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The Creation of Photographic Art Based on the Perception of Woman's Beauty Myth for Advertising Purposes

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Abstract

The purposes of this research were: 1) to synthesize the beauty myth of women in advertising photos, 2) to create advertising photo art with the beauty myth of women, and 3) to assess the promotion of image perception of small and medium enterprises (SMEs) with advertising photos under the concept of the beauty myth of women. The research procedure was divided into three phases. Phase 1 aimed to synthesize the beauty myth of women in advertising photos by using 100 sample advertising photos and dismantling the elements of the photos and the meanings of the photos according to the principle of photography and sign interpretation to find patterns of the beauty myth of women in advertising photos. Eight patterns of women's beauty myths were found. These patterns led to the creation of the beauty myth "TREESHIP" model. Phase 2 aimed to create advertising photo art using the beauty myth of women. In this step, all eight patterns of beauty myth obtained from Phase 1 were used to create five sets of advertising photo art according to the categories of women's beauty products and services, namely beauty products, beauty services, fashion and clothing, women's health, and women's food and beverages. These patterns were assessed in terms of quality of work (i.e., interpretation, beauty, composition, creativity, and techniques). The quality assessment results were high. Phase 3 aimed to assess the promotion of the image perception of SMEs by advertising photos under the concept of the beauty myth of women. The research sample was a group of 400 viewers who assessed their image perception in terms of attributes, benefits, values, culture, personality, and users. The overall results indicated that advertising photo art in this study promoted the image perception of SMEs under the concept of the beauty myth of women at a high level.

Keywords: Advertising photo, image perception, the beauty myth of women

Introduction

Beauty has long been associated with women, and it is something that never stops. However, views of beauty have changed over time and across cultures. According to Cortese (2004), women's standards of beauty change across cultures and time. For example, some cultures consider beautiful women to be those who are thin and have good shape, like a model. As a result, a corset is used to tighten a woman's waist to be small and make a shape look like an hourglass.

On the other hand, in some cultures, overweight women are viewed as beautiful women who look like rich women. In some eras, beautiful women looked like boys did. In other words, they have small breasts. In contrast, in some eras, beautiful women, such as athletes, had strong muscles. Therefore, beauty is a matter of social and cultural values that change over time. However, this cannot be concluded. Beauty is seen as a myth of patriarchy.

Scruton (2011) noted that beauty is a matter of perspective, taste, attitude, and personal preference that differs according to nationality and culture. As a result, no criteria can be used to judge beauty. However,

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advertising media influences the view of beauty in many cultures, which creates ideas about beauty. Panpothong (2008) studied discourse in surgery and beauty advertisements. It was revealed that beauty includes youthfulness, a slender body, and smooth and white skin. These features are the beauty myth that advertising media creates. They are becoming the standards of beauty in society and make consumers feel accepted and believe in these ideas of beauty created by advertising media without any arguments.

Advertising photos that include beautiful women or celebrities as models significantly affect the decision to buy products and promote the image of the products. Wibulsiriwong and Satavethin (2020) found that advertisements using famous people greatly influence purchasing decisions owing to attractiveness, respect, trustworthiness, similarity, and expertise. Additionally, advertising photos are a medium that cultivates myths and values, especially the myths about women's beauty. This results in taking images that appear in advertising photos as a standard to measure what beautiful women look like. This is in line with Pramathanawat (2016), who found that exposure to advertising media that presents female images results in, for females, recognizing and instilling the attitude of beauty, in that if you are born a woman, the only value in yourself is beauty. This is because it will allow the right to be accepted like others in society.

Therefore, researchers were interested in synthesizing the elements of photography and the myth hidden in advertising photos of leading products and services in the market. In addition, the researchers aimed to bring the obtained elements and beauty myth to use as a guideline for creating advertising photo art that could be applied to products and services among small and medium enterprises (SMEs) to achieve the image perception of products and services in a better direction as well as the leading advertising photos. In this study, five types of advertising photos regarding women's beauty products and services were namely 1) beauty products, 2) beauty services, 3) fashion and clothing, 4) women's health, and 5) women's food and beverages.

Research objectives

1. To synthesize the beauty myth of women in advertising photos
2. To create advertising photo art with the beauty myth of women
3. To assess the promotion of SMEs' image perception of SMEs with advertising photos under the concept of the beauty myth of women.

