

ABSTRACT

The skin care company or local brand of cosmetic products, namely PT. Elshe Estetika Nusantara or ElsheSkin held a campaign, the campaign was #ImPerfectBeauty by selecting a downsyndrome female model. The model in the #ImPerfectBeauty campaign at the company PT. Elshe Estetika Nusantara (ElsheSkin) is named Namira Namira Zania, a woman with Down syndrome who has successfully become a model for ElsheSkin products. The purpose of this study is to inform the concept of the #ImPerfectBaeauty campaign carried out by the ElsheSkin company with the selection of a downsyndrome female model and to find out what messages are contained in the #ImPerfectBeauty campaign carried out by the ElsheSkin company with the selection of a downsyndrome female model so that the campaign can attract public attention. . This research uses a qualitative approach with a case study method, the researcher explains the meanings contained in the research in accordance with the reality where the researcher can find out its development and understand the phenomena or events in the study. The conclusion of this research is that the #ImPerfectBeauty campaign also has its own strategy in publishing the #ImPerfectBeauty campaign and represents the message content contained in the campaign, and the public can also understand and be inspired by the message content contained in the campaign.

Keywords: *campaign, message, beautiful meaning, down syndrome model*