wants to try to become victims of lies. For that, Perka. BPOM No. 18 of 2016 "prohibits the use of words in advertisements for cosmetic products, such as" the only one, "safe, no side effects, "or there are other words with the same meaning, because it is exploiting consumers. The victims are currently extensive, generally from the upper economic class to the lower level, and most of them are the millennial generation because they are expected to be modern girls.

Consumers use the excellence of being a beautiful and modern girl as an instrument to discriminate and even balance her actual primary beauty needs and communicate this new status through digital media. Consumers expand the communication network to convey the excellence of beauty to others, in the form of sentences and digital-technology edits, producing excellent signs in the form of colors, self-photos, the advantages of The Body Shop products and access to advertising media, inspiring fellow consumers to fulfill new beauty needs for together to become modern girls, one-dimensional humans who meet artificial needs.

One-dimensional consumers with artificial needs leave the essence of their lives as free and humanist human beings, turning into humans who live under capitalist control to obtain business profits. The interpellation of capitalist ideology in the discourse on the advertising of The Body Shop products in digital media motivates consumers to justify any means in the form of lies, fraud, manipulation, and intimidation to serve the dynamic development of advertising discourse in diversification and the derivation of messages about the functions, types, and forms of products that seem - it's new and perfect, but fake.

The real function of the media as a means of communication in enhancing human life's essence is misused for consumer exploitation for business purposes. The fundamental process of the press is to produce and disseminate messages about the truth, morality, wisdom, kindness, and humanist activities in improving

the welfare of human life, turning into a tool to convey information about falsehoods, lies in the form of engineering rationalization of internet technology in the discourse of product advertising that gives new hope, but not by the reality of consumer life, to sell capitalist businesses for profit.

Based on the problems previously described, the question analyzed in this study is that capitalists interpolate their ideologies in the discourse of The Body Shop beauty product advertisements in digital media to exploit consumers, and consumers process the interpellation of capitalist ideology in the address of The Body Shop beauty product advertising. In digital media to fulfill pseudo beauty needs. For this reason, the right emancipation process is a solution to free consumers from the exploitation of capitalist ideology to abandon artificial conditions. The research problems accumulate in the apparent needs of beauty product consumers, a one-dimensional human critical study of beauty product consumers The Body Shop.

2. LITERATURE

Herbert Marcuse emphasizes that the needs of consumers who have a full claim to satisfaction are vital needs such as food, clothing, shelter at an attainable cultural level. These needs' level of happiness is a prerequisite for fulfilling all requirements, both pure and impure conditions. Real markets are historical human needs and, to the degree that society demands the repressive development of individuals, constitute their own needs and claim to subject satisfaction to the dominant critical standards. A false (pseudo) need is a need that is imposed on an individual by the existence of a particular social interest in its repression; needs - needs that perpetuate work, aggressiveness, suffering, and injustice [1].

To meet consumer needs, capitalists carry out product sales promotion strategies, including consumer promotion strategies, trade promotion strategies, and advertising strategies. Advertising is a very strategic component in the successful marketing of company products because it is a medium of communication. Through advertisements, companies convey messages about product characteristics, brands, product benefits to consumers, prices, and product advantages over other products in the form of substitution and complementary forms [2].

In advertising, it is necessary to pay attention to changes in society's core cultural values, trends

and lifestyle changes, central values to distinguish high and stable brands, and matters from culture as an effective strategy in global marketing and advertising [3]. Advertising exalts all objects, and advertising brands talk about the totality of things and the world talks that are calculated through items and brands even aimed at each consumer through each person and to another, which is as if a totality of consumers, makes consumers like meaning through direct involvement at the message level [4].

The critical part here is that the interpellation shows the ideological position we take when we read the advertisement. News or advertising "discourse" and the whole communication process are essentially the social circle practice and are almost always ideological: interpellation is an essential part of preparing the ideology. Likewise, a necessary part of the relationship is interpellation, showing the ideological position we take when reading the advertisement [5]. Advertising raises anxiety, creates dissatisfaction, and generally lives from alienation in capitalist societies to maintain consumer culture [6].