Literature Review

Mythology and sign

According to Barthes (1957), mythology is the process of change, reduction, concealment, and distortion. It is related to communicating meanings and perceptions with cultural beliefs through signs that appear in various media to disguise reality and create new perceptions. Myths will be as if naturalization creates a deceitful illusion for people to perceive that they have lost various values and beliefs. For example, products for newborn babies usually include only two colors, blue and pink. Blue indicates boys, and pink indicates girls. Most people believe this is normal. Regardless of gender, children can use products of any color. However, when the myth of color that symbolizes gender occurs, people are mistaken. This also makes men who use pink products seem to not look like men. Therefore, myths often appear through media through discourse and symbolic images with theories and concepts of signs.

Peirce (1977) indicated the relationship between signs and real objects by categorizing them into three

types.

1. Icon is a sign that looks like an object the most. When seen, people can decipher the meaning. For example, seeing a dog statue can help us understand that it means a dog.
2. Index is a sign of a direct causal relationship with an object. For example, seeing smoke reminds us of fire because smoke is an index of fire. Alternatively, seeing the moon reminds us of the night because the moon is the index of the night.
3. A symbol is a sign that does not have a consistent connection with a real object. However, meaning arises from the agreement of groups of people, such as logos or symbols.

Saussure (1959) paid attention to the relationship between the signifier and the signified that we can perceive through senses, such as the acoustic image of speech being uttered and heard by the receiver with "signified" that arises in the receiver's mind.

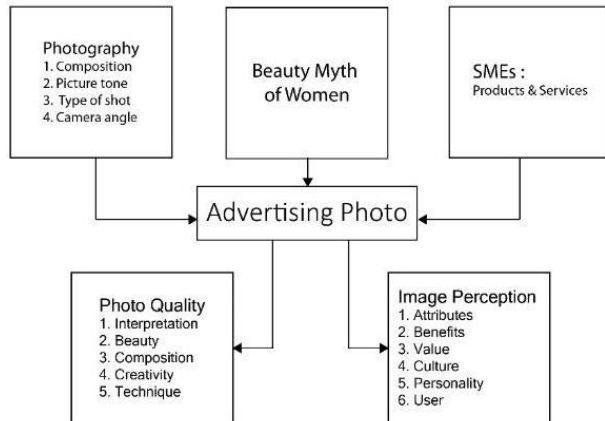
Barthes (1957) studied the types of signs. Denotative meaning is the level of direct meaning created objectively and the meaning that the user understands. This is generally accepted according to the terms used. It is classified as an explanation or a description. Connotative meaning is implied meaning, which is the level of connotation arising from subjective interpretation. This depends on everyone, various life experiences, and social and cultural contexts.

Walton (2012) noted that the value of beauty is the same as an ideal that has been made purely and naturally by myths. This is an essential tool for determining the beauty of women in society. The myth of beauty arises from the use of pre-existing signs; however, these signs are replaced by the connotative meanings of beauty. The connotative meaning is the ideal of beauty, so the beauty myth is also an ideological message.

Conceptual framework used in this research

For the conceptual framework used in this study, the researchers studied and analyzed relevant documents and research. It can be summarized as follows: studying the creation of photographic art, the principle of photography, concepts of myths, sign theory, image promotion, perception theory, and basic information about small and medium enterprises (SMEs). This aimed to be used in the creation of advertising photo art to promote the image perception of SMEs under the concept of the beauty myth of women and to establish the criteria used to assess the results according to the research objectives of this study, as shown in the figure below.

Figure 1: Conceptual framework



Research Method

In this study, the research procedure was divided into three phases.

Phase 1: To synthesize the beauty myth of women in advertising photos

Samples of 250 advertising photos were selected using an image search from the search engine optimization (SEO) system via Google. In the search, the keyword "beauty women advertising" was used. In addition, advertising photos were divided into five categories: 1) beauty products, 2) beauty services, 3) fashion and clothing, 4) women's health, and 5) women's food and beverages. Each category comprised 50 images. Brand names and product descriptions of product images were removed so that this would not affect the selection decisions of the experts in this study.

Additionally, all images must still be images and include women as the main component of the image. Subsequently, a group of 10 experts in advertising photography selected 20 images for each category.

Regarding the criteria for selecting advertising photos, they were the images that made the experts feel or convey the beauty of women the most. The obtained images were then ranked according to their frequency. The first 20 images with the most selections from all five categories, totaling 100 images, were used to synthesize the myth patterns by focusing on the composition, picture tone, type of shot, camera angle, and dismantling signs and interpretation of the images according to the concept of myths proposed by Barthes (1957) (i.e., denotation and connotation) and the sign theory of Peirce (1977) (i.e., sign, reference object, and interpretant) that appeared in all 100 sample advertising photos. The obtained data were analyzed using the frequency in all aspects from 100 images to find the patterns of the beauty myth that appeared in the advertising photos.

