

Representasi "Kecantikan" dan "Femininitas" Pada Iklan *CLEAR "Soft and Shiny Hair Model"*

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VISUAL IMAGE; ADVERTISING

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ABSTRAK

Visual culture spread throughout the community life of the joints. Its unique cause of visual culture are widely used in advertising to convey messages in various products of goods and services, so ads become an alternative to transmit the new culture to the public. Similarly, the ad "Clear Soft and Shiny Hair Model" which uses images that have meanings connected with the cultural and social reality.

Ad "Clear Soft and Shiny Hair Model" is interesting to study, because in addition to using different models in magazines and billboards Chic, it represents beauty and femininity in using Indonesian women or just use the local women. Advertising research is different from previous research that uses ads with female models indo. In addition, the layout and makeup strategies Chic magazine and billboard media are very different, including the use of models. This research focuses on analyzing the visual image itself with a knife of semiotic analysis of Roland Barthes. How to analyze the composition lies in the visual image, the aspect of culture that is closely related to people's lives. Semiotics is used to discover aspects of the model denotation and connotation of a description of the culture and local wisdom related to beauty, and femininity.

Signal analysis is used to describe the beauty and femininity, as well as strategies used in Chic magazine and billboard media.

Key words: visual image, advertising, visual methodology, semiotics

RINGKASAN

Penelitian ini adalah kajian tentang bagaimana media membentuk konstruksi budaya masyarakat melalui representasi sosial yang diangkat dari realitas sosial. Dialektika budaya yang terjadi di masyarakat menjadikan visualisasi memegang peranan dalam mentransmisikan pesan melalui teks dan gambar (*visual image*) sebagai sebuah proses komunikasi yang dapat menyebabkan timbulnya makna-makna yang mungkin berbeda dengan ide awal konstruksi budaya. Iklan adalah media penyampai pesan yang bersifat komersial ataupun nonkomersial sekaligus juga sebagai merupakan produk kebudayaan massa, yang dengan demikian menjadikan iklan sebagai industri budaya. Iklan selain memiliki konten yang berhubungan dengan produk barang atau jasa juga terdiri dari rangkaian gambar yang digunakan untuk menegaskan produk barang atau jasa. Gambar dalam iklan berisi tentang simbol-simbol tentang nilai-nilai kehidupan yang direpresentasikan dari realitas sosial, karenanya simbol-simbol menjadi dialektika visual dalam masyarakat.

Penelitian iklan Clear Soft and Shiny Hair Model pada media majalah Chic dan Baliho menggunakan metode semiotika Roland Barthes untuk menganalisis tanda-tanda representasi yang ada dalam iklan Clear dengan menggunakan metodologi visual. Analisis semiotika dalam konteks *visual culture* digunakan untuk menganalisis *visual image* itu sendiri, bukan hanya untuk mengetahui makna dan mendeskripsikan *visual image* dalam iklan Clear Soft and Shiny Hair Model, namun juga bagaimana cara menganalisis *visual image* dengan menghubungkan tanda-tanda dalam *visual image* itu dengan aspek-aspek sosial budaya dalam masyarakat.

Penelitian ini sebagai upaya memahami *visual image* pada iklan Clear Soft and Shiny Hair Model sebagai teks. Penelitian ini juga berusaha mengungkapkan keterkaitan denotasi potongan gambar dengan realitas sebagai upaya membongkar kode dan tanda sebagai simbol. Model alur penelitian mengikuti pola: pertama kali melihat gambar sebagai tanda dengan seksama dan hati-hati, dan kemudian melihat makna yang melekat pada potongan-potongan gambar tersebut.

Hasil pembacaan potongan-potongan *visual image* iklan "Clear Soft and Shiny Hair Model" pada majalah Chic menemukan tanda-tanda seperti tersenyum, rambut berwarna hitam, rambut panjang dan lurus, rambut panjang dan bergelombang/ikal, warna kulit kuning, gaun hitam panjang bermotif tanpa bahu, gaun hitam panjang bermotif dengan satu bahu, gaun hitam selutut, memperlihatkan pundak, tangan dipinggang, aksesoris gelang, aksesoris cincin dan sepatu hak tinggi. Sedangkan tanda-tanda yang ditemukan pada *visual image* iklan "Clear Soft and Shiny Hair Model" pada media baliho, seperti warna kulit kuning, gaun hitam bermotif tanpa bahu, gaun hitam bermotif satu bahu, aksesoris gelang, aksesoris cincin, tanpa dingin, mulut tertutup rapat, mulut terbuka dan mempertontonkan pundak.