Whereas capitalist ideology in product advertisements in digital media contains elements of domination and society's exploitation, especially consumers. The doctrine of digital media is the antagonism between digital media itself and appearance: The core and task of media are to bring people together; the capitalist reality, however, is social media sociality, which fosters new forms of exploitation, commodification, individualism, and private property [7].

Communication technology has a far-reaching impact on personal and professional lives, our groups and organizations, our communities, and communities worldwide [8]. According to [9], various kinds of electronic media can be chosen to convey messages, namely email messages, instant messages, text messages, blog posts, and podcasts. Internet-based digital media is known as new media. The most important claim to status as a new media and perhaps as a mass media is the internet [10].

Marcuse asserts that technological rationality describes the phenomenon of instrumental reasons for manipulation ideology, which tries to make human consciousness and behavior like an automatic machine which only has a limited set of response behaviors according to the message constructed by technology. This phenomenon is being carried out by digital media technology.

The rationality of digital media technology denies the fact that it aims to clarify logical rationality leading to one-dimensional thinking, in which rationality / instrumental in capitalism has a dual character (exploitative and serves) exploiting humans as consumers to only serve capitalist domination, resulting in a pattern of thinking and application one dimension [7].

According to Marcuse, we overestimate the media's indoctrinated power, and by themselves, humans can satisfy a need between satisfied and unsatisfied. If they read the same newspaper, then this assimilation will not indicate the elimination of classes but shows the degree to which conditions and satisfaction play a role in maintaining the establishment played together by society. One-dimensional humans possess the affirmative dimension of capitalism by removing the negative dimensions of growing and developing in community, making capitalist ideology dominate consumers [1]. Proposing something as public interest is a selfish, one-sided, selfish interest that is the essence of what Marx calls ideology [11].

Consumers fulfilling artificial needs are irrational, so they are released through emancipation to return to a life based on the human essence. The human body finds itself through strength enabling him to live a good life, by the spirit of nature and man". As is the case with any philosophy as its name implies, linguistic analysis speaks for itself and defines its behavior towards reality. The linguistic analysis identifies the debunking of transcendent concepts as its primary concern; he states the use of words as a frame of reference, the diversity of behavior currently in place [1].

3. METHODOLOGY

This study aims to examine the interpellation of capitalist ideology in the discourse of consumer pleasure in The Body Shop beauty product advertisements in digital communication media. The interaction between capitalists and consumers through The Body Shop advertising discourse arouses consumer awareness to abandon rational reasoning. It only uses Irrational Reason to follow capitalist ideology in advertising discourse to be implemented in buying products, used to fulfill apparent beauty needs.

Communication between consumers and capitalists The Body Shop uses digital media. The reason for choosing this study's communication context is media and

conversations with the communication tradition of criticism [12]. The communication media in this research is digital, used by capitalists to interpolate their ideologies in The Body Shop's advertising discourse in exploiting consumers, eliminating rational reasoning and using only analytical reason justifying advertising discourse to fulfill apparent beauty needs, so "the communication tradition used in this research is Critical Tradition. To criticize the capitalist ideology in the address of The Body Shop advertising in digital media. For this reason, the type of relevant research objective is exploitation [13].

The data used in this study comes from secondary data in the form of The Body Shop advertising discourse on digital media, and primary data comes from interviews with The Body Shop consumers. Secondary data is used to study and discover capitalist ideology in advertising discourse. Preliminary information is used to examine consumer responses to The Body Shop advertising discourse in the media to fulfill apparent beauty needs. Secondary and primary data were analyzed using the Teun A. Van Dijk method in the macro, mezzo, and micro approaches, social cognition, and social context; and criticized by the theory of Herbert Marcuse "One Dimensional Man"; and Emancipation using Sigmund Freud's theory of psychoanalysis [14].