Phase 2: To create advertising photo art with the beauty myth of women

After obtaining the patterns of beauty myth from Phase 1, this beauty myth pattern was used to create advertising photo art for SMEs' products and services. These products and services included five sets: (1) beauty products, (2) beauty services, (3) fashion and clothing, (4) women's health, and (5) women's food and beverages. Each category included 15 images, totaling 75 images created by the researchers. They were created based on the 3-step photography process proposed by Mekphirun (2009). In other words, pre-photography is the process of planning for shooting, for example, choosing the right model for the job, choosing products and services that will be used for photography, choosing the location,

choosing props, preparing clothes and accessories and beauty myths that will be used in photography. Second, while-taking photography is the process of taking photos, choosing the right camera, equipment, and lenses, lighting in photography, setting the pose of the model, techniques for adjusting the aperture, light settings, shutter speed, camera sensitivity to light (ISO), and white balance. Finally, post-photography is managing the image files obtained after shooting, such as editing images with computer programs, retouching images to achieve the desired results, and exporting image files to be of high quality and suitable for advertising photos in various forms and distribution channels.

After obtaining 75 advertising photos under the concept of the beauty myth of women, the next step was to assess the quality of these advertising photos by a group of five experts in advertising photography based on five criteria: 1) interpretation, 2) beauty, 3) composition, 4) creativity, and 5) techniques.

Phase 3: To assess the promotion of image perception of SMEs with advertising photos under the concept of the beauty myth of women

In this phase, all 75 images of the advertising photos were disseminated to 400 viewers through the exhibition. The data were then collected using an online questionnaire to assess their opinions regarding the promotion of image perception of SMEs products and services using Kotler's (1996) image perception assessment in six aspects: attributes, benefits, value, culture, personality, and user.

Results and Discussion

The results and discussion of this research are presented according to the three research objectives of this study.

1) To synthesise the beauty myth of women in advertising photos

Table 1 below shows the elements of 100 advertising photos obtained from the study. They were divided into five categories, and there were 20 photos for each category.

Table 1: The elements of 100 advertising photos (five categories, 20 photos for each category)

Advertising photos	Picture tone	%	Type of shot	%	Camera angle	%	Composition (Rule of Thirds)	
								%
Products (n=20)	High key	75	Close up shot	100	Eye level view	95	Top left	45
Services (n=20)	High key	65	Close up shot	100	Eye level view	55	Top right	35
Fashion (n=20)	High key / Low key	50	Medium shot	40	Eye level view	75	Top right	70
Health (n=20)	High key	75	Long shot	65	Eye level view	85	Center	40
Food & Beverage (n=20)	High key	65	Close up shot	95	Eye level view	70	Top right	40

From Table 1, the synthesis of 100 advertising photos selected by ten experts in advertising photography using dismantling photography elements and analyzing the meanings of various elements with the concept of mythology and sign theory, it was found that the picture tone was most often used as a high key. Only fashion and clothing advertisements used both high and low keys equally. The most used type of shot is a close-up shot. Only fashion and clothing advertisements used medium shots, while women's health advertising photos used long shots. The most used camera angle was the eye-level view. The most used composition (Rule of Thirds) was the top-right. Only women's health advertisements were used in the center position most often.

As for the interpretation of the images from a denotation that appeared, they can also be interpreted as a connotation in many aspects, such as self-confidence, leadership, wealth, looking young, being a

businessman or executive, sexiness, and sex appeal, being in love, being happy, being playful, freshness and liveliness, not becoming old, being taken care of, not suffering from pain, being accepted, and having good health. The signs that were often used to convey these features according to the connotations mentioned above were flawless skin, males involved in the photo, various flowers, facial expressions, smiles, eyes, gestures in the pose, worm's eye view, showing the shape of women's bodies, luxurious backdrop, clothes that look expensive clothing, exercise without sweating, smile while receiving cosmetic surgery, being attracted to the opposite sex, or being served.

Connotations and signs synthesized from 100 images were grouped, resulting in eight themes that represented the beauty myth of women, covering what was commonly seen in advertising photos.

According to the beauty of women in all five categories, the researchers named them the beauty myth "TREESHIP" model. This abbreviation refers to the following.

T (timeless): Beauty overcomes time. It often appears as a sign of smooth skin, which can be defined as perfect skin. Additionally, it is the myth found in almost every advertising photo because almost every photo is constantly retouching the model's skin to be smoother than it is. There are no flaws or wrinkles of age, or it is at a level that is still considered younger. This caused the models to advertise photos always to look young. This creates the myth that beauty can transcend time, which is the main enemy of women. This is often found in almost all types of advertisements.

