

## **Deconstruction of Ecofeminist Ideology in Japanese Eco-friendly Beauty Products Advertisements**

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Nowadays, many advertisements for Japanese cosmetic products show ecology issues. Ecology issues and the role of women shown in advertisements cause the meaning to develop and become a deconstruction of previous advertisements. Now, the ideology contained in an advertisement can contain ecology issues and women's involvement in it, which is called ecofeminist ideology. This research seeks to the forms of deconstruction of ecofeminist ideology. This qualitative research uses document study methods and netnography methods. Data was collected from eight advertisements and then analyzed using Derrida's deconstruction theory, Barthes' semiotics, and Vandana Shiva's ecofeminism theory. The results of this research show that the forms of deconstruction of ecofeminist ideology in advertising are (1) represented by the role of women and efforts to save the future of nature, (2) nature and women grow together, (3) women's beauty is a natural beauty, (4) and the relationship of *Tsubaki* cultivation, traditions and women farmers.

**Keywords:** *deconstruction, ideology, ecofeminism, eco-friendly, Japanese cosmetics advertisement*

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## INTRODUCTION

Women are often identified as having an attractive look. For a woman to have an attractive look, she must be beautiful. Beauty is often defined very narrowly, such as white and smooth skin. In the feminist view, beauty is often described as a woman creating false self-objects behind the word beautiful ([Humm, 2002](#)). The role of advertising as a promotional medium, which often displays role models with standardized beauty, causes beauty products to become one of the 'shortcuts' to achieve the standardization that has developed in society over the years. In differentiating a product from its competitors, advertising often creates a strong brand identity, position, and image so that the product is attracted by the audience as expected. Then, there are strategies for conveying messages to reach consumers by hard sell, namely a message strategy by providing direct information about a product function, and soft sell, namely selling value or providing added value and an emotional connection between consumers and the product ([Widarti dkk., 2020](#)). According to Wernick ([1991](#)), advertising is a means of expressing cultural symbolic ideology. Advertising can become a discourse in society because advertising contains signs and language that are played with. The dominant ideology can express these signs and language in them. Ideology becomes a tool in the interests of material and cultural creators. Through the ideology of capitalism, advertising grows and develops, thus showing various stereotypes and perceptions.

On the other hand, many beauty products are currently being used, raising the potential for increased waste accumulation. This phenomenon has a paradox, namely that, on the one hand, the production of beauty products produces 120 billion packages yearly ([Shalmon, 2020](#)). Personal Care and Cosmetics Products (PCCP) refers to various kinds of products or goods found in most supermarkets or drug stores, such as perfume, deodorant, and cosmetics. As the economy develops in consumer behavior, PCCP has also increased since several decades ago. A new problem has emerged: plastic is increasingly used in various cosmetics. Finally, the cosmetics industry contributes significantly to plastic pollution, which is difficult to recycle ([Frantzeskos, 2022](#)). Regarding the relationship between the environment and women, feminism is often called the backbone of ecological studies. Only a few people are aware of environmental issues related to women's issues. In fact, according to developed myths, women are often associated with nature. For example, women are symbolized by the earth, flowers, chickens,

night, moon, and others ([Arivia, 2006](#)). Women are considered closer to nature than men. If patriarchy destroys nature, it also means destroying women. The cultural and symbolic relationship between the two is an oppression that does not know when it starts and ends ([Tong, 2017](#)). Ecology studies the relationship between humans and the environment, links humanities and natural sciences, and is interdisciplinary. Ecological awareness sees the reality of this world in a holistic, integral way, indicating that one world contains much diversity. Environmental conservation efforts are a human willingness to admit his limitations that he can never fully understand the workings of the world and all its elements. Cooperate with nature to direct this life together for the welfare of all world community members. This explains recognizing and respecting the right to life of every creature as an independent and dignified subject in a concrete, integral world ([Darmawati, 2002](#)).