Hasil penelitian dengan menggunakan metode semiotika Roland Barthes memperlihatkan cantik adalah kulit berwarna kuning, rambut panjang dan hitam sekali, ikal/bergelombang, lurus, rambut pendek, tinggi, langsing, ekspresi ramah, tersenyum, dan dingin. Femininitas perempuan diidealkan dengan gaun panjang, gaun pendek, sepatu hak tinggi, sepatu hak tinggi, lemah gemulai, dan anggun. Sedangkan seksualitas diperlihatkan dengan mempertontonkan pundak yang terbuka, dan mulut terbuka sedikit dengan tatapan mata misterius. Inilah gambaran paradoks tentang kecantikan, femininitas dan seksualitas hasil konstruksi media.

Barangkali ini menjadi paradoks, bahwa realitas sosial tidak hanya seperti yang digambarkan dalam iklan "Clear Soft and Shiny Hair Model". Nampaknya realitas kecantikan dan femininitas hasil konstruksi media tidak lepas dari politik ekonomi yang berkaitan dengan kapitalis dan hidup hedonis.

Strategi iklan yang digunakan pada media pada media baliho, menunjukkan cantik dengan tata rias yang berkelas, wajah dingin dengan tatapan misterius. Kecantikan yang dipaparkan pada media baliho menggunakan strategi superioritas.

Sedangkan strategi iklan pada media majalah Chic kecantikan dengan ekspresi keramahan dan keceriaan. Cantik yang memiliki makna kesetaraan.

SUMMARY

This research is the study of how the media shape the cultural construction of community through social representations that are appointed from the social reality. Dialectics of culture in the society by making visualization plays a role in transmitting the message via text and picture as a communication process that can lead to the emergence of meanings that may differ from the initial idea of cultural construction. Advertising is a medium that is commercial message or non commercial also as a product of mass culture, thus making the ad

As a cultural industry. Ads in addition to having content related to the product or service also consists of a series of images used to confirm the product or service. Images in the ad contains the symbols of the values of life are represented from social reality, thus the symbols into a visual dialectic in society.

Research advertising Clear Soft Shiny Hair Models on Billboards and magazine Chic using Roland Barthes' semiotic method to analyze the signs of an existing representation in Clear ad using visual methodologies. Semiotic analysis of visual culture in the context used to analyze the visual image itself, not only to identify and describe the meaning of visual images in advertisements Clear Soft and Shiny Hair Models, but also how to analyze the visual image, by connecting the signs in the visual image with the aspect socio-cultural aspects in society.

This research is an attempt to understand the visual image in advertising Clear Soft and Shiny Hair Models as text. This study also attempted to express the denotation relation to the reality of the image pieces in an attempt to disassemble the code and sign as a symbol. Flow model studies followed the pattern: first saw the picture as a sign carefully and cautiously, and then look at the meaning attached to the pieces of the picture.

The result of reading the pieces of visual image, the ad "Clear Soft and Shiny Hair Model" in the magazine Chic to find any signs such as smiling, black hair, long and straight hair, long hair and wavy / curly, color yellow skin, long black dress patterned without shoulders, long black dress patterned with one shoulder, knee-length black dress, revealing her shoulders, hands dipinggang, accessories, bracelets, rings accessories and high heels. While the signs were found on the visual image ads "Clear Soft and Shiny Hair Model" in the media, billboards, such as yellow skin color, patterned black dress without the shoulder, one shoulder black dress patterns, accessories, bracelets, accessories, ring, without the cold, the mouth closed meetings, open mouth and show the shoulder.

Results of research by Roland Barthes' semiotic method is to show beautiful skin is yellow, very long hair and black, curly / wavy, straight, short hair, tall, slim, friendly expression, smiling, and cold. Idealized femininity of women with long dresses, short dresses, high heels, high heels, graceful, and elegant. While sexuality is shown to exhibit an open shoulder, and his mouth opened slightly with a mysterious gaze. This paradoxical picture of beauty, femininity and sexuality is the result of a media construction.

Maybe this is a paradox, that the social reality not only as pictured in the ad "Clear Soft and Shiny Hair Model". It seems that the reality of beauty and femininity of media construction results can not be separated from politics associated with the capitalist economy and living hedonist.

Advertising strategies used in the media at the media ballyhoo, showing beautiful with makeup class, cold face with a mysterious gaze. Beauty that is exposed to the media ballyhoo using superiority strategy.

While magazine advertising strategy in the media with an expression of friendliness Chic beauty and joy. Which has a beautiful meaning of equality.