R (Respect): Beauty makes us recognize and become those above others. The sign often appears in the form of the model's standing position in the photo. For example, she is usually at the forefront of a photograph. She is in the middle of the top left of the photo, where it draws the eye and the attention of the photo the most. This includes a standing position higher than the others in the photo and using the worm's eye view to allow the viewer to look at a model at eye level below the model. This is like looking at something higher than oneself. Moreover, elements that show the grandeur of the model and see the dress with a long hemline expanding in the entire photo are used. Alternatively, it is an image of having someone to take care of. It is a myth to people who see it that if a beautiful person is, people around will respect them. They are often found in fashion, clothing, and beauty service advertisements.

E (Elite): Beauty makes us look like noble celebrities. This sign often appears in the form of clothing, accessories, and costumes. The location used for the shoot appears luxurious and grand, creating a myth for viewers. A beautiful person with luxurious clothes will look like a person in high society, a rich person, a celebrity, and a person who gets attention. They are often found in fashion and clothing advertisements.

E (easy): Beauty is easy, comfortable, and safe. The sign often appears in the form of facial expressions, gestures, and telling stories in a photo that makes beauty feel easy, such as an exercise image in which the model does not look tired or sweaty. It does not make much effort to become beautiful. Another example is an advertisement for cosmetic surgeries. There is an image of injecting various substances into the face; however, the model is still smiling. There was no fear or pain. Alternatively, there is an image of the transition of skin that is smooth and white easily and quickly, like molting. It is a myth to people who see it that you can be a beautiful woman simply by using products or services as advertised. It is often found in beauty services and women's health advertisements.

S (Succeed): Beauty is confidence, purposiveness, and success. The sign often appears in facial expressions, eyes, gestures, folding her arms over the chest confidently, and raising hands to touch a face, making you feel confident about the beauty of your face. This includes the eyes staring at the viewer seriously, giving the model high self-confidence. This causes the model to become someone who can do anything and achieve anything. It is a myth to people who see it that if you are beautiful, you will

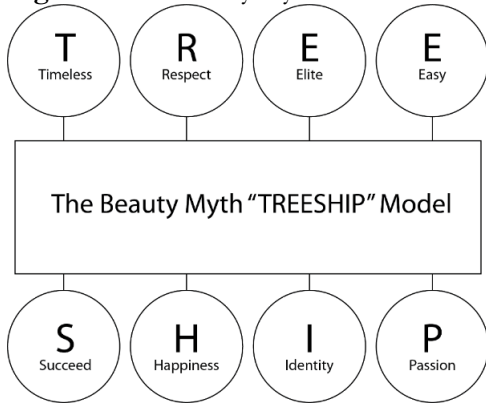
have confidence in yourself. Your lives will be successful. It is often found in fashion, clothing, and beauty advertisements.

H (happiness): Beauty refers to a woman's happiness. The sign often appears in the form of a smile and a happy expression on the model's face. We do not often see models showing distressed expressions in advertising photographs. Alternatively, if there are distressed expressions, it is often a photo of her unhappy expression when she is not beautiful, such as being overweight or having damaged skin. However, after using products and services and having good shape and beautiful skin, she returns to smiling happily. It is a myth to people who see beauty as what brings happiness, and a lack of beauty will cause suffering. It is often found in almost all types of advertisements.

I (identity): Beauty is the identity of a woman. The sign often appears in the form of feminine elements, such as flowers (e.g., roses and flowers that are red, pink, and white), color tones of the image or dress (e.g., red, pink, purple), fruit (e.g., berries such as strawberries and cherries). Also, it reveals the shape of the model's body, which is a specific part of women, such as breasts, buttocks, hips, thighs, and back. This creates a gender appeal for women. It is a myth to people who see the ideal of women's beauty as the presence of these unique elements. It is often found in almost all types of advertisements.

P (Passion): Beauty is the passion that fulfills love and marriage. The sign often appears in the form of using males as a component of the photo by showing facial expressions that express fascination and falling in love with the beauty of the model in the photo. This makes the model in the photo appear more charming. It is a myth to people who see that if you are beautiful, a man will come and fall in love with you. It is often found in beauty product advertisements, which often present men falling in love with those who use the products. The beauty myth "TREESHIP" model is shown in the figure below.

