

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Physical appearances and physical beauties are becoming increasingly important in our society especially to women. The definition beauty itself has different meaning in every single person's perception. Beauty is seen as an achievement, a physical manifestation of hard work; if a woman can conquer flabby thighs then she can conquer anything (Douglas 1998, p.261). Nowadays, the definition of beauty seems to be having the same pattern. It has been known that white woman seems to be having a uniform notion of what beauty should be (Parker 1995) and their conception of beauty tends to match the culturally popular images woman of mainstream media (Wolf 1991).

Picture of beauty or perfect physical form that cannot be achieved in reality has been inscribed into the minds of women through Barbie (Rogers 2005). Rogers argues that, "Beautiful hair, slender legs, perfect breast, slender waist like needle sand, beautiful eyes like a sapphire stone. For several years, this picture is a picture of the ideal woman. This picture is created when the figure of Barbie doll look without clothes at all." Barbie is considering as a typical icon of American beauty and the symbol of femininity in the western society. According to Wood (1999) to be feminine

in the United States is to be attractive, deferential, unaggressive, emotional, nurturing, and concerned with people and relationships. According to Hofstede (1997) the script for femininity is written into a culture and is transmitted over time through family, peers, teachers, and the media. The beauty standard holds much more importance for women than for men. It has been consistently found women tend to focus on appearance than men do (Berscheid, Walster, & Bohrnstedt 1985) and women tend to view their bodies as objects, perceiving themselves on a part by part basis (Cash & Brown 1989).

The common person has understood his or her era's perception of beauty by how it was presented by the media of the day. The media not only presents society's current ideal, but it helps propagate that ideal through its assertions that the ideal can be made into a reality. In the past, that idea imitated what was being seen in the reality of the time, but in the present day that ideal has become more than usually unreal. Our culture's perception of the ideal has not only drastically changed, but it is now available to the masses through Television, Film, Magazine, Print Media, etc. While television and film can merely contrast the ideal with the other, magazines have the ability to make an exaggerated form of the ideal seem like the reality with tools such as airbrushing and hours of hair and makeup, they are able to turn the tiniest human imperfections into absolute perfection (Dreyfus 2005).

In the April 2005 issue of *Marie Claire*, for example, an article entitled “Sexy Body Tricks” illustrated how stars such as Heidi Klum and Jennifer Lopez became “blonder, thinner, and tanner” as they became more famous, then gave the readers quick tips on how to achieve the same look. These tips included getting “face-brightening highlights,” using sunless tanning cream, and using a dry grape seed oil to enhance muscle definition. While these tips may help, they can in no way produce the desired effect. While the magazines may insist that the ideal is attainable, their step by step methods to reach the ideal only gloss the surface. See Picture 1.1 and 1.2



1.1 Heidi Klum in Marie Claire Cover



1.2 J-Lo in Marie Claire Cover

Magazine tries to tell the readers about which one is consider as beautiful and which one is not. Magazine tries to make the division in society. This kind of issue also effect the media in Indonesia. In September 2012 issue of *Kartini*, an article entitled “Percantik Kedua Matamu” illustarted how contact lenses can overcome the inconvenience of wearing thick glasses also contact lenses are now often used as a

fashion device that adds value to the appearance. Contact lense become one of the important thing to create your beauty. One way to promote is through print media.

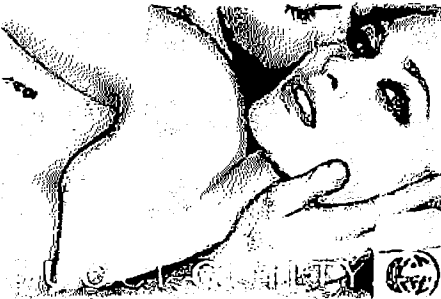
The model shows in the print media usually illustrated the perfect conception of beauty. Nowadays, the perfect conception about beauty seems have the connection with the eyes color. In any kind of product advertisements, the model usually look with brigther eyes color. See the picture 1.3, 1.4, 1.5, 1.6.



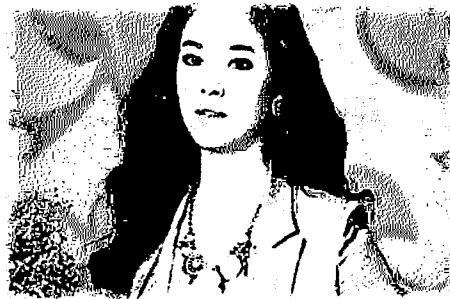
1.3 Dior's Bag Advertisement



1.4 Covergirl's Mascara Advertisement



1.5 Gucci's Perfume Advertisement



1.6 Laneige's Advertisement

From those pictures we can see that all the models have the brighter eyes color even in picture 1.4 and 1.6 the model is Black and Asian woman. The writer thinks that the product has nothing to do with the eyes color itself but the illustrated in the print advertisement seems explain that eyes color considered as the perfect beauty conception. "Blue, hazel, grey" those color are considered as western ideas, considering as the typical face from white woman. Eyes become very important for women to attract the attention from the society, the opposite sex, and one of the elements for the pattern of what beauty should be. The famous Supermodel Tyra Banks creates some new term for eyes '*Smizing*' which is means smiling with your eyes. She always apply this kind of term in her photo shoot and order the beginner models in her reality shows '*America's next top models*' for doing smizing. She always said that eyes is the major capital for the models, if the models lose their smizing, they will be cut or lose the jobs.

Indonesian women seem to be able to receive and apply the beauty standard which is created by white women. In fact that Asian woman has naturally black eyes color than Western. The use of contact lens in Indonesia recently is rising sharply (Indonesianwomenstars.com). With the wide variety of contact lenses out there today daily, weekly, monthly, and even yearly lenses there are really no excuse for not experimenting with contact lenses. Contact lens were seldom fitted on an extended wear basis in 1998-2000, subsequently the proposition of new fits and refits prescribed as extended wear has gradually increased (Morgan 2006).

