

ABSTRACT

Skin color discrimination is rampant in Indonesia, especially against women, both verbally and non-verbally. According to the Oxford Dictionary, colorism is discrimination against dark-skinned individuals, often occurring even within the same ethnic group. Having fair skin tends to make individuals more valued, respected, and privileged in social settings. One example of colorism is the viral term "Aura Magrib," which emerged in mid-July 2024. This situation was also exploited by skin lightener manufacturers, with the number of products mushrooming around 5,000 per year. Then, a trend emerged of overclaiming products with promises of "fast skin whitening." Seeing this phenomenon, several local facial beauty product manufacturers are increasingly releasing products with a wider variety of shades to suit Indonesian women's skin tones. Although inclusive beauty campaigns for various skin tones have been carried out, they still only carry a message of celebrating diverse beauty. This does not emphasize definitions of beauty that are not standard white skin. The research method for this campaign used observation, literature study, interviews, and questionnaires. Data were analyzed using the Matrix Analysis method. The end goal of this design is a Beauty Event Booth, user-generated content, and an educational website about 18 Shades Foundation.

Keyword : *Advertising Campaign, Awareness, Hanasui, Colorism, Foundation*