Figure 2: The beauty myth "TREESHIP" model



From the beauty myth "TREESHIP" model obtained from this research, it is consistent with the hierarchy of needs theory of Maslow (1943), who pointed out in a theory of human motivation that divide human needs into five hierarchical levels, namely 1) physiological needs (e.g., water, air, food, clothing, the instinct of survival, eating, and reproduction). This corresponds to I (Identity) in that beauty is the uniqueness of women with a sign of sexual attraction and T (Timeless) in that beauty is overcoming time; that is, women try to escape the aging of the body. 2) Safety and security needs include safety from danger, injury, and pain, including stability, no risk, and ease of living. This aligns with E (Easy) in that beauty is easy, comfortable, and safe. 3) Need for a love/sense of belonging. These are required for feelings, emotions, and social relationships. This is consistent with P (Passion), in that beauty is a passion that fulfills love and marriage. 4) Esteem needs require pride, fame, dignity, and acceptance from others. This is in line with E (Elite), in that beauty makes women look aristocratic and famous, and R (Respect),

in that beauty makes women acceptable and become ones who are above others. 5) Self-actualization is the achievement or fullness of a perfect life. This corresponds to S (Succeed) in that beauty is confidence, purposiveness, and success. Moreover, it includes the goal of life as H (happiness). Beauty is a woman's happiness, which is like having a perfect life, according to the ideal. The table below shows the relationship between the theory of human motivation and the beauty myth "TREESHIP" model.

Table 2: The relationship between a theory of human motivation and the beauty myth "TREESHIP" model

A theory of human motivation (Maslow, 1943)	The beauty myth "TREESHIP" model
1. Physiological Needs	I (Identity), T (Timeless)
2. Safety and Security Needs	E (Easy)
3. Love/Sense of Belongings	P (Passion)
4. Esteem Needs	E (Elite) R (Respect)
5. Self-Actualization	S (Succeed), H (Happiness)

2) To create advertising photo art with the beauty myth of women

After obtaining the beauty myth "TREESHIP" model from Phase 1, in Phase 2, this beauty myth was used in the creation of advertising photo art by planning for photography in terms of elements and the use of the beauty myth as shown in the tables below.

Table 3: Plan for photography and using a principle of photography in creating advertising photo art

Advertising photos	Picture tone	Type of shot	Camera angle	Composition (Rule of Thirds)
Products	High key	Medium shot, Long shot	Eye level view, Worm's eye view	Center, Top right
Services	High key	Close up shot	Eye level view, Bird's eye view	Center
Fashion	High key	Medium shot, Long shot	Eye level view, Worm's eye view	Center, Top right
Health	High key	Medium shot, Long shot	Eye level view	Top right
Food & Beverage	High key	Close up shot, Long shot	Eye level view	Center, Top right

Table 4: Plan for photography and using the beauty myth "TREESHIP" model in creating advertising photo art

Advertising photos	Timeless	Respect	Elite	Easy	Succeed	Happiness	Identity	Passion
Products	✓	✓	✓		✓	✓	✓	
Services	✓	✓		✓		✓	✓	✓
Fashion	✓	✓	✓			✓	✓	✓
Health	✓			✓	✓	✓	✓	✓
Food & Beverage	✓		✓	✓	✓	✓	✓	

Tables 3-4 show the photographs used by the researchers. The elements of the photographs were changed as appropriate with the selected products and services, depending on how the photographer worked. Based on photography principles, various photography styles can be interpreted as signs. For example, a close-up shot means closeness, a medium shot means relationship between people, and a long shot means context and scope (Wilaisilpadeelert, 2012). The beauty myth "TREESHIP" model used in all works was Timeless; that is, every photo of the work was edited with a model's image to have smooth and flawless skin in every photo. In addition, the model for each photo was happy. There was always smiling. In addition, for identity, every picture used a sign showing feminine features, such as flowers, and revealing women's shapes to create sex

appeal in the images (e.g., breasts, shoulders, thighs, back, thighs, waist, and hips). These three beauty patterns were used in each study. Respect is used in beauty products, services, fashion and clothing advertisements, showing the care and attention of others. Elites are used in beauty products, fashion, food, and beverage advertisements. The wealth and luxury of clothing and locations are represented. Easy is used in beauty services, women's health, and food and beverage advertisements with expressions of relaxation, comfort, and exercise without sweating, showing tirelessness and effortless. Succeeds are used in beauty products, women's health, and food and beverage advertisements to achieve fitness and diet goals. A woman is in good shape and has good health or success in work, living, and wealth. Finally, Passion is used in beauty services, fashion and clothing, and women's health advertising images, showing attraction, and being taken care of and served by males.

Adopting the above photography plans to use in the creation of advertising photo art of products and services belonging to SMEs in the area. This included five sets of 75 advertising photos through a 3-step photography process: 1) pre-photography, 2) while-taking photographs, and 3) post-photography. The advertising photos obtained are shown in Figures 3-7 below. These photos were then assessed for their photo quality in all five aspects: 1) interpretation, 2) beauty, 3) composition, 4) creativity, and 5) techniques. These were assessed by three advertising experts/photographers and two professional models/beauty queens. The results of the quality assessment of advertising photo art in the present study are shown in Tables 5-9.

