

CHAPTER 1

INTRODUCTION

A. Background of the Study

The term femininity is identically related to women. It is a characteristic or trait that is traditionally associated with girls and women. One of the factors that develop femininity is media. Nowadays, mass media cannot be separated from society. Mass media has great impact to the society through its content or messages that spread widely. Thus, culture can be established from the mass media. Mass media constructs femininity by showing the figure of women that care about their family, household, and also appearance.

Beauty is one thing that everyone wants and it is inseparable from women and beauty products, for instance, face powder, foundation, eyeliner, eye shadow, lipstick, blush on, and many more. Many women feel unconfident with her appearance without make up. It is appropriate with the research of *Ranfew Center Foundation*. Based on survey of 1.292 American women, about 44 % said that they feel less confident and weird if not using make up. About 16 % argued that they feel beautiful in natural face, while 14 % others feel unconfident (Setyanti 2012).

The phenomenon related to women and beauty product is always interesting to be discussed. However, lately, the phenomenon of men who cares about their appearance also appears in public. This phenomenon is much more

interesting since in the past, men are known as persons who do not care about their appearance.

At the first time, almost all the grooming brands available in the market are identical with women's products. The writer takes one example from these brands, *Vaseline*. The producer of *Vaseline* is PT Unilever Indonesia Tbk. This brand is famous with body lotion product for women. The fragrance, packaging, and also advertisement indicate that this product is intended for women. However, in 2010, PT Unilever Indonesia Tbk. launched *Vaseline for Men*. The reason is because the Unilever's research found that skin care products for men in Indonesia experienced amazing growth (Amaliafitri 2010).



Figure 1.1 *Vaseline Body Lotion Adv.*

(Courtesy of vaselineamazingskin.com)



Figure 1.2 *Vaseline Men Adv.*

(Courtesy of vaselinemen.com)

In the past, there was a stereotype that men with excessive attention physical appearance are likely considered into feminine characteristics. However this condition seems to be different today. By using the men's grooming products, they will undermine the traditional ideology of the masculinity which considers that men never pay attention to their appearance.

Traditional ideology of the masculinity leads to the stereotype of men which are tough, powerful, and rational. Men are destined to become a leader who has a rational characteristic, strong, protective, and decisive (Tyson 2006, p.85). Tyson (ibid) added that the characteristic of traditional masculinity is strongly opposed with the characteristic of femininity that is emotional (irrational), weak, nurturing, and submissive.

According to the traditional concept, everything that is feminine cannot be used to explain the masculine. Paying attention to the appearance can be categorized into feminine activity. It is because in common life, only women who care about their appearance. A real man must avoid any behavior or characteristic associated with women (David and Brannon cited in Sihombing 2008). In other words it can be said that traditional ideology of masculinity reject any kind of behavior or characteristic which is associated with women. In addition, David and Brannon (ibid) also gives the argument about “no sissy stuff” which refers to anything that even remotely hints of femininity are prohibited for establishing masculinity.

Generally, masculinity is associated with the ways of behaving by boys or men. Society tends to assume that men are superior and women are inferior. As an example, it can be shown from the word weak that is identical with women and the word strong that is identical with men. In this case, the word strong seems to be superior to the word weak. Thus, we can say that men’s characteristic has higher value than women’s characteristic.

This study focuses on the phenomenon of masculinity in Indonesia reflected in *Gatsby Body Lotion* television advertisement. It can be said that patriarchy is a dominant gender value in Indonesia. Patriarchy sees men as having higher position than women. In society and also family, men have power and authority to become a leader. The writer takes an example about Javanese society that tends to be patriarchal. Javanese society considers that a father has obligation to provide an earning, full responsible towards the longevity of the family, act as a leader, and also as a decision maker. However, what if men do not act like what is described by the society about the concept of man? Edward (2006, p. 7) called this condition as the crisis of masculinity. He added that there are seven areas of crisis of masculinity: work, education, crime, family, sexuality, health, and representation. He also stated that the crisis of masculinity in representation area cannot be separated from the role of media.

