

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Advertisement is the product of globalization about technology and communication that have big effect in society. It is because the easiness of advertisement to consume make it familiar in society, and also easy to create a public opinion. Society is the part of media industry as a consumer that affected by any ideology and propaganda behind some advertisement everyday. Blattberg argues that the greatest casualty of information is advertisement (RC. Blattberg and Little 27). It is because media is the extension of man that all of the idea and purpose behind it can be extended by media itself (Nurudin 51). Thus, it is why advertisement as a global agent must be controlled and observed by cultural studies, because it help society not just to be a “spectator”, but also be a “reader” in this era.

The smaller world in this era is susceptible to interact between different cultures. In 2013, Indonesia had an opportunity to hold Miss World beauty contest in Bali, Indonesia. This global world beauty contest of Miss World is a beauty contest that comes from countries 'West' where the contest aims to find the women from each country that will be an ambassador or representation of their country. One of the sponsors who support this event is Terry Palmer. Terry Palmer is a luxurious towel

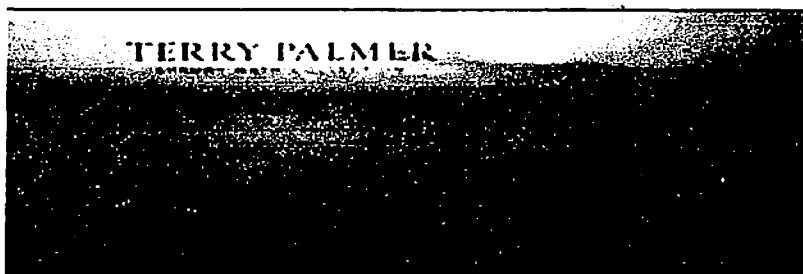
product from Indonesia. Terry Palmer's participation as one of the sponsors at the Miss World beauty pageant as one of the event promotion company with the purpose of the public get to know about their products. Terry Palmer made an advertisement for the Miss World beauty contest in which the advertisement using Indonesian Miss World delegation in 2013, Vania Larissa. Vania Larissa as the Indonesian model chosen with the purpose of promoting not only the product, but also promotes Miss World beauty contest which was held in Indonesia. This advertisement only broadcasted by RCTI, where the television company is one of the official broadcaster from Indonesia (OfficialRcti).

The advertisement is a symbol of a culture in which a certain way to involve multiple lot or a little of contemporary myth (MacCury 1). In connection with this argument, it appears that advertisement can represent certain contemporary myths in accordance with the manufacturer or the company of this advertisement. It is because the media (Television, Film, Newspapers) can construct and represent the images of the world to the audiences (Purvis 41).

Terry Palmer advertisement is Indonesian advertisement that use background narrative about Miss Indonesia. Vania Larissa, as the main character, and Indonesian society in the towel product advertisement, depicted based on the perception of the company's own Terry Palmer. The researcher intends to analyze Terry Palmer advertisement who represent Indonesia in the Asian product in the advertisement. In addition, this topic is very interesting because we as a society of Indonesia understand

about the ideology consumed by our society. The ideology behind the advertisement is our reality because media can produce the reality to the society (Purvis 41). Terry Palmer towel is the production from PT Indah Jaya Tangerang, Indonesia. The company was founded by Wilson Pesik as an Indonesian citizen. Terry Palmer advertisement starring Vania Larissa as the main model in this advertisement. Vania Larissa is the Indonesian Miss World delegation from Pontianak (West Kalimantan)..

In this advertisement, Vania Larissa promoted Indonesia, which became the venue for Miss World 2013 to the world. In this advertisement told that Vania Larissa introduced herself as Miss Indonesia 2013 delegation. In this advertisement Vania speaks in English to represent herself and introduces other Indonesian people. She also used a Terry Palmer product. Although she is already familiar with foreign cultures, but Vania understands Indonesian cultures when Vania also shown interacted with Indonesian farmers and Balinese dancer. She has an ambivalent identity in this advertisement.