Figure 3: Advertising photos for beauty products



Table 5 :Quality evaluation results of advertising photos for beauty products

Photo quality	Photo quality level	
	\bar{X}	S.D.
1. Interpretation	4.20	0.95
2. Beauty	4.60	0.57
3. Composition	4.40	0.87
4. Creativity	4.20	0.84
5. Technique	4.80	0.45
Total average	4.44	0.73

Figure 4: Advertising photos for beauty services



Table 6: Quality evaluation results of advertising photos for beauty services

Photo quality	Photo quality level	
	\bar{X}	S.D.
1. Interpretation	4.70	0.45
2. Beauty	4.75	0.27
3. Composition	4.70	0.50
4. Creativity	3.80	0.45
5. Technique	4.70	0.50
Total average	4.53	0.43

Figure 5: Advertising pictures for fashion and clothing

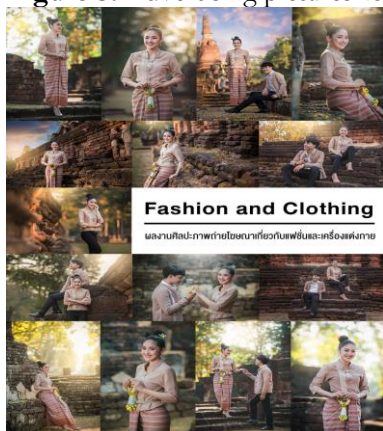


Table 7: Quality evaluation results of advertising pictures for fashion and clothing

Photo quality	Photo quality level	
	\bar{X}	S.D.
1. Interpretation	4.80	0.45
2. Beauty	4.85	0.34
3. Composition	4.60	0.55
4. Creativity	4.60	0.55

5. Technique	4.50	0.55
Total average	4.67	0.49

Figure 6: Advertising photos for women’s health



Table 8: Quality evaluation results of advertising photos for healthy services

Photo quality	Photo quality level	
	\bar{X}	S.D.
1. Interpretation	4.50	0.55
2. Beauty	4.40	0.52
3. Composition	4.50	0.55
4. Creativity	4.20	0.45
5. Technique	4.40	0.55
Total average	4.40	0.52

Figure 7: Advertising photos for food and beverages



Table 9: Quality evaluation results of advertising photos for food and beverages

Photo quality	Photo quality level	
	\bar{X}	S.D.
1. Interpretation	4.30	0.50
2. Beauty	4.30	0.57

3. Composition	4.70	0.50
4. Creativity	4.40	0.89
5. Technique	4.70	0.50
Total average	4.48	0.59

Table 10: All photo advertisements quality evaluation results

Quality level of all photo advertisements							
Photo quality	Products	Services	Fashion	Health	Food & Beverages	Photo quality level	
						\bar{X}	S.D.
Interpretation	4.20	4.70	4.80	4.50	4.30	4.50	0.25
Beauty	4.60	4.75	4.85	4.40	4.30	4.58	0.23
Composition	4.40	4.70	4.60	4.50	4.70	4.58	0.13
Creativity	4.20	3.80	4.60	4.20	4.40	4.24	0.30
Technique	4.80	4.70	4.50	4.40	4.70	4.62	0.16
Total average						4.50	0.22

Tables 5-9 show that advertising photos for fashion and clothing were assessed as having the highest quality ($\bar{X} = 4.67$, S.D. = 0.49). This was followed by advertising photos for beauty services ($\bar{X} = 4.53$, S.D.) = 0.43), advertising photos of food and beverages ($\bar{X} = 4.48$, S.D. = 0.59), and advertising photos for beauty products. ($\bar{X} = 4.44$, S.D. = 0.73) and advertising photos for women's health $\bar{X} = 4.40$, S.D. = 0.52), respectively.

Table 10 summarizes the quality assessment results for all five sets. Overall, the beauty myth of advertising photos was high ($\bar{X} = 4.50$, S.D. = 0.22). Quality assessment results for beauty ($\bar{X} = 4.58$, S.D. = 0.23) and composition ($\bar{X} = 4.58$, S.D. = 0.13) were the highest. This was followed by the following technique ($\bar{X} = 4.62$, S.D. = 0.16), interpretation ($\bar{X} = 4.50$, S.D. = 0.25), and creativity ($\bar{X} = 4.24$; S.D.) = 0.30), respectively.