4. RESULTS AND DISCUSSION

4.1 The Capitalist Ideological Interpellation

The analysis stages are, 1) Discourse analysis or The Body Shop ad text in digital media includes macrostructure analysis, meso analysis, and microstructure analysis, 2) Social cognition analysis, 3) Social context analysis.

4.2 Macro Aspects

The analysis of the macro aspects of The Body Shop advertising discourse in digital media shows that capitalists conduct their ideological interpellation based on the principle of joy in advertising discourse in digital media to dominate and exploit consumers. Capitalist ideology constructed with words and phrases of pleasure in advertising discourse such as the scent of life, beloved beauty lovers, perfect your appearance, pamper and protect your sensitive skin, long for a comfortable lipstick on the lips, arouse consumers' minds and imaginations to justify

product types and functions advertised and implemented to meet the needs of perfect and popular beauty.

The dominative instrument of capitalist ideology interpellation consists of: (a) Preconditions. Capitalists use words that condition consumers' pleasures as subjects who enjoy the need for beauty in the aroma of loving life; (b) Exploit instinct. Capitalists use words to alienate consumer instincts of historical beauty and promise a perfect alternative to secondary beauty; (c) Alienation and De-sublimation. Capitalists use words that worry consumers in expressing problems of beauty so that they feel alienated from themselves; (d) De-sublimation for transformation. Capitalists use words that eliminate historical beauty, primary beauty needs and are substituted for popular secondary beauty needs; (e) Alienation and discrimination. Capitalists use words that urge consumers to alienate and discriminate against the need for natural, historical beauty and offer solutions to new sensual beauty needs.

4.3 Meso Aspect

The schematic series of The Body Shop advertising discourse on digital media shows that capitalists interpolate their ideologies to exploit consumers living in need of manipulative imaginary beauty. This imaginary need is indicated by the gap between the capitalist promises in the advertising discourse in sentences that give hope to consumers to fulfill the need for perfect and sensual beauty but irrational and unrealistic.

4.4 Micro Aspects

Analysis of The Body Shop's advertising discourse on digital media using a micro approach found that the words and sentences used have the meaning of capitalist ideology, which is interpolated through the press. Capitalists have a motive to exploit consumers to gain business profits by hypnotizing consumers' logic and reason to align the needs of primary beauty, substituting secondary and pseudo beauty needs through buying and using advertised products. The way capitalists exploit consumers are:

- a. Capitalists shake consumer logic. Capitalist ideology is constructed in words and sentences to convince consumers to believe in the hopeful message of fulfilling imaginary beauty needs through

advertised products. These words shake the logic of consumer thinking through propaganda, philosophical elements in grammar, imposing desires, hypnotic characters, contradictions, weakening the consumer's rational reasoning so that it does not think logically and use irrational rationale to believe in capitalism promises to fulfill apparent beauty needs.

The words and sentences consist of a healthy and long-lasting aroma: Directing consumers to trust the quality of the product. To care for sensitive skin: This is information overload. Longing for a lipstick that's comfortable on the lips: It's an element that benefits capitalists. Softens skin with a soothing fragrance: These two events are distinguished for the contradictions that excite consumers. Keeps skin moisturized all day long ! This is a string of illogical words.

- b. Capitalists produce manipulative messages. Capitalist ideology is constructed in manipulative words and phrases to convince consumers to believe the hopeful message about fulfilling imaginary beauty needs through using advertised products. This manipulation is in the form of using words that do not provide a place for distinction even though it is not necessarily true, manipulating language by creating a creative community, selecting anti-critical language about imaginative secondary beauty needs to convince consumers to carry it out in meeting these needs even though they are pseudo.

The words and sentences consist of, Have you never tasted our scent?: Denied the real primary need. Apply on your pulse points for a robust and long-lasting scent: Discourse construction to resist distinction. Missing lipstick: Means the advertised lipstick is of higher quality and is very suitable for use; this language is anti-criticism even though it is manipulative.