Media has own way to create or deliver masculinity representation. From media, the society can see that nowadays, men start to pay attention to their appearance like women. Men's good appearance is no longer seen from the body shape, such as having six pack stomach's muscle, but it goes further on the men's treatment on the skin care. The proof is the rapid growing of salons, body treatment, and beauty's brands which provide men's product.



Figure 1.3 Men's Grooming Products

Men's grooming product has been gracing the media and many advertisements in Indonesia since 2000s (Pramana 2006). The phenomenon of men's product is signed with the appearance of facial wash *Bask* from *Mustika Ratu* and *Biore For Men* from *KAO*, but now there are many more companies launching men's grooming product like *L'Oreal Paris Men Expert*, *Men's Biore*, *Gatsby*, *Oxy*, *Olay Men*, *Nivea for Men*, *Vaseline for Men*, *Gillette* and *Garnier Men*.

The increases of the production of men's grooming product are due to the future of men. Based on the results of the research on male respondents from Marian Salzman and the company Euro RSCG in June 2003, the future of men is *metrosexual*. In detail, the result captured psychographic condition and behavior of modern urban man which showed that 89% of respondents claimed that applying cosmetics and caring for themselves is a natural thing for them. Almost 49% said that they have no problem with men who do facial and manicure/pedicure (Soelaeman 2004). The research of Euro RSCG is reinforced with prediction of market analyst Datamonitor in 2005 that sales of grooming products for men in Europe and the United States would grow from US\$31.6 billion in 2003 to nearly US\$40 billion in 2010 (Tuangte 2008, p.26).

Besides Euro RSCG, AC Nielsen and MarkPlus & Co. also held some researches about men using beauty products. The result of those researches is almost same. They show that *metrosexual* will be the future of men. *Metrosexual* itself is defined as a man who spends time and money on appearance and shopping; and who is willing to embrace his feminine side (Flocker 2003, p.1).

Many people argue that *metrosexual* is a man who is sissy, but actually it is not true. As an example to prove this, David Beckham is one of *metrosexual* icon (p. xiv), and we know that he is a football player—an activity of which could be categorized as man activity.

In this study, the writer did not focus on *metrosexual* as object research, but rather on the ordinary men. However, looking at *metrosexual* phenomenon as starting point, there is a tendency in the society that men's masculinity has shifted. Nowadays, men not only use deodorant and perfume, but they also start to think about all of their appearance. Men start paying attention to their hair, face, and also skin.

By paying attention to the concept of the traditional masculinity, we may say that nowadays, the use of skin care product by men is to show masculinity value. The public perception about the necessity for the masculinity of men and the femininity of women are then increasingly biased. One of the causes of this biased gender value or identity is the media. McQuail in his book *Theory of Mass Communication* stated that the mass media become one device or mode of culture, not only in terms of development of art forms and symbols, but also in terms of the development of ordinance, fashion, lifestyle, and norms (1994, p.1). The kind of mass communication are newspaper, magazine, radio, television, and also film.

As one of the mass media, television has different advantages if compared to other mass media. The advantage of television is the combination of the audio and the visual. It makes television 'touch' visual and audio sense altogether so

that messages from television can be delivered in a way that is easy to accept and understand (Liestianingsih 2002, p.2).

In dealing with the television programs, we cannot avoid the existence of the advertisement. Both of them are related to each other. Advertisement needs television to promote or sell something. Thus, the message or ideology behind the advertisement can be delivered to the audience. Advertisement is like a 'soul' for television. Television cannot exist without advertisement because advertisement is one of the largest incomes for television (Pikiran Rakyat Online 2012).

Advertisement is considered an effective message delivery technique in selling and offering a product. Advertisement in mass media can make the company able to keep in touch with mass society to finally spread out the product widely and collectively. It is the tool for producers to sell the products to consumers. Producers really understand the power of television to sell the product. This technique is also done by most of grooming product. There are advertisements showing grooming and the products in the television.