The results of creating advertising photo art under the beauty myth of women in all five sets (75 photos) revealed that the overall quality was high $\bar{X} = 4.50$, S.D. = 0.22). The advertising of photos that promote image perception is related to the selection of models with characteristics related to the definition of beauty. For example, a model has a beautiful appearance, such as beautiful eyes, lips, teeth, and an attractive smile. She also has mesmerizing eyes and a good figure, such as having big breasts or a size suitable for her body. She had a small waist, clearly visible body curves, wide hips, firm buttocks, and long slender legs. In addition, the patient had white skin. Alternatively, if the skin is not white, it must be smooth without flaws or wrinkles. As for clothes, they must be clean, look good, and make the model look like a person in high society.

The clothes reveal the different shapes of women. The location chosen for the shoot must be consistent with the product and model, and the scene must promote the model, which is not more outstanding than the model.

3) To assess the promotion of image perception of SMEs with advertising photos under the concept of the beauty myth of women

Five sets of 75 advertising photos were assessed, in Phase 3, the image perception of products and services was assessed. After viewing all the works, a sample of 400 viewers assessed the image perception using Kotler's (1996) image perception assessment in six aspects, including attributes, benefits, value, culture, personality, and user as assessment criteria. Table 11 presents the results of the image perception assessment.

Table 11: Results of the image perception assessment of products and services using advertising photo art under the concept of the beauty myth of women

Image Perception level of all photo advertisements							
Image Perception	Products	Services	Fashion	Health	Food & Beverage	Image Perception level	
						\bar{X}	S.D.
Attributes	4.55	4.58	4.69	4.59	4.54	4.59	0.58
Benefits	4.52	4.54	4.58	4.53	4.44	4.52	0.62
Value	4.60	4.50	4.63	4.54	4.45	4.54	0.61
Culture	4.44	4.59	4.70	4.49	4.40	4.52	0.64
Personality	4.61	4.57	4.63	4.57	4.50	4.58	0.58
User	4.56	4.59	4.68	4.62	4.51	4.59	0.60
Total average						4.56	0.61

Table 11 shows that the overall image perception of all photos was at the highest level (\bar{X} = 4.56, S.D. = 0.61). Attributes (\bar{X} = 4.59, S.D. = 0.58) and User (\bar{X} = 4.59, S.D. = 0.60) was highest. This was followed by personality (\bar{X} = 4.58, S.D.) = 0.58), Value (\bar{X} = 4.54, S.D. = 0.61), Benefits (\bar{X} = 4.52, S.D. = 0.62), and Culture (\bar{X} = 4.52, S.D. = 0.64), respectively.

The results of assessing the promotion of the image perception of SMEs were based on a stimulus-response theory proposed by Wolber, D. (1996). There are three components to this theory. The first component is a stimulus comprising 75 advertising photos used to promote the image perception of small and medium enterprises (SMEs) under the beauty myth of women. The second component was perception. This is an interpretation of the viewer's understanding of the photo. The audience was 400 people from the public. The third component is reaction or response, which is the level of feeling toward advertising photo art that promotes image perception. The criteria for promoting image perception were based on six aspects: attributes, benefits, value, culture, personality, and user. The assessment results for images promoting image perception from 400 viewers were at the highest level (\bar{X} = 4.56, S.D. = 0.61).

From the results, the researchers found that the reputation of the model involved is a factor that promotes image perception. For example, if the male or female model chosen for photography is a person with a beautiful appearance or a well-known celebrity, this will significantly affect the assessment results. As used in this research, a business owner owned a well-known and wealthy beauty clinic as a model. This made people who were followers more interested in the advertisements. When the photo was published, it also received good feedback. The number of visits, comments, and expressions of viewers on social media could notice this. In addition, choosing a model that is a beauty queen, such as Miss Grand Thailand or a university star as a model can make people like the work even more. These people are online media influencers or beauty icons and celebrities with a beauty myth in the form of the elite, in that they are people with outstanding abilities and versatility above other people. They are successful and famous people. Therefore, advertisements use models that have won prizes from major competitions. This will also make the product look like a luxury brand (Ayudhaya, 2018). Therefore, a model's reputation is another important factor affecting image promotion.

Promoting women's beauty myths in advertising has significant ethical implications that cannot be ignored. By perpetuating unrealistic standards of beauty, advertising has the potential to fuel insecurity and negatively impact women's self-esteem. These advertisements often present an idealized version of beauty, which can lead to feelings of inadequacy and contribute to the objectification of women. Furthermore, promoting beauty myths could reinforce harmful stereotypes and discriminatory practices. This perpetuates the notion that a woman's worth is solely based on her physical appearance, ignoring her talents, intelligence, and individuality. This narrow representation of women limits their opportunities and undermines efforts toward gender equality.

