

CHAPTER I

INTRODUCTION

1.1. Background of the study

Commercial advertising is typically a type of advertising intended to educate consumers or to promote specific ideas. It is designed to reach and motivate the public to become more interested in the subject of advertising. The idea of commercial advertising is to sell something that allows consumers to earn a return from the product manufacturer. It often it attempts to stimulate increased consumption of its products or services by 'brandingTM' including the identification of a product name or logo with certain attributes in the minds of customers.

Heineken beer is the largest alcoholic drinks in the world, and its rank is third after the Anheuser-Busch In Bev and SABMiller beer brands. It was first established in the Netherlands and became the main product of three brands of beer drinks. Including Grolsch and Bav aria, which are famous in the country. It is also one of the largest and earliest players for beer Beverage Company that started on 1960 (M & A worldwide industry report Agri and Food and Beverage edition in November 2001). For maintaining the glory, Heineken persuades costumers through its ads with interesting portrayals containing implicit messages, meanings, and functions visually and verbally. Therefore. It can attract customers to buy and consume it for their daily life. It is a challenge to find the best way on presenting the product because beer has become a public issue consuming in several countries and taboo to be consumed.

The Heineken ad chosen for this research is Heineken Light | Beach (30s) that is uploaded in the official account of Multi Bintang You Tube channel which has viewed by 1.700 people. It released after out-crying over racism of the previous one and Heineken clarified it through this ad. The interesting point found are female objectification and Black women sexualization, consist of some White and Black people from some tribes with the main characters, a Black African woman as a consumer of the beer and a White American man as a bar tender. The bar tender finds her from a binoculars he used with other people at the beach. He focuses on the Black one and then offers her a bottle of Heineken beer that is skated by multiple individuals. In the latest commercial, broadcast in the U.S., Heineken shows a bartender who spots a woman across a rooftop bar. He pops open a bottle of Heineken beer, and sends it along the sliding wall. The camera tracks the beer as it moves through a Black woman and an older Black man before getting back to the side of the white woman he 'd seen before. The narrator then cuts in with: "Sometimes it's easier to get lighter." The Rapper was among those opposing the ad showing a bartender slide carrying a bottle of low-calorie, reduced alcohol beer past three black people before stopping at the side of a lighter skinned woman. The slogan was a nod to the light beer but otherwise considered by many observers. Others said the people involved's skin color couldn't have been a coincidence, or that at best it's as tone deaf. The ad was removed from the connect, and replaced with the new version that used us and the research data. There are semiotics issues can be analyzed.

Semiotic study is the theory of signs and symbols make sense. It involves

learning the processes of signs and signals, signal, description, resemblance, comparison, metaphor, symbolism, sense, and communication. The purpose is to integrate every system of signs, whatever their nature and limitations: pictures, movements, sounds musical, artifacts, and constitute the material of ritual, tradition, or public entertainment. If not languages, then at least sense structures. Semiotics is often used in analysis or documents. Semiotic is more than a textual analysis because it explores more to a message that is beyond of what it appears, the message can be in a written, audio, or video recording form (Saussure 1974).

Social code theory by John Fiske (2001) consists of three stages: (1) Reality that is not something neutral and reliable anymore. It has encoded and created in such way relates to the common sense in particular society. Especially in media, it was made very natural and it has already encoded so that society will believe and perceive it as the reality, (2) Representation is a constructed reality by the media through certain symbolic meaning and technical codes that involve camera technique, lighting, editing, music, and sound. This representation is made of several aspects in the commercial such as character, dialogue, narrative, setting, etc. (3) Ideology is produced from the representation which organized in the commercial, such as patriarchy, capitalism, materialism, individualism, class, race, etc. It was made close and coherent with reality in the society by using cultural codes so that the society can make sense of it.

In the ideology, this study is talking about gender point of view. It is a term that covers work on equity, women's and feminist studies, men's and masculinity research, and queer studies. In addition. It focuses on how gender interacts with

other categories such as nationality, orientation and social background in both conceptual and literal terms. This commercial uses female as the focus of drinker beer wearing short fabric, presented in ways that highlight their body parts, and provided us with decorative objects.

Some earlier studies are taken from SAGE Journal, Evaluating Jezebel's Stereotype: The Sexual Objectification Effect of the Race Target as the secondary sources of this study. Black people 's systematic objectification and dehumanization has a long history in the whole of the West. Nonetheless, few scholars have researched whether these stereotypes are still explicitly present, and whether black women are interpersonally emotionally neutral. This is to resolve this disparity by researching whether Black women are more sexually violent than White women, and how this tendency is amplified by addressing sexualisation. This provides evidence in Study 1, using eye-tracking technologies (N -38) that people are attending more often and for longer periods. For the sexual body parts of black women as opposed to white women, particularly when sexually presented. In studies 2a (N-120) and 2b (N=131). It has shown that Black women are correlated to a greater degree with both animals and objects than White women with the Go / No-Go Association function. That discusses the implications of dehumanizing U.S. culture care of black people and black women. This aim to raise awareness of this evidence that objectification can take place beyond the domain of conscious thought and should include a dimension unique to ethnicity in the relevant interventions.

Second preceding thesis is taken from (Oktaviani, 2017). This study aims at

understanding the process of objectification and social abjection towards geisha in three main goals. (1) Revealing the explanation for the opposition of women to geisha, (2) Revealing Sajuri's abjection as a geisha during her lifetime, and (3) highlighting Gion society's lower-class geisha opposition. Sexual objectification of geisha is affected by their environment, such as their workplace and jobs, based on the findings. Asked to be presentable at all times, their self-abjection takes control of their lives so that they cannot refuse us a Geisha sexual objectification from their lives. Through this kind of surrounding, in a form of disgust, it leads to a social abjection, whether it is spatial disgust or moral disgust.