The harmonization among women regarding the use of beauty products results from the standardization of beauty. Various environmental awareness movements are increasingly being intensified, such as the pursuit of recycled goods, which has become a lifestyle trend for city people, one of which is through beauty products developed by applying environmentally friendly concepts ([Arivia, 2006](#)). Society as consumers, especially in this case women, often believe that being beautiful is not only obtained by natural means from God but there is effort involved in it, one of which is the use of beauty products. The relationship between women and beauty products is close. Beauty products from Japan identify their products as eco-friendly beauty products, so they are safe for women to use and safe for the environment. According to the All About Japan page, several brands of these products are Shiseido, which claims its products are sustainable packaging, and Shu Uemura, which claims to be mindfully crafted Japanese products ([Hoy, 2021](#)). As a media text, advertising includes culture, namely social aspects, which are considered with meaning practices. Each meaning is an object that refers to something based on the context or culture in which the sign itself is produced and reproduced. The existence of meanings, constructs, and creations produced by media institutions and other interest groups can be deconstructed. Deconstruction allows researchers to think critically to dismantle the arrangements or rules, conventions, and forms of culture, beliefs, values, ideology, and others claimed by a particular agent ([Ida, 2016](#)). Deconstruction is seen as capable of opening a new structure for reality. Derrida believes that language originates from text or writing, which not only exists in the

human mind but is also concrete on the page. Writing is detached from its author because writing fills itself in the space of the page. So, when read, the writing immediately opens up for the reader to understand (Derrida, 1976).

According to Derrida, language and writing can not be separated. Language and writing are not only limited to defining the outer and inner parts of an understanding. Writing is not only an image, figure, or sign of other signs. However, there is a direct relationship or identity between words and meaning. Meaning does not come from objects but is produced by signifier relationships. This causes meaning never to be fixed, never identical to itself because it appears in different contexts, and signs do not have the same absolute meaning (Derrida, 1976). In connection with the feminist movement and ecology, they have mutually reinforcing goals. The influence of powerful actors in social construction and the environmental crisis cannot be separated, resulting in the impact of environmental change being distributed unequally and targeting marginalized groups to be the most disadvantaged. The issue of feminism has not been widely linked to postcolonialism. The two have many similarities, especially regarding resistance to injustice and rejection of the dominating system (Wulan, 2007).

In recent times, many advertisements for eco-friendly beauty products in Japan have shown their support not only for women's beauty but also for the preservation of nature, which is realized through promotional advertisements for the cosmetic products they produce. Advertising cannot be separated from the many meanings produced by signs.

## RESEARCH METHOD

The data collection techniques used in this research are document study and netnography. According to Anggito and Setiawan, a document is a significant written or film material collection. The term document also refers to photos, videos, films, memos, letters, diaries, clinical case notes, and memorabilia that can be used as information (Anggito & Setiawan, 2018). Then, Bogan and Biklen (Anggito & Setiawan, 2018) divided the types of documents into three types, namely (1) Personal documents produced for personal purposes, such as photos, letters, diaries, personal recordings and autobiographies, (2) Official documents produced by organizational employees for recording and dissemination purposes, such as memos, bulletins, files, and yearbooks, (3) Popular culture documents produced for commercial,

entertainment and information media purposes, such as advertisements, television programs, news reports or audio recordings. The netnography method is an online research approach based on anthropology or ethnography. Netnography is generally based on online information and communication, which already has its own culture, and its use is increasing. Netnography aims to understand and interpret reality, especially the context in cyberspace. It is not just conducting participant observation, tracing social media, communication, and connections on online sites between participants and informants, or observing human behavior. However, this means that, in reality, social media or the internet is dominated by realities that have been constructed sociologically, contextually, and culturally. Based on that explanation, the data collection method is by document study in the form of popular culture documents, namely advertisements. All data in the form of images and writing in Japanese eco-friendly products advertisements will be collected and when the data has been collected, it will be classified for analysis in an effort to find a form of deconstruction of the ecofeminist ideology contained in Japanese eco-friendly beauty products advertisements.