Alternative approaches can be adopted in advertising to challenge or subvert norms. Instead of perpetuating a one-dimensional beauty myth, advertisements celebrate diversity and inclusivity. Featuring a diverse range of body types, ages, ethnicities, and abilities can help normalize and appreciate different forms of beauty. Emphasizing women's achievements, talents, and inner qualities can also shift the focus from their physical appearance to their inherent values as individuals. Advertising can promote realistic and healthy beauty standards. The representation of women in their natural state, without excessive retouching or editing, can help redefine conventional notions of beauty. The use of real women as role models, embracing their uniqueness and imperfections, can empower women and redefine societal beauty ideals.

In recent years, the advertising industry has witnessed a remarkable shift in how beauty is portrayed and perceived. The notion of women's beauty myths" has

become a topic of scrutiny and debate, prompting advertisers to reconsider their approach to promoting products. This study aims to explore the creation of photographic art that challenges and redefines society's perception of this beauty myth for advertising purposes. One recent state-of-the-art reference that exemplifies the concept of challenging beauty standards is the advertising campaign by Dove called "Real-Real Beauty Sketches" (2013). This campaign featured a forensic artist sketching women based solely on their descriptions, followed by sketches based on descriptions of strangers. The stark contrast in the resulting sketches highlights how women tend to underestimate their beauty, suggesting that the beauty myth perpetuated by the media often distorts self-perception.

The recent collaboration between photographers Peter Lindbergh and *Vogue Italia* in the September 2019 issue titled "The Timeless Issue" the magazine exclusively featured unretouched photographs of models, rejecting the prevalent practice of excessive photo manipulation. This bold approach aimed to showcase the genuine beauty of women and promote a more inclusive and realistic representation. The proposed research seeks to further contribute to this evolving discourse by exploring innovative ways to create photographic art that revolutionizes our perceptions of women's beauty myths for advertising purposes.

SMEs can significantly benefit from incorporating advertising photos into their marketing strategies, primarily when focusing on the perception of women's beauty myths. By utilizing photographic art, SMEs can tap into the power of visual storytelling to captivate their target audience and convey their brand messages effectively. One of the key advantages of advertising photos is their ability to evoke emotions and create strong connections with viewers. Visual images profoundly impact human psychology, enabling SMEs to engage with customers at a deeper level. By incorporating the perception of women's beauty myths into their advertising photos, SMEs can appeal to the aspirations and desires of their target audience, ultimately increasing brand recognition and recall.

Furthermore, advertising photos can help SMEs to differentiate themselves from their competitors. Through creative and well-executed visuals, SMEs can

showcase the unique aspects of their products or services that align with the perception of women's beauty myths. This not only helps build brand uniqueness but also enhances the overall brand image, making it more memorable and attractive to customers.

Notably, advertising photos can serve as social proof for SMEs. In today's digital age, customers rely heavily on visual content to make purchase decisions. By showcasing beautiful and aspirational images in their articles, SMEs can establish credibility and reinforce the value of their offerings to potential customers. Additionally, these photos can be shared across various social media platforms, thus amplifying the brand's reach, and attracting a broader audience.

Incorporating advertising photos based on the perceptions of women's beauty myths can greatly benefit SMEs. By leveraging the power of visual storytelling, SMEs can emotionally engage customers, differentiate

themselves from their competitors, and establish credibility in the market. Advertising photos serve as a valuable tool for SMEs to communicate their brand messages effectively and drive business growth.

Conclusion

Based on the results of this study, it can be concluded that advertising photo art that contains the signs of the beauty myth of women in all eight patterns based on the meanings of beauty is often found in advertising photos and needs to represent the following: timeless, respect, elite, easy, succeed, happiness, identity, and passion. According to the beauty myth "TREESHIP" model, it can help to create quality advertising photo art in terms of interpretation, beauty, composition, creativity, and techniques. It also promotes image perception for SMEs' products and services in terms of attributes, benefits, value, culture, personality, and users through signs and the beauty myth that are expressed through a model that possesses both beauty and fame. All of these can be used as images in advertisements to promote products and services in an era of selling products in the form of e-commerce, which requires consumers to mainly look at advertisements of products and services for their decision-making.

Recommendations for Further Research

The results obtained from this study can be applied to future work because this research is a creation of advertising photo art from the source, that is, sample advertising photos in the market. These sample images synthesize the myths of women's beauty obtained from search engine optimization (SEO) through the keyword "Beauty women Advertising." At this time, only 250 images were selected. Subsequently, only 100 images were selected by experts. As a result, this leads to the beauty myth of the eight patterns. However, the SEO system is updated and continuously changes the information. Therefore, if different results are required, the change in keywords and sample image quantity in the synthesis can be determined as appropriate for future research.

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