- c. Capitalists promise pleasure of necessity. Capitalist ideology is constructed in words and sentences that promise to satisfy the needs of imaginative secondary beauty to convince consumers to believe the messages in advertisements in digital media in fulfilling their needs as promised. The promise of pleasing this need through the use of a hyphen that does not always reconcile the irreconcilable, a metaphor in

the form of an ornament of the principle of pleasure being reduced and deprived of the establishment; thus convincing to meet the needs of secondary beauty that is imaginative even if pseudo. Sign of Color Crush Lipstick: Colorful means a sexy and modern lip color even though it is an artificial need.

The findings in Macro, meso, and microanalysis are criticized using Herbert Marcuse's theory, that discourse and writing are grouped around impact lines that convey an inherent picture of the people and goods advertised. The consequences are rather serious, for such language is both intimidation and glorification. Proposition presupposes a suggestive form of command - which is more evocative than demonstrative. Predictions become formulas; overall, communication has a hypnotic character. Therapeutic and operational concepts become false insofar as they mock and elaborate facts, stabilizing them within the repressive whole of thought [1].

4.5 Social Context

In the analysis of The Body Shop's advertising discourse on digital media, it was found that the capitalists together with the advertising consultants chose the main sentence which had a historical and discursive phase that had the power to social integration which was responded to and implemented by the three interviewed consumers to fulfill their beauty needs. Apply it on your pulse points for a healthy and long-lasting scent with SciensofLi; Acne makes you feel uncomfortable? No worries, you can care for the Tea Tree series. Almond Milk & Honey softens the skin with a pleasant fragrance. Longing for a lipstick that's comfortable on your lips, perfectly closes, and a satin-smooth texture? The newest Color Crush Lipstick is the answer.

These words and sentences are transmitted in a style which is an absolute linguistic creation; a syntax in which sentence structures are shortened and condensed in such a way that there is no tension or "space" left between the parts of the sentence and the linguistic form hinders the development of meaning [1].

4.6 Consumer Artificial Needs

The interviews with three girls in Jakarta who processed The Body Shop advertising discourse in digital media, and implemented it to meet

secondary beauty needs, turned out to have different goals specifically. The difference in these objectives is a reference for classifying consumers in other dimensions of apparent demand.

4.7 Two Dimensional Consumers and Real Needs

Primary data analysis comes from interviews with the first consumer girl aged 24 years; it was found that two-dimensional consumers use rational and irrational reasoning in choosing or not choosing products advertised in digital media to meet their needs. Consumers accept capitalist ideological interpellation in the discourse of advertising in digital media, based on the principle of pleasure only to find the right product, namely the Tea Tree to get rid of acne on the face in improving the quality of beauty needs as a humanist and transcendent primary.

The beauty needs of consumers that she is always proud of, reflecting her natural beauty without engineering. Such consumer neediness is a real need. You are proud of it as a gift. Such consumer reasoning in Marcuse's view is known as truth. Reason = truth = Reality, which combines the subjective and objective world into one antagonistic unity; the Reason is a subversive force, the power of the negative which builds up as theoretical and practical Reason. Truth for humans and everything, namely the conditions in which humans and everything become what they should be as they are. If someone has learned to see and know what is real, they will act according to the truth [1].

Marcuse's theory supports two-dimensional consumers who can maintain the reality of Reason to distinguish between truth and falsity of needs according to objective conditions in the repressive era of capitalist ideology that swept the world through digital media. Consumers' response to artificial needs is only temporary in line with the demands of the profession and the formal environment, which cannot be avoided. Still, there is always the right time to fulfill the real needs of humanist and transcendent primary as they are, which are the essence of human life that they are proud of.

One-dimensional consumers with artificial needs: Primary data analysis comes from interviews with consumers of the two girls aged 27 years; it is found that one-dimensional consumers with apparent needs are consumers

whose rational reason is liquidated by capitalist ideological interpellation based on the principle of joy in advertising in digital media. These consumers only use irrational reasoning to discriminate against primary humanist and transcendent. They are substituted for imaginary and populist secondary requirements that are artificial needs based on unrealistic pleasure. A tendency to actively learned lies in the discourse of advertising pleasure in digital media.