The descriptive analysis method will be used to analyze the data in this research. The descriptive method of analysis is a method that describes facts and then analyzes them. Etymologically, description and analysis mean explaining, not only describing but also providing understanding and explanation (Ratna, 2004). Then, the presentation of the results of data analysis used in this research is an informal method. The informal method is a way of presenting through words, unlike the formal method, which uses signs and symbols (Ratna, 2004).

## RESEARCH RESULT

The form and meaning in the advertisement represent the forms of deconstruction of ecofeminist ideology represented by (1) women and efforts to save the future of nature, (2) nature is women's best friend, (3) nature and women grow together, (4) women's beauty is a natural beauty, (5) and the relationship of *Tsubaki* cultivation, traditions and women farmers.

### Women and Efforts to Save the Future of Nature

Humans and their advantages in thinking and creating ideas make them the center of world domination. As a result, humans often carry out actions without considering the advantages and disadvantages of other creatures, such as deforestation, air pollution, and animal torture.

Hence, nature's existence is no longer sustainable. However, it tends to be for personal interests (Ponda, 2021). It is not surprising that the future of nature is concerning. Shiseido, A Japanese cosmetics company, can see these concerns about the future through its Anessa sunscreen product. Collaborating with the anime Doraemon, Anessa invites women to think about the future of nature, as shown by the presentation of the following images.



**Figure 1.** Anessa's Doraemon Version.

(Source: Youtube Channel Shiseido Japan, 2023)

Figure 1 shows the Doraemon character packaging of Anessa's sunscreen product. Doraemon is a popular Japanese anime. The Doraemon anime tells the story of the adventures of a robot cat with four elementary school children, namely Nobita, Giant, Suneo, and Shizuka. Doraemon is believed to be a robot cat who came from the future and can remove magical objects from his pocket, including traveling to the future. The interesting characters and storyline have made Doraemon anime fans spread worldwide. Many anime fans have caused companies to increase product sales by collaborating with anime (Andari & Litaay, 2022). Figure 1 shows Anessa's sunscreen product taken from the teenage girl's study desk drawer. The advertisement focuses on the packaging of products collaborating with Doraemon so that Doraemon fans can be tempted to buy and make Anessa sunscreen products into one of their collections. Then, if we look closely at its connotation, Anessa can be used as the "Doraemon" of product consumers. Through the Doraemon anime, which often invites people to go on adventures into the future, it is hoped that women will not only think about the future of their skin but also go on a journey into the future to think about and take action for the future of nature. *Advertising* is an information medium that exists in the world of information. It creates situations and conditions that bring the audience to a constant atmosphere of adventure, even to unique areas they would never have imagined in everyday material life. Experiencing something different, different, and unique will become necessary. The reason is that there is a continuous urge to stimulate and enliven the imagination (Faruk H. T, 2000). The Doraemon

edition of the Anessa sunscreen advertisement invites consumers to imagine their dreams so that the goal of thinking about their future and nature can be achieved with the presence of the Doraemon edition of the Anessa sunscreen.

A year before the release of the Doraemon edition of Anessa, Anessa sunscreen had already released a sunscreen product with the concept of SUNstainability world. Through this concept, Anessa is likelier to show product excellence that provides fair benefits for humans and nature. Then, it is also shown that sunscreen products are produced for women and used for children. This aims to convey to the public that Anessa sunscreen products are safe for use by children. In fact, on the official Shiseido website, Anessa products also educate children about the dangers of ultraviolet and the benefits of using Anessa sunscreen. Anessa products are also distributed to schools, parents, and daycare facilities. Anessa also pays attention to patients who suffer from a rare disease, namely *xeroderma pigmentosum* (XP), or a condition where the skin cannot be exposed to ultraviolet rays from the sun, as quoted on the official Shiseido website below.