The existence of public figures especially women from the entertainment area in Indonesia also seems to support the using of contact lens due to their brighter eyes color compared to the majority of people in Indonesia. See picture 1.7 and 1.8



1.7 Dian Sastrowardoyo



1.8 Agni Kuswardana

Therefore, it raises a question how the dominant images of beauty in the western society affect in the world especially in Indonesia. Hence, the writer chooses this topic to analyze because the phenomenon of eyes' color using contact lens is deeply rising, especially in young female generation. By relating the researchers, the writer would like to analyze whether the meaning eyes' color is also perceived as an important part of beauty. The writer chooses female university students to analyze because there is no doubt that television, media, and advertisements make a young female generation as the first consumer of contact lens. In this study the writer will focus on perception by reader's responses and apply the theory of Consumption

Identity by Jonathan Friedman to explain female university students' perception toward contact lens in print advertisement in magazine.

Jonathan Friedman earned his Ph.D. at Columbia University in 1972. He is professor of Anthropology at University of California, San Diego and directeur d'études at the École des hautes études en sciences sociales as well as one of the main editors of the journal *Anthropological Theory*, currently published by SAGE Publications (Anthro.ucsd.edu). Friedman has done most of his research in Hawaii and the Republic of Congo. Friedman's *Consumption and Identity* is an attempt to locate the practice of consumption within more general strategies of social self-definition. Many of the essays are explicit attempts to deal with the complex articulation of modern commodities and "non-modern" modes of appropriation. The papers reflect and engage some very recent developments in anthropology such as the growing interest in personhood expressed in the numerous works of cultural. The writer thinks that *Consumption and Identity* from Jonathan Friedman is the best theory to analyze this study. Female university students will define themselves through their consumption in contact lens.

1.2 statement of the problems

The development of media and also the behavior of Indonesian women in making the standard of beauty seems to show the meaning of how the western construction affect the beauty standard in the world especially in Indonesia. Therefore, based on the background of the study above raising questions that the writer wants to analyze:

1. How do the female university students divide contact lens to construct their beauty?
2. How are colored contact lense signified by female university students?
3. How is the use of contact lens in *Kartini's* advertisement perceived by female university students?

1.3 Objective of the study

In organizing the study, there are several objectives that are desired by the writer to be achieved. The objective study will be intended to answer the following questions, as it has been mentioned in the statement of the problem by using the chosen theory as a tool to analyze it. Therefore, the objective of the study of female university students' perception toward contact lens in *Kartini's* advertisement as follow:

1. To find out the fact whether female university students divide contact lens as the beauty construction.
2. To find out the fact whether female university students perceive coloring eyes as an important part of beauty.
3. To find out the fact whether female university students perceive the use of contact lens in advertisement as the important part of beauty.

1.4 Significance of the study

This study intends to find whether colored eyes is perceived or not as an important part of beauty and becoming the standardization. It is important to do this study due to the fact that Indonesia is located in Asia and Asian has naturally black eyes color compared to the American and European. However in some cases, the media shows that many Indonesian women participate consumerism contact lens becomes the beauty construct. Therefore, the perceptions of women about the importance of coloring eyes as a beauty construct is needed to captured to reveal the truth whether colored eyes is really perceived and accepted as an important of beauty construct, especially in the mind of young female university students.

This study also expected to give the reader information and help the reader understanding well and know about the perspectives of female university students

toward contact lens in beauty product advertisement in order to understand the world we live in.

This study also meant to give contribution to the study of cultural studies in English Department of Airlangga University, as up until this study is being written, there has not been any study done concerning in female university students' perception toward contact lens in advertisement apply with Friedman's theory of the consumption and identity.

1.5 Organization of the study

In the beginning of the study, the writer tries to explain about the reason why the writer chooses this object to be analyzed. In first chapter the writer will start with the background of the study, statement of the problem that will help the writer to do his analyze, than continue with the objective of the study, significance of the study, scope and limitation, and definition of key terms. The second chapters will be including the theoretical framework. In this chapter the writer tries to explain about the chosen theory to analyze the object. Third chapters will be including the method of the study than the writer will continuing with the result of his analyzing in the fourth chapters. The fifth chapters will be the last chapter and explain about the conclusion of this study.

1.6 Scope and limitation

To make this study easier, the writer a limitation of the study which focuses on the analysis of female university students perceive the using of contact lens in advertisement. The writer will give a depth interview to female university students about contact lens on *Kartini's* advertisement by applying Friedman's consumption identity theory approach to catch their perception. Therefore, the best way to catch and understand more about consumption and identity theory is by giving female university students a chance to share and to speak up about their feelings, opinion as much as possible.

1.7 Definition of key terms

- Advertisement** : Techniques and practices used to bring products, opinions, or causes to public notice via flyers, newspapers, magazines, catalogs, or mailers for the purpose of persuading the reader to respond in a certain way. (Burde 2008, p.67)
- Beauty** : A quality or combination of qualities which charms the intellectual or moral faculties (Spaulding 2005, p.89).
- Consumption** : The plurality of meanings of a text as it is negotiated over time and use and also that these texts are made and remade

by consumers in the practices of the 'everyday' (Storey 1999, p.58)

Contact Lens : Made of a flexible plastic material that can be shaped more easily to fit the eyeball than a rigid gas permeable lens and typically provides good initial comfort (Chowcuvech 2002, p.38).

Identity : A common origin or structure of experience or both relational, incomplete, in process: This denies "the existence of authentic and originary identities based in a universally shared origin or experience (Hall 1990, p.223)

CHAPTER II
LITERATURE REVIEW