

CHAPTER 1

INTRODUCTION

A. Background of the Study

The construction of personal identity is quite difficult for some people in today's life. It is no longer possible for a family to build or shape the identity of their family member as what they expected. Along with their growth, people have already absorbed so many ideas, which later build their identity, not only from their family but also from other sources. They can get those ideas from their neighborhood, friends, culture and also from popular media. Popular media could influence people with its ideology through influential imagery. This imagery somehow is shifting people's knowledge about their perceptions and reconstructs it into a new one. Popular media, as one of appliances in communication, have affected society with its ideology through magazines, television, film, etc. In such media, people can find hundreds of images which unconsciously has an enormous influence on our thoughts, attitudes, perceptions and actions in our daily lives.

Before constructing people's identity completely, the images usually first help people in building their ideas of how they should be look like. Media influenced most of people's appearance with its standardization of images which show to them. Today's media illustrate the ideal figure of people currently and it provides experiences from which people collectively shape their meanings (Weimann, online). Based on this consideration, people are trying to follow the media standards in illustrating their concept of ideal person.

Advertisement, as one of media's element, is one part of communication in completing the marketing process. The function of advertisement is not only to provide information for people, but also to persuade them in accordance to the marketing strategy to earn profit. Advertisement has a strong influence in people's mind. It gives information to people as a consumer in deciding any products they want to buy. Advertising helps to keep people unsatisfied with their mode of lives and what happen around them. The unsatisfaction of the people in their life as the consumer will be more profitable than people who do not. The aim of advertisement is no longer to inform us about a new product and its use, but rather to create a wish to own the product and ignore the basic purpose of it. People tend to buy different brands of product although it has the same function. It is because each advertisement has its own way to persuade people better than other advertisement through its different influential imagery.

Commercial is a television or radio advertisement (dictionary online). Before television became popular and owned by so many people, radio was so much important for commerce in advertising its new brand or provides some information about goods and services. But nowadays, it seems most of the advertisements/commercials are focusing on television since it is more profitable in promoting the product with visual imagery. So many kinds of commercials displayed on television today, mostly offering the values of a product so the societies are attracted to use or buy it. Similar with advertisement, commercial also uses images in defining their product. It visually catches the attention of the public by using a good brand image of man or women. Of course they are not

simply exploiting a typical man or woman, they have a high standard in choosing women or men for the publication in commercials.

Advertisement has a significant impact for people in persuading them with its images. The images sets people's mind of what it means to be a desirable man or woman. For a man, the message is various: he must be powerful, rich, confident, or athletic. But for a woman, the messages usually have the same theme: She must be "beautiful". The ideals of beauty will be different from one to another perception, but the ideal woman for advertisement is equal with perfection. The perfection means that the woman in advertisement should have a white, lightening and soft skin; blond or black straight hair; thin and slender hips; oval or sharp face, etc.

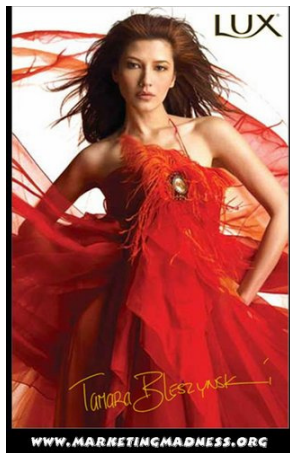


Figure 1



Figure 2



Figure 3

The ideal figure of woman in advertisement somehow will slowly influence the ideal images which has already been shaped in woman's perception. It will

have a greater impact since most of media portray women images more than man images. Along with those development of woman's figure, women itself are considered as one of the victim of the illustration. It is because, the more often women images displayed in media/advertisement, the more it will influence women in the way they concept their mind of being ideal. Not only for woman, but it also has an impact on people's idea about the 'ideal' woman. People will have higher expectation on woman's appearance.

Women images mostly occur in beauty commercials. These commercials usually exploit woman's body to take consumer's attention, especially women. It is important for woman to pay most of their attention in their body because women are always considered as beautiful creature. This is the reason for the mushrooming weight-loss, fashion, and cosmetics industries, which are among the largest and most profitable consumer industries. These industries sell their product using the ideal figure of women as the image to persuade woman who start to feel unsatisfied with their lack of being beautiful.