小学校中学年以上の児童に向けて、紫外線が肌に及ぼす影響や、日焼けから肌を守る対策の必要性を伝え、日焼け止めの正しい塗り方などについての啓発を目的とした「日焼け予防教育授業実践」は、2018年度から開始し今年度で6年目を迎えました。未就学児童と保育者を対象にした早期教育の一環として、サンプルと紫外線対策サンケアブックを提供し、効果的な紫外線ケアを学び、健康面へ配慮するきっかけを創出しています。日光に当たることができない紫外線過敏の難病「色素性乾皮症（以下XP）」の患者の方々への支援を行っています。

Translation:

A "sunburn prevention educational lesson" aimed at children in the middle grades of elementary school and above, aimed at educating children about the effects of ultraviolet light on their skin, the need to take measures to protect their skin from sunburn, and how to apply the right sunscreen, started in 2018 and is now in its 6th year. As part of early education for preschoolers and child care workers, we provide UV protection sun care examples and books to create opportunities to learn about effective UV

protection and health considerations. We provide support to patients with xeroderma pigmentosum (XP), an incurable disease that causes sensitivity to ultraviolet light and prevents sun exposure.

Based on that information, Anessa tries to create an excellent environmental and promising future for the health of the next generation. A year later, Anessa updated its sunscreen product with a new concept, collaborating with the anime Doraemon, as shown in Figure (1). When linked, the meaning of the future in the Anessa sunscreen advertisement is not limited to a single meaning but continues to develop without being logocentric. The meaning of the future is based on the meaning of children, then developed into a future interpreted through collaboration with the anime Doraemon. This is related to ecofeminism itself. Feminist thinking is not unique, so it must be discussed more openly. Feminism moves according to its times, which causes dialogue between past feminism and contemporary feminism. Third-generation feminism encourages a parallel existence that combines three approaches that allow individual differences to remain without losing their feminism, especially postmodern feminism (Prabasmoro, 2006).

### Nature and Women Grow Together

Ecofeminism is a new feminist branch in environmental philosophy, and feminism is a variation of ecological ethics. Etymologically, ecofeminism comes from the words ecology and feminism. Françoise d'Eaubonne first put forward the term ecofeminism in her article entitled *Le Feminisme ou la Mort* in 1974. Eaubonne linked the relationship between the oppression of women and nature (Ponda, 2021). It can be seen that nature and women are one unit. This can be traced through several myths that link women and nature, such as Dewi Sri from Indonesia, Selu from America, Demeter from Yunani, and Amaterasu from Japan. These myths about women being friends with nature show that there has long been a relationship between the two. Then, in this modern era, information media is not only through folklore but has developed, one of which is through advertising. Several environmentally friendly cosmetic products want to show the existence of their products from the relationship between women and nature through women and nature growing together.

Culturally, women are associated with nature. When the existence of patriarchy endangers women, it also means endangering nature (Tong, 2017). Through this presentation, the following elixir advertisement shows that nature and women grow together and cannot be separated.



Figure 2. A mother gives paper to her daughter.

(Source: Youtube Channel Shiseido Japan, 2023)

Figure 2 shows an adult woman sitting on a sofa when her mother suddenly shows her a piece of paper. The paper is a drawing made by the female character when she was little, as shown in Figure 3 below.



Figure 3. Drawing of a tree by a woman.

(Source: Youtube Channel Shiseido Japan, 2023)

Figure 4 shows pictures of trees, birds, grass, and clouds colored using crayons. In the picture, there is also writing that reads しぜんをたいせつに (*shizen wo taisetsu ni*), which means the environment is essential. The pieces from the advertisement show the closeness of women and nature. Women's awareness of the environment is essential. In ecofeminism, women have become more developed. They can control their own lives by having ties with other creatures, such as the animal and plant world, so it can be said that women live freely and happily (Tong, 2017). This presentation correlates with the following images, representing the bond between women and nature. Based on the advertisement described previously, it can be understood that women and nature are inseparable. This shows that the feminine principle views women and nature as having a special relationship as partners or friends, which are built organically in the process of growth. This shows that all forms of life are created from the feminine principle. Ecofeminism offers a pluralistic and inclusive manner in which the relationship between men and women and between humans and nature are complementary rather than negating one of them.