One-dimensional consumer discriminates against humanist primary needs and substitutes artificial needs, which is an irrational act that must be criticized. Herbert Marcuse asserts that "in the contemporary period (life in the digital age), technological controls (digital media) appear to be the fundamental essence of reason for the benefit of all social groups and the interests of all- to a degree where all contradiction appears to be irrational, and all counteraction becomes impossible [1].

Consumers as one-dimensional human beings are interpreted as humans who experience distributional tendencies against the subversive elements of reason and the power of positive and negative thinking until the achievements of advanced industrial civilizations lead to the victory of one-dimensional reality overall conflicts. A one-dimensional pattern of thought and actualization emerges in which ideas, aspirations, and which, by its content, transcend the established universe of discourse and action, are rejected or reduced in terms of this universe [1].

Marcuse's criticism of one-dimensional consumers shows that one-dimensional consumer reasoning is controlled by a capitalist ideology interpolated in advertising discourse in digital media based on the principle of pleasure so that thoughts and actions in fulfilling needs are irrational. Consumers discredit the real humanist primary and transcendent needs. The artificial secondary market substitutes them to relax, have fun to love, and be loved in unhappy happiness dominated by external repressive, namely capitalist ideology.

Consumers with metamorphosis dimensions with pseudo super needs: Primary data analysis comes from the results of interviews with consumers of the three girls aged 26 years; it was found that consumers with metamorphosis dimensions with superficial needs are very active in downloading The Body Shop advertisements on digital media and accepting capitalist

ideological interpellation based on the new pleasure principle of imaginary secondary beauty needs. The focus of the unique pleasure it takes liquidates rational reasoning into a one-dimensional human being fulfills artificial super needs in a variety of beauty that is always changing following the latest developments in advertising discourse, to reach the level of consumers with metamorphosis dimensions with superficial needs, and alienating the real needs of humanist and transcendent primaries as not.

This irrational act of consumers must be criticized because it eliminates humanist life to live in falsehood. Marcuse asserts that the stage of the contemporary industrial era (digitalization era) redefines the possibilities of humans and nature by the new means available for their realization, the pre-technological picture loses its power. Humans' physical transformation includes mental changes of symbols, images, and ideas [1].

Their truth value depends mostly on the incomprehensible and uncontrollable dimensions of man and nature, on the narrow limits placed on organization and manipulation, on the insoluble core that resists integration, intoxicated with a false consciousness. Losing consciousness due to the satisfying freedoms afforded by an unfree society creates a happy consciousness, which encourages acceptance of this society's misbehavior. Products indoctrinate and manipulate; these products raise a false awareness immune to their counterfeit [1].

Marcuse's criticism shows that Consumers with metamorphosis dimensions liquidate a humanist and transcendent life, and are substituted for a pseudo-life in the form of secondary and pseudo-beauty needs, are unrealistic and nuanced of lies that always vary and change according to the latest interpellation trend of capitalist ideology based on the pleasure principle. As a result, consumers alienate their real primary, humanist, and legal needs to become unfit.

Emancipation: One-dimensional consumers with pseudo-needs and metamorphosed consumers with superficial needs unwittingly live an irrational life in falsehood by fulfilling artificial needs. For this reason, emancipation is needed to free them from the exploitation of capitalist ideology in the discourse of advertising pleasure in digital media. Sigmund Freud's psychoanalysis theory, especially the function of the instinct of life and the intuition of death, is used as an instrument to return irrational consumers to life

based on humanist and transcendent human essence to fulfill their real needs.

The life instinct includes both the inclination to maintain the Ego (the conservation of the individual) and the tendency to keep the species (preserving the species), both narcissistic libido and objective libido. The purpose of the life instinct is to increase (binding), which means to hold a unity that is getting tighter and, therefore, more stable. The death instinct aims to destroy and divorce what is already united because every living thing's ultimate goal is to return to an inorganic state [14].