Images of female bodies are everywhere. Women images—and their body parts—sell everything. People can find it in almost every advertisement they see and most of those advertisements are typically have quite similar woman images. Undoubtedly, female stereotypes continue to thrive in the media consumed every day. The stereotypes that appear lately are full of images of woman (female) who is typically white, thin, and of course beautiful. Perhaps, for most women, the most disturbing thing is the fact that media portrayals of female beauty are unattainable for all women since not all women were born to have such ideal body

or having the perfection which are being exposed in media. So it becomes important for most of women currently to be beautiful and look perfect.

The concept of beauty, dieting and thinness tells "ordinary" women that they are always in need of adjustment. And this condition surely make the female body is an object to be perfected. This condition makes them desperately change themselves in order to have the same condition just like the images which appear in media. Women who are starting to feel insecure about their bodies are more likely to buy beauty products, new clothes, and diet aids. Research in America indicates that exposure to images of thin, young, air-brushed female bodies is linked to depression, loss of self-esteem and the development of unhealthy eating habits in women and girls (Peabody online).

Many would agree that some steps of women's images have been made in how the media portrays women, and that the last 40 years of women's images development has also seen a growth in the presence and influence of women in media behind the scenes. This fact was already surveyed by *The American Academy of Facial Plastic & Reconstructive Surgery* through their 2,600 members and asked them to rate the facial features of celebrities, in this case as a role model in media, and how beauty has changed over the past 40 years (Haley 46, online) Since 1960s up to present, many changes has been developed to define the concept of beauty. For celebrities, they have to stay on track in order to maintain their popularity as a role model and as a figure that exposed to the society.

Beauty, here, is defined as what women see on the commercials. With all those perfection related with body image, it becomes extremely difficult for women to feel good about themselves when, every time they look in a mirror, they only see the negatives. Therefore, commercial use perfect bodies to point women's body image dissatisfaction in order to sell their products to fit the dissatisfaction. Not only in America, media's portrayals of women also have a great impact in Indonesia. In Indonesia, beauty commercials become mushrooming in television with so many varieties. Shampoo, soap, toothpaste, perfume, make up, and other beauty commercials usually occur among television show each day. These commercials are no longer ordinary because the exploitation of women in some of the commercial has stored lots of interpretation.

Realizing this phenomenon, the writer is trying to analyze one of the beauty commercials in Indonesia which perhaps give some contributions in the development of woman's portrayal in Indonesia and also have quite arguable images in it. LUX commercials may be one of the examples of Indonesian commercials which use the image of women. LUX is one of Unilever's brands of beauty soap and firstly introduced in 1925 as bathroom soap (Unilever, online). The writer take LUX commercials from 2004-2006 as the field of the study since this period is becoming the time of the tagline's development of LUX commercials. The writer focuses on the LUX commercials and the tagline's development because the writer thinks that between the images in the commercial and the tagline has a strong relation which established in portraying women. The

commercial which released in 2004-2006 are using very popular celebrities at present in Indonesia.

The writer also takes one version of LUX commercial which use the image of woman and super power which released in 2006 in a deeper analysis. The writer thinks that LUX: Beauty Gives You Super Power version may create other perception about challenging or re-affirming the patriarchal system. Women representations in this commercial introduce the society about the notion of beauty in another meaning. Beauty, here, creates a kind of super power to bring woman to go through anything without any trouble. And this commercial is the most desirable and considerably the earliest one (pioneering) related with beauty and power.

Images that appear in this commercial represent the power of beauty which able to overcome the problem that happened to woman. Through beauty, according to this commercial, it will erase all the trouble that women could get in their lives. The beauty itself implies so many meanings and it will be different from one to another. It will not be similar when each woman tries to concept it in their mind and will less realize the impact of the beauty itself. But through LUX perception of beauty in its commercial, women will suddenly clear their mind of each concept and unconsciously change it with the ideology of beauty that LUX brings. LUX commercials portray women who could have the unrealized power through their beauty. From the idea of women on this commercial we can conclude that only a beautiful woman can do such things. In order to have the

power, women should transform themselves into the notion of beauty according to the image in the commercial.

Consequently, it becomes a question in the writer's mind about the concept of beauty that most of women try to fulfill. Is it true all women seek for all those perfection only for a pride and satisfaction? Or are there some factors that force them into that situation? Also another possibility of the commercial's message that is brought to the society related with society's culture, habit, and pattern among them and tries to modify it.