The third previous study is *Representasi Perempuan Dalam Iklan Televisi (Studi Analisis Iklan Beng Beng Versi "Great Date")*, The ad represents women as marginalized positions in which of the five items used as signs in advertisements, the position of women is placed as a trait that exists with a materialist intuitive approach, the relationship between product promotion and advertising messages is sometimes incompatible with the purpose of the ad is created. There is an uneven understanding that positions women as those who want the values of materialism. So that the values of personality are low. There is no significance of the relationship between the product and the role of women. Visualization of advertising is only to show the couple's happiness story and in terms of the facial variant (expression) of women in advertising as the main character end the creative reinforcement of advertising is not to strengthen the product specifications.

Another study can be seen from *Analisis Semioliko Pemaknaan Rasisme Dalam film Hidden Figure Karya Theodore Melfi*. It shows quite a lot of racism scenes that afflict Black citizens. The difficulty of living in a country where the majority hates Black citizens very much. All methods are done by White citizens to do the separation in any form. Specifically how when see that Black citizens only have access to very limited public facilities, to how Black citizens have few opportunities to be able to find work in a country that upholds the superiority of a race.

The researchers' conclusions on the problem formulation are: 1. Manning of Denotation Analysis of the Hidden Figures film divided into two parts by the researcher, the first is the story contained iii the introduction of the story that has the meaning of notation as a film that describes how' the portrait the lives of Blacks are treated by Whites, especially for actors who struggle in a work environment where the majority are White, the second is how Black resistance forms in the film in order to fight for all the rights of Black citizens. 2. Meaning of Connotation contained in this film is how a portrait of racism is very thick because Black citizens had not get equal rights as other White citizens. Therefore the three figures did not hesitate to voice their rights. Although it is very difficult to break a belief that White people are better than Blacks. But there is still a belief that as a citizen whoever has the right to contribute and achieve the dream of the country, 3. Meaning Myth contained in this film is how when a certain law or a rule is applied it can turn into a culture and even such beliefs. As when Jim Crow's lay was applied or "equal but separate", it could turn into u tradition in which the White race's

beliefs were at ways better than Blacks. No Apart from the past › hen Whites made Blacks slaves. It continues to be passed on ex en today. With the three meanings above, the researcher concludes that the meaning of racism in the Hidden Figures film explains that there is no better or superior race. There is no race that is smarter or more stupid. The unity of a country is not determined by what color or race a person is. Because when various groups live in a country, they have the right to contribute, to have a positive impact for the realization of the ideals of a country.

The fifth study is *Sebuah Analisis Semiotika dan Resepsi Audience (Rasisme Dalam Iklan "Djarum Super Soccer" and "Gudang Game Intersport")*. The consequence of the study of the semiotics text reveals that both Djarum Super Soccer and Gudang Garam Intersport demonstrated the articulation of bigotry in equal measure. Djarum Super Soccer commercial in edition African Animals shows bias in the form of animal representations similar to the continent of Africa. Therefore. Gudang Garam Intersport reveals racism's articulation of dominance towards Blacks in the form of White People. On the opposite side. System of audience response using Focus Group Analysis indicates that audiences are critical and skeptical of both ads. Besides, in watching commercials even one of the participants had the same perspective with researchers, although the audience did not use semiotics to display and perceive those ads. The study's conclusion reveals that Gudang Garam Inter Sport and Djarum Super Soccer's commercial articulation of sexism has become the myth that the animal is the same as African football players. The Blacks are the same as the evil, rough, and unjust games. This articulation of bias has influenced the point of view of the

audience, especially Blacks, towards a certain race.

From the observation of previous studies, the writer found that all of them used semiotic analysis focus on female objectification in ads and films, while this research focuses on investigating representation of social code of commercial Heineken Light | Bench (30s) ad from its reality, representative, and ideology with Black women as the sexual objectification (SO).

1.2 Statement of The Problems

From explanation of the study above, the problems can be formulated into research question: How are the portrayals of Women In Commercial Heineken Light | Beach (30s) ad using semiotic analysis?

1.3 Objective of The Study

The aim of the study can be seen from the research question that is to find the portrayals of black women in commercial Heineken Light | Beach (30s) ad using semiotic analysis.

1.4 Significance of The Study

Heineken brings a unique concept in promoting their product by using representation of some White and Black people, males and females from some tribes as the tool of promotion and specific target consumer where some of the portrayals contains incoherent concept of female objectification and Black women sexualization racism using the depictions of social codes. By investigating commercial Heineken Light | Beach (30s) Advertisement, it is hoped to inform the society to be careful and be aware in consuming certain ad which contains negative paradigm or doctrine about female racism issue. Thus, the society should

be wise in consuming certain product and do not let the doctrines and ideologies are also being consumed and practiced in social life. Although there are many researches has been done about social code by John Fiske (2001), female objectification by Fredrickson & Roberts theory (1997), and Black women sexualization used Charlery Helene (2001). Hope it contributes more in English Department. Faculty of Humanities, Universitas Airlangga.

1.5 Definition of Key Terms

- Female objectification: is the act or treating female as an object or the act of female as a mere object from their body parts (Langton, 2010).
- Black women sexualization: is Black women's oppression of slaves to promote various scientific methods and techniques that sexually abused slaves. Black women retained the jezebel myth, alleging that black women often pursued sex outside marriage and were usually sexually promiscuous (Matthews, 2013).
- Racism: is the belief that groups of humans possess different behavioral traits corresponding to physical appearance, and can be divided based on the superiority of one race over another (Merriam, 2018).