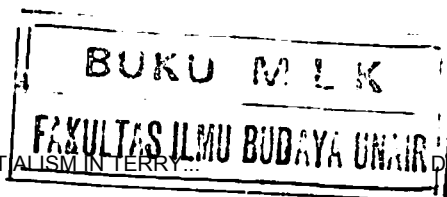


*Figure 1.2 Terry Palmer Advertisement*

The researcher concern to the point of how Indonesian product gives a meaning for Indonesian people and culture through the representation of Vania Larissa and other Indonesian peoples the advertisement. This research focus is in the relationship between Vania Larissa as an Indonesian and other Indonesian people. How the Indonesian people appearances constructed in this advertisement through the cloth, setting and language.

It is very interesting why Indonesian product use western concept to support their product in this advertisement. It indicates that locality not always being local to create the concept. In this case is about Western ideology, because the researcher assumes that this advertisement showed Vania Larissa appearance looks like Western representations through her clothe and language. The ideology here means the mental frameworks and imagery of thought (Hall 26). Then, the function of ideology is to stabilize the power relation (Hall 46). The researcher assumes that the purpose of this advertisement is to strenghten the power of Western ideology in Indonesia through Indonesian advertisement that has a relation with Western ideology. This research is a cultural study that raised the issue of how Orientalism constructed in Indonesian people and culture that represented in this advertisement. Orientalism is a study about Europe science in eighteenth and nineteenth century to construct the East. Robert said:

“The conquest of the high seas was the first and greatest of all triumphs over natural forces which were to lead to domination by western civilization of the whole globe. Knowledge is power, and the knowledge won by the first



systematic explorers... had opened the way to the age of western world hegemony.” (Hall 285)

The result of Orientalism point of view emerges the binary opposition between the positive West and the unreal East. In this case, Terry Palmer as the Native Orientalist defines Vania Larissa as the representation of an ambivalent identity, and other Indonesian peoples as the representation of East. Native Orientalist is the Eastern who despise and disdains its own culture (Gunal 425). Vania Larissa appearance looks different with her European appearance through costume and language. This research will analyze verbal and visual languages through the cloth, setting, and language with the order of signification from Roland Barthes semiotic to see the power relation from Vania Larissa, The Farmers, and The Dancers. These three characters are important to analyze because from it we can see the difference appearances from Indonesian people in this advertisement. Then the result from the meaning of this analysis would interpret with a concept of Orientalism by Edward Said.

## **1.2 Statement of the Problem**

Based on the background of the study, the researcher sets the research question for this study are as the following:

1. How is Indonesia represented in the Terry Palmer's advertisement from the perspective of Orientalism?

## **1.3 Purpose of the Study**

Based on the research question above, the research aims to explain how is the representation of Indonesia in Terry Palmer advertisement through Orientalism perspective.

#### **1.4 Significance of the Study**

This research aims to show the current conditions about advertisement culture through Miss World contest in Indonesian advertisement. In this research, the issue specifically focused is how Terry Palmer represents Indonesian people in this advertisement through Orientalism perspective. In this case the researcher emphasize to the binary opposition between Vania Larissa and other Indonesian people depicted in the advertisement. Therefore, *Orientalism* is an appropriate theory to analyze this problem. Finally, the researcher hopes this research has a benefit for the next research about advertisement and Orientalism in Indonesia. In addition, this research is meant to give contribution to the study of Orientalism, particularly in English Department of The Faculty of Humanities of Airlangga University.

#### **1.5 Definition of Key Terms**

1. **Advertisement** : Advertisement is a representations and activities aimed at swaying and influencing public opinions, attitudes, and behaviours. (Danesi 190)

2. **Orientalism: The external, isolating, discriminatory and prejudice-filled opinions of the Western European white man on the Eastern people and cultures (Mora 419)**
3. **Semiotics: According to Roland Barthes, Semiotic is the cultural and ideological meaning of images (Tc.Umn.Edu)**
4. **Terry Palmer : Terry Palmer is a towel product from Indonesia that sponsored Miss World 2013**

# **CHAPTER II**

# **LITERATURE REVIEW**