Therefore, in this study, the writer is interested in analyzing the concept of beauty offered by one of the beauty commercials in Indonesia. The writer tries to see the notion of beauty which appears in LUX commercials from 2004 and 2006 along with the tagline which followed each version of those commercials also the relation between one versions of LUX commercial and the patriarchal system in Indonesia. The purpose of this study is to see women's representation through one of beauty commercial in Indonesia.

B. Statement of the Problem

1. How do the images in LUX television commercials since 2004 to 2006 portray women?
2. What relation is established between the images and the taglines in portraying women in the commercials?
3. Do such images in one version of LUX commercials, LUX: Beauty Gives You Super Power version, challenge or reaffirm the patriarchy?

C. Objective of the Study

1. The image that portrays women in LUX LUX television commercials since 2004 to 2006.
2. The relation which established between the images and the taglines in portraying women in the commercials.
3. Whether one version of LUX commercials, LUX: Beauty Gives You Super Power version, reaffirm or challenge the patriarchy.

D. Significance of the Study

This study has two significances. The first is to describe woman's desire of being beautiful by analyzing one of the commercial brands which illustrates the portrayal of woman nowadays. This study is trying to see the concept of beauty according to the media, especially television, in giving some stereotypes to woman for their ideal figure. The second is to give contributions to the students of Airlangga University English Department.

E. Scope & Limitation

The study of LUX commercials in the period 2004-2006 which analyzed by the writer include three main focuses, which are through the images of women figure presented in the LUX commercials, the relation which is established between the images and the tagline which followed in each commercial, and last the meaning in of the images which are appear in one version of LUX

commercials, LUX: Beauty Gives You Super Power version, challenge or reaffirm the patriarchy.

This study focuses on the images of women which appear in LUX commercials. The writer will limit three commercial developments which released in 2004 to 2006 concerning the images which presented to the society also the ideology of women's beauty in LUX commercials.

F. Theoretical Background

This study is about the image of woman which represented in LUX commercials. Therefore, the writer chooses Feminist Criticism as the main theory to analyze LUX commercials. Beside feminist criticism, the writer also applied television conception as ideology in society to strengthen the writer's analysis. Television is the popular culture of the late twentieth century (Storey 9). Television become phenomenon this days with various programs transmitted by each channel. To earn a profit for the cost of building their programs, each television channel implicate some commerce in promoting their goods/services through television. As an information provider, television has a great role in leading its viewers to have many perception of the show. John Fiske in his book *Television Culture* state that television is not always be an agent of the status quo, but when social change occur and ideological values shift, television become part of this movement. The writer will apply some theories which discuss about television and ideology which taken related with this study.

As the main theory which has been mentioned before, the writer will use Feminist Criticism. Feminist criticism is a very broad term in criticizing feminist movement. With so many meaning behind it, the writer prefer adopting this theory to analyze the images of women in commercial critically. The basis of feminist ideology is that society is organized into a patriarchal system in which men are privileged over women (Arimbi 6). Feminist movement was a struggle for women in order to have equality between the sexes. Perhaps that equality is visualized in LUX commercials. But rather than realizing single meaning of the images, the writer expect another perception which offered by the commercial. The writer will use books by Aquarini Priyatna Prabasmoro, one of Indonesian feminist, as her sources and also another theorist for additional information will be applied as guidance.

G. Method of the Study

The method used in this study is library research. In defining the concept of beauty according to the media, the writer tries to search some related data. In the other hand, the writer also uses some other information from other sources dealing with feminist criticism to support the analysis. In order to make a complete analysis, the qualitative method is also used as well. It is logical, descriptive and includes analytic presentation of evidence that has been systematically collected and interpreted.

The data which used in this study basically consists of LUX commercial since 2004 to 2006. These documents are used on solely purpose as reference for

the writer to support the research about the concept of beauty and are mainly obtained from books and internet.

H. Definition of Key term

Beauty : a characteristic of a person, place, object or idea that provides a perceptual experience of pleasure, meaning or satisfaction. Beauty is studied as part of aesthetics, sociology, social psychology and culture. As a cultural creation, beauty has been extremely commercialized.

Images : the general impression that something (a person or organization or product) presents to the public.

Super Power : power greater in scope or magnitude than that which is considered natural or has previously existed.

Feminist Criticism : political act whose aim is not simply to interpret the world but to change it by changing the consciousness of those who read and their relation to what they read related with gender stereotypes, creativity, ideology, racial issues, marginality, and more.