

ABSTRACT

The issue of beauty standards in Indonesia is currently a hot topic of conversation. This made NAMA Beauty moved to create a campaign against the existence of these beauty standards. This study aims to measure the extent to which NAMA Beauty's #StayReal campaign on Instagram is able to change the perception of Indonesians towards the prevailing beauty standards. Using quantitative methods, this study analyzes the effect of the campaign on changes in respondents' perceptions regarding the acceptance of diversity in one's physical condition. Data collection was carried out through distributing questionnaires to 205 respondents with a population of Instagram followers @namabeauty.co and knowing the #StayReal campaign. The data collection technique in this study used non-probability sampling technique, namely purposive sampling. The results of this study indicate that the #StayReal NAMA Beauty campaign has a significant influence on respondents' perceptions of a more inclusive and diverse definition of beauty with a coefficient value of 0,186. The campaign is also considered successful in increasing respondents' confidence in their actual physical appearance.

Keywords – beauty standarts, campaigns, instagram, perception