Rejection of desire is recognized as justifiable, and repression is an automatic, and therefore inefficient mechanism, replaced by conscious rejection based on the highest psychic functions. In this way, conscious control of desire is attained. Unconscious instincts expressed during psychoanalysis can be used for good purposes, which would have been aimed at long ago if development was not disturbed [14]. In Marcuse's view, at least as far as the necessities of life are fulfilled, there will be no reason why the production and distribution of goods and services must continue through agreements and competitiveness of individual freedom [1].

Based on the emancipation construction using the power of the life instinct and consumers' death instinct in the era of communication using digital media, a new dimension of consumers is needed, namely Three Dimensional Consumers"

"Three-dimensional consumers are consumers who combine rational reason and irrational reasoning supported by humanist communication media, in the life instinct guide the life instinct maintains and improves the quality of real needs. The death instinct selectively separates from falsehoods or artificial conditions to independently use quality products to meet real humanist and transcendent needs.

5. CONCLUSION

Based on the results of data analysis on The Body Shop advertising discourse on digital media and interviews with The Body Shop consumers, it is concluded as follows:

5.1 The Interpellation of Capitalist Ideology

The Capitalist, The Body Shop, conducts ideological interpellation in the discourse of pleasing the beauty needs of advertising in digital

media, positioning consumers as subjects and objects in business transactions with capitalists, inspiring consumers to fulfill imaginary secondary beauty needs. The interpellation of capitalist ideology is not free of value, and dominance is systematically constructed and includes five components.

The five components of the interpellation of capitalist ideology are 1) The precondition of consumer pleasure as a subject who enjoys beauty needs, 2) Exploit the consumer's instincts about historical beauty by promising a perfect alternative beauty, 3) Alienation and sublimation through words that worry consumers to feel alienated from themselves, 4) De-sublimation for transformation, eliminating the need for primary beauty and substituting for false beauty needs, 5) Alienation and discrimination by urging consumers to alienate and discriminate the real beauty needs of the primary and offer solutions to pseudo beauty needs.

The words and sentences used in advertising discourse in digital media have the meaning of capitalist ideology, which is interpreted to exploit consumers. The capitalist ways of controlling these consumers consist of: (a) Capitalist ideology destabilizes consumer logic through the construction of words and sentences, evokes the sense of consumer thinking through propaganda, philosophical elements in grammar, imposing desires, hypnotic characters, contradictions, weakens the consumer's rational reasoning so that it does not think logically using irrational reason, trusting capitalist promises to fulfill pseudo beauty needs; (b) Capitalist ideology is produced through manipulative messages in words and sentences that do not provide a place for distinction, although not necessarily true, manipulating language by creating a creative community, choosing an anti-critical language about imaginative secondary beauty needs to convince consumers to implement it in fulfilling apparent needs; (c) Capitalist ideology promises the pleasures of needs which are constructed in words and sentences using a hyphen that does not always reconcile what cannot be reconciled, a metaphor in the form of an ornament of the principle of pleasure being reduced and deprived of the establishment; thus convincing to meet the needs of secondary beauty that is imaginative even if manipulative or unrealistic.

5.2 Consumer Artificial Needs

Consumers respond to the interpellation of capitalist ideology in the discourse of advertising