### Women's Beauty is Natural Beauty

As a cosmetic product, of course, the aim of making consumers look beautiful is the product's purpose. In general, a cosmetic advertisement unreasonably displays women's beauty in its advertising promotion, thus causing the standardization of beauty to develop and become a culture in people's lives. However, the growing awareness of beauty that does not have to be white, tall, thin, and smooth has caused advertising promotions today to become more varied and diverse. The urgency of being beautiful is put aside in Japanese eco-friendly beauty product advertisements, especially as seen in the following advertisement for the launch of Shiseido WASO products.



**Figure 4.** Representation of empty land.

(Source: Youtube Channel Shiseido Japan, 2017)

Figure 4 shows four sections of land that serve as advertising models in a studio room. The four green areas are still empty and have not grown anything. In each field, a variety of plants are born and grow lush, which are the basic ingredients for WASO cosmetic products.



**Figure 5.** Representation of a balance new life.

(Source: Youtube Channel Shiseido Japan, 2017)

Figure 5 represents natural materials used properly without disturbing their respective ecosystems. Balanced use of nature and technology can create harmony and good harmony between nature, technology, and the humans who use it. Based on the advertisement's highlights regarding the basic natural ingredients used, it forms a single beauty unit in the middle of the four areas, becoming the

advertising model in the studio room. When connoted, it represents natural ingredients combined in WASO cosmetic products to produce natural beauty. Farms growing cosmetic ingredients have become a real advertising model. How they are grown, cared for, researched, processed well, and produced good benefits represents the beauty that Shiseido WASO products want to convey. Because of this, women's beauty can be based on natural beauty.

Then, in another promotional advertising concept, Shiseido WASO displays female models with various skin to represent each product. It shows a woman smiling while showing off her bright, blemish-free facial skin. Then, the advertising scene cuts to a figure of a carrot (にんじん: *ninjin*).



**Figure 6.** WASO product based on carrot.

(Source: Youtube Channel Shiseido Japan, 2017)

Closely, the two Shiseido WASO advertisements only promote their products made from natural ingredients, so they benefit the skin, especially for female consumers. However, if detailed again, the two advertisements have different delivery methods according to their respective concepts even though they were promoted in the same year. Through their product launch advertisements, Shiseido WASO focuses on introducing natural ingredients, which are the key to each product, by making this an "advertising model". Shiseido WASO wants consumers to take away the meaning that true beauty comes from nature, even though times and technology have become modern with the emergence of sophisticated equipment in advertising. Things taken from nature and put to good use will produce a new, more beautiful, and harmonious world. Then, in an advertisement in December 2017, Shiseido WASO featured several female models with representations of the benefits of each natural ingredient used. Shiseido WASO liberates the meaning captured by consumers but remains in the same vein as the key to their promotion, namely, the cosmetic products in the form of moisturizers that they market are made from natural ingredients that are good for the skin. The

meanings that develop in each advertisement prove that meaning does not stop at one point. Even though the key to the meaning is the same, the representation towards understanding the promotion can be developed widely in various ways.