In offering the product, it seems that the advertisement also indirectly conveys the ideology of gender through the grooming product. The various types of grooming products offer white, glowing, and also healthy skin. Generally, the models of grooming products are women; men are only shown as a figure of women's admirer after they use one of those grooming products. Indirectly, it gives the perception that women will get men's attention after using grooming products.

If, according the above paragraph, women are the central figure in advertisements, nowadays, men also experience the same. Television advertisements can construct the ideology of masculinity that is built by producers, for example, how to be an ideal man. By watching the advertisement in television, the viewers (men) seem to be invited to see the reality about what the advertisement portray as an image of ideal men.

The writer focused on the use of skin care product, especially body lotion for men. The representation of model in body lotion advertisement is portrayed with a man who has athletic and proportional body, white skin, and then after he uses the product, he can reach his dream, such as attracting the beautiful women or being successful in his career. Thus, the viewers will expect that they can be the same with the men in the advertisement by watching the advertisements and doing the beauty treatments.



Figure 1.4 *Gatsby Body Lotion* Television Adv. (Courtesy of Youtube.com)

The advertisement in television has ability to negotiate gender representation. The television as mass media creates men's representations. Men seem to be forced to become an ideal man as it is portrayed in the advertisement in television. McQuail stated in his book that mass media has roles in society as

carrier and deliverer of information or opinion (1994, p.5). It means that television advertisement as a part of mass media can represent social reality.

This study aims to discover the representations of masculinity that are portrayed in body lotion's television advertisement. The body lotion is chosen because according to Pramana research, it places the top five kinds of beauty products that are used by men. The more detail information is like this: Facial wash 77%, Deodorant 77%, Body Lotion 40%, Hair styling 37%, and Face cream 30% (2010 p. 4). The writer chose body lotion as the focus of this study is because the writer had perceived that there are differences in the use of body lotion in the past and present. In the previous time, men do not tend to care with the use of body lotion to maintain the beauty of their skin. However, this condition does not appear to facial wash as well as deodorant where people tend to use soap instead of facial wash to clean their face or to use women deodorant to their body.

Finally, in analyzing this case, the writer used a Masculinity Theory proposed by Tim Edwards to explain the representation of Indonesian masculinities found in *Gatsby Body Lotion* television advertisements.

B. Statement of the Problem

From the background of study above, the writer would like to formulate the statement of the problem as follows:

What form of masculinity is represented in *Gatsby Body Lotion* television advertisement?

C. Objective of the Study

The objective of the study intended to answer the questions mentioned in the statement of the problem. This study determined:

to understand the form of masculinity which is represented in *Gatsby Body Lotion* television advertisement

D. Significance of the Study

This study gives benefit to the readers in understanding the representations of masculinity that are portrayed in body lotion's television advertisement. It is based on the stereotype which believes that men are called as real men if they do not behave like women.

By analyzing this topic, the writer wanted to show the reader that this topic becomes one of gender problems and social construction because previously, only women who tended to use grooming product, but today men do so.

By doing so, it is expected that this study will contribute to further research for the students of English Department of Airlangga University, especially to those who are taking culture studies as their major and interested in analyzing gender and masculinity.

E. Definition of Key Terms

The writer used several terms that are needed to be defined for the limitation of the study. Hence, this part provides brief definition and description

of the key terms which are used in this study. These definitions are important to make that the readers have an idea about the theory used in the study.

1. Masculinity : The set of social practices and culture representations associated with being a man (Pilcher and Whelehan 2004, p. 82)
2. Media : An ‘enabler’ of ideas and meaning, promoting diversity and difference, which might lead to social change (Gauntlett, 2008, p.32)
3. Body Lotion : Liquid used to clean or improve the condition of skin, usually used after bathing (Webster’s Online Dictionary 2011)
4. Advertisement : A published statement informing the public of a matter of general interest (Merriam-Webster 2011)