in digital media to fulfill apparent needs, in different dimensions, namely: (a) Two-dimensional consumers need to use rational and irrational reasoning to choose or not choose products advertised in digital media to meet their needs. Consumers accept the ideological capitalist interpellation in digital media advertising based on the pleasure principle, only to find the right product to improve the quality of beauty needs, which is primary and humanist. The consumer's response to artificial needs is only temporary in line with the profession's inevitable demands and the formal environment. Still, there is always the right time to meet the real needs of the humanist and transcendent primary; (b) One-dimensional consumers with pseudo-needs have rational reasoning liquidated by capitalist ideological interpellation based on the principle of joy in advertising in digital media. These consumers only use the irrational rationale to discriminate against the needs of primary humanists and transcendent and are substituted with artificial needs based on the unrealistic pleasure principle; (c) Consumers with metamorphosis dimensions with superficial needs are very active in downloading advertisements for The Body Shop in digital media and accept capitalist ideological interpellation based on the new pleasure principle of imaginary secondary beauty needs. The focus of the unique pleasure it takes liquidates rational reasoning into a one-dimensional human being fulfills superficial needs in various beauty that always changes following the latest developments in advertising discourse, to reach consumers with metamorphosis dimensions with external conditions.

Emancipation: One-dimensional consumers with pseudo-needs and metamorphosed consumers with superficial needs unwittingly live an irrational life in falsehood by fulfilling artificial needs. This requires emancipation to free them from exploiting capitalist ideology in the discourse of advertising pleasure in digital media. Freedom is carried out by activating the Instinct of life, which includes both the inclination to maintain the Ego (the conservation of the individual) and the tendency to continue the species (preserving the species), both narcissistic libido and objective libido. The purpose of the Instinct for life is an improvement, that is to say, to hold a closer and stronger unity. The death instinct aims to destroy and divorce what is already united because every living thing's ultimate goal is to return to an inorganic state.

Based on the emancipation construction using the power of the life instinct and consumers' death instinct in the era of communication using digital media, a new dimension of consumers is needed, namely "Three Dimensional Consumers". Three-dimensional consumers are consumers who combine rational reason and irrational reasoning supported by humanist communication media, in the life instinct guide the life instinct maintains and improves the quality of real needs. The death instinct selectively separates from falsehoods or artificial conditions to independently use quality products to meet real humanist and transcendent needs.

DISCLAIMER

The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Thill JV, Bovee CL. Business communication today. Tenth Edition. Prentice Hall is an Imprint of PEARSON; 2010.
2. Bertens K. Psikoanalisis Sigmund Freud. terjemahan edisi kedua penerbit PT. Gramedia Pustaka Utama Jakarta; 2016.
3. Asa BA. Media analysis techniques. terjemahan edisi kedua. Penerbit Universitas Atma Jaya Yogyakarta; 2000.
4. Eriyanto. Analisis wacana. Penerbit LkiS Yogyakarta; 2001.
5. Christian F. Carritical Theory of Communication. Published by Universty of Westminster Press, 101 Cavendish Street, London W1W 6XH; 2016.
6. Foss Karena A. Littlejohn Dan SW. Teori Komunikasi. Terjemahan, edisi 9. Penerbit Salemba Humanika Jakarta; 2009.
7. Herbert M. Manusia satu-dimensi. Terjemahan. Penerbit Narasi Jakarta; 2016.
8. Denis MQ. Teori komunikasi massa. Terjemahan. Buku 1. Edisi 6. Penerbit Salemba Humanika, Jakarta; 2011.
9. Franz M-S. Pemikiran Karl Marx. Cetakan keempat, Penerbit PT Gramedia Pustaka Utama Jakarta; 2000.
10. Mooij M De. Global marketing and advertising. Second Edition. Sage Publications, Inc. 2455 Teller Road, Thousand Oaks, California 91320; 2005.
11. Neuman WL.. Metodologi Penelitian Sosial: pendekatan kualitatif dan kuantitatif. Terjemahan, Edisi 7. Penerbit. Indeks Jakarta; 2013.
12. Ruber Brent D, Dan Lea P. Stewart. Komunikasi dan Perilaku Manusia. Edisi Kelima; 2017.
13. Terjemahan. Penerbit Rajawali Pers Devisi Buku Perguruan Tinggi PT. Raja Grafindo Persada, Jakarta; 2017.
14. Tuckwell KJ. Integrated marketing communications. Second Editions. Pearson Prentice Hall; 2008.

© 2021 Hena et al.; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<http://www.sdiarticle4.com/review-history/65149>