### The Relationship of *Tsubaki* Cultivation, Traditions, and Women Farmers

*Tsubaki*, or *camellia japonica*, is an ornamental plant for its beautiful flowers. However, *Tsubaki* can be processed into oil beneficial for beauty, especially for hair and face. The superior benefits of *tsubaki* oil have caused this plant to be cultivated as a main ingredient in cosmetics. The cosmetics brand Shu Uemura did this. However, in his product advertisements, Shu Uemura, on the other hand, does not introduce the product directly but instead shows the process of harvesting and cultivating *tsubaki* carried out by female farmers on Toshima Island. As a cosmetics brand that claims to be mindfully crafted in Japan, shu uemura has helped develop *tsubaki* cultivation on Toshima Island, which currently needs more successors. In fact, according to the Toshima people, the large *tsubaki* fields are a gift from their ancestors and are seen as a tradition.



**Figure 7.** A group of female farmers walking in the *tsubaki* fields.

(Source: Youtube Channel Shu Uemura Japan, 2023)

Figure 7 shows female *tsubaki* farmers walking under a *tsubaki* tree. They are preparing to harvest *Tsubaki* seeds used as a cosmetic oil. Closely, the farmers are already old, and there are no younger ones among them. This means that female farmers in Toshima need the help of young people who care about the ecological conditions there. The lack of the next generation and various complaints about *tsubaki* cultivation in Toshima were also explained directly by Chieko, a female farmer, as in data (1) below.

- (1) 放棄林は放棄された年数と同じ年数をかけないと再生していきません。自然の力は強くて、雑木の

育つスピードはとっても早いのに  
対して、島の多くの人たちは高齢  
でてが追いつかないのが現状で  
す。

(Mindfully Crafted in Japan. Sedai o koete Tsugi uketamawa sa reta takumi no waza o mamori, kōsei ni nokosu koto, 2022, 0:09-0:26)

Translation:

Abandoned forests will not regenerate unless the number of years is the same as the number of years in which the forest was abandoned. The forces of nature are strong and the trees grow very quickly, but many people on the island are too old to keep up.

(Mindfully Crafted in Japan. Sedai o koete Tsugi uketamawa sa reta takumi no waza o mamori, kōsei ni nokosu koto, 2022, 0:09-0:26)

The population needs to grow, and the need to reorganize *tsubaki* agricultural cultivation on Toshima Island means that female farmers are having difficulties and need help, especially young people who want to come directly to help the farmers there. Seeing concerns about agricultural development in Toshima, Shu Uemura created a sponsorship program to finance young people who wanted to help develop *tsubaki* agriculture in Toshima. One of the recipients of the program is Ayu Igarashi. Igarashi came directly to Toshima and helped female farmers care for their *tsubaki* fields, including harvesting and processing *Tsubaki* seeds into oil. According to Igarashi, she learned a lot about *Tsubaki* and its benefits. She was taught traditional Toshima culture, which made him feel close to the women there, including nature, giving him the gift of being one of the *Tsubaki* producers in Japan.

- (2) 豊島に来て思ったことは人との距離が近いことですね。皆さん温かく受け入れてくれます。千恵子さんのお宅にも遊びに行かせてもらって、豊島の伝統色々教えてもらっています。椿の仕事をして、椿油の作られる過程が分かります。

椿油1滴を作る大変さが分かって、すごく貴重なものだなと思いました。椿油や島のことはまだあまり知られていないのでこの豊かな島、そしてそこで栽培されてきた椿のことを島以外の人にも広く発信していきたいですね。

(Mindfully Crafted in Japan. Sedai o koete Tsugi uketamawa sa reta takumi no waza o mamori, kōsei ni nokosu koto, 2022,0:10-0:54)

Translation:

When I came to Toshima, I realized that I was close to many people. Everyone will welcome you warmly. I was also allowed to visit Chieko-san's house and learn about various Toshima traditions. As I worked with camellias and understood the process of making camellia oil, I realized how difficult it is to make just one drop of camellia oil, and I think it is worth it. Not much is known about camellia oil or the island, so I wanted to spread the word about this rich island and the camellias that grow there, even to people outside the island.

(Mindfully Crafted in Japan. Sedai o koete Tsugi uketamawa sa reta takumi no waza o mamori, kōsei ni nokosu koto, 2022,0:10-0:54)

Based on data (2), it can be seen that Igarashi feels it is beneficial to continue the *Tsubaki* farming tradition in Toshima even though she is not native to the island. It can also be seen that a rebellious ecofeminist ideology has emerged and is determined to preserve nature on Toshima Island. Shu Uemura, with his program, has succeeded in making young women closer to nature and proving that nature, tradition, and farming cannot be separated from women, which then unknowingly causes the ideology of Ecofeminism to fill their lives. According to Shiva and Mies in their book *Ecofeminism* (2014), a feminist perspective can transcend patriarchy in its power and meaning in nature and society. Feminism is broader and more profound because it places production and consumption in the context of regeneration. Not only does it link issues dealt with separately between production and reproduction, but ecological feminism more significantly makes these connections and allows viewing the world as an

active subject, not merely as a resource to be manipulated and owned. Activating something seen as passive according to patriarchal perception thus becomes a significant step in the renewal of life.

This is different from the cosmetics advertisement that Shu Uemura aired three years before his product had the concept of being mindfully crafted in Japan. Their form of advertising promotion is limited to cosmetics and women only. Even though they show flowers and *Tsubaki* seeds as symbols of the basic ingredients of their cosmetics, awareness of ecology issues where they obtain these ingredients has not been conveyed.



**Figure 8.** Eyes shadow with tsubaki base material.

(Source: Youtube Channel Shu Uemura Japan, 2021)

Figure 8 shows a video clip of an advertisement focusing on a woman's eye makeup with a *Tsubaki* flower next to her. Implicitly, the meaning of the advertising piece is that the essential ingredients for making cosmetic products come from the *Tsubaki* plant. Even though the cosmetic products produced are not eye makeup products, they are skin moisturizing liquids. So, the meaning of eye makeup in advertisements can be interpreted as beauty and a refreshing appearance. Another clip shows *tsubaki* flowers and seeds in the middle of the *tsubaki* oil, which forms a figure eight. The number eight symbol of *tsubaki* oil means unbroken continuity and continues to connect without end, apart from meaning endurance in the effort to moisturize the skin for eight hours. In the cut of the advertising scene, there is also narrative writing that reads 日本産椿オイル配合\* (*nihon-san tsubaki oiru haigo*) which means it contains Japanese camellia oil. In denotation, shu uemura promotes its products containing camellia or *Tsubaki* oil.

Based on the two advertisements for Shu Uemura cosmetic products in 2023 and 2021, there are differences in the delivery of advertising promotions. Advertisements in 2020 show the essential ingredients for making cosmetic products using *Tsubaki*, which moisturizes the skin and is a choice for women. Shu Uemura focuses on the ideology of women's beauty by emphasizing the



results of moist skin in advertisements as a trigger for their production. Then, within three years, Shu Uemura had a policy of sponsoring young women willing to volunteer on Toshima Island to preserve the culture and cultivation of Tsubaki and empower elderly female farmers. The development of the meaning from the ideology of beauty has expanded to become the ideology of ecofeminism as a movement to preserve the ecology of Tsubaki on Toshima Island so that women's beauty sourced from Tsubaki essential ingredients can be sustainable. Also, its existence has shown that meaning has been deconstructed and is moving dynamically to produce newer and fresher meanings in promotion—the product.

### CONCLUSION

Based on the analysis, the deconstruction of ecofeminist ideology in Japanese eco-friendly beauty product advertisements in the last decade displays Ecology issues and the involvement of women in their promotion. Meanwhile, previous advertisements for the same product only showed the superior side of cosmetic products and the construction of women's beauty standards rooted in society, such as smooth, white, and spotless skin. Environmental issues included in advertising have led to innovation in the beauty world, namely eco-friendly beauty products. Japanese cosmetic product companies innovatively promote environmentally friendly cosmetics through their advertisements.

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