

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the recent time, the image of Indonesia in the world has not been good enough related to its national security. Several years ago, Indonesia, especially Bali and Jakarta, was attacked by bomb. This event has traumatized both local and international people. It is supported by the tourism index of Indonesia in 2013 reflecting the fact that the bomb attack tragedies in Jakarta and Bali still become a threaten for international people though the phenomena happened a long time ago (Business International Report 2013). According to the report, moreover, the bomb attacks bring the huge impact for the nation, as a result, international people still hesitate with the safety of Indonesia until today. Besides, the incident of bird flu that happens in Indonesia also affects the tourists' perspective for coming to Indonesia since it is assessed a risk.

Thus, nation branding is assumed to be essential to solve the problems. Nation branding is the process of designing, planning, and communicating nation and its identity in order to build or manage the reputation (Anholt 2007 p. 3-4). Therefore, the nation branding is an important thing due to the fact that the world is one market which means the nation is compete each other in terms of tourism, consumers, economics and politics (Anholt 2007, p. 1). Related to the explanation above, the nation branding is expected to help the nation to build or create its reputation in around the world in terms of promoting the nation in some aspects.

However, there are still some countries which have lack of promotion related to introducing their nation branding. It is because promoting the nation branding of a nation needs huge fund. Indonesia, for instance, still have a lack of fund in terms of promoting the nation. Gerrard Guillouet, the vice president of ACCOR groups Indonesia-Malaysia- Singapore, argues that Indonesia is lack of promoting tourism objects of the country since its budget is quite low for supporting the promotion. As a result, he expects the government to increase the budget of tourism aspects in order to improve the Indonesia's economics in tourism (Investor Daily Indonesia 2012).

However, local media actually also have an important role in promoting the nation. Even, local media are sometimes considered as the best solution. There are many countries using advertisement broadcasted by local media as the medium for promotion, such as Singapore, Thailand and New Zealand. For instance, Singapore as the developed country uses advertisements to promote its nation branding entitled *Uniquely Singapore* published by its local media, which is also broadcasted through some international channels with a brand entitled *Uniquely Singapore* (Astari 2008).

Besides advertisements, mega events or international events can also be used as the pledge medium for promoting the nation because the scope of the publishing must be broader. It is supported by a study conducted by Lee Changzhi in his work *Nation Branding: The Mega Events Debate*. He states that international events, known also as mega events, can become a great medium for the nation in promoting the nation, known as "nation branding" due to the events

have already existed and known by people from around the world, such as sports event, international beauty pageants, etc. (Lee Changzhi 2011). Furthermore, the use of international events or mega events can also create advantages for the economy and tourism of a nation since the event can make the nation known well.

Therefore, the writer then assumed that Indonesia as the householder of Miss World contest in 2013 also got the same advantages. Through some advertisements promoting the contest, Indonesia is also branded by local media producing and/or publishing the advertisements. One of the advertisements is an advertisement of Miss World 2013 entitled *Brings Indonesia Beauty to the World* produced by MNC in 2013. Miss Indonesia's chairwoman, Liliana Tanoesodibjo, even argued that Miss World 2013 is an opportunity for Indonesia to show and promote the culture and people of Indonesia into the world. The chairwoman of the Miss World Organization also argued that this event can also give good impacts in Indonesia, especially for tourism aspects (BBC Monitoring Asia Pacific 2013). In addition, some of the important people in government, such as Jokowi, Linda Amalia Sari and Salim Segaf Al Jufri also claimed that Miss World 2013 is good for Indonesia to introduce Indonesia in terms of the culture and customs of Indonesia to the world (RCTI Channel 2013).

Miss World Contest (World 2013) is an annual international event looking for young beautiful women from around the world. Each of the contestants is representing their own country. The winner is then expected to become the role model for women in the world to fulfill their mission and vision, namely *Beauty with Purpose*. In general, the mission and vision are focused on improving the

ability of young women in around the world for the better future. Miss World contest 2013 was held in Indonesia, which grand final contest was held on 28 September 2013 in Nusa Dua, Bali. During one month, 130 contestants underwent quarantine conducted by the Organization and the exclusive partner in Indonesia, MNC media.

MNC media is one of the largest and most integrated media group company in southeast Asia. This Indonesia media became the exclusive partner of Miss World 2013. Thus, MNC had a right for handling the whole contest during in Indonesia, and RCTI as the subsidiary became the official broadcaster covering the whole contest. Besides the role of local media in publishing the contest into around the world, they also have a role in managing the whole quarantine process of Miss World held in Indonesia. During the arrival of the contestants in Indonesia, it is known that there are some contestants said that Indonesia is like a heaven due to its people, food and the nature (Antara News 2013). The opinion of those contestants indicates that the event could generate good impression about Indonesia, therefore, the event can be considered as a good media to introduce Indonesia's culture to International.

Thus, this study is aimed to examine how Indonesia is branded through the representation of its beauty in Miss World 2013 advertisement entitled *Brings Indonesia Beauty to the World*. The advertisement is chosen because it has been broadcasted globally in 3774 frequencies of Television channel that is the frequency of RCTI Channel (PustakaHerba 2007). Furthermore, the advertisement has also been broadcasted on YouTube, so all people can easily access the

advertisement (RCTI Channel 2013). Thus, the writer assumed that the effect of this advertisement spreads globally. Since this advertisement contains the portrayal of Indonesia, the writer then uses nation branding theory by Keith Dinnie to determine how Indonesia is branded through the representation of its beauty. The writer also uses semiotics theory by Roland Barthes to reveal representation issue inside the advertisement.

1.2 Statement of the Problem

Based on the background of the study above, the statement of the problem raised in this study is as follow:

1. How is Indonesia branded through the representation of its beauty in the advertisement of Miss World 2013 entitled "*Bring Indonesia's Beauty to The World*"?

1.3 Objective of the Study

Related to this study, the writer expects a purpose and objectives that it can be achieved in this study. Thus, the writer formulates a question that states in the statement of the problem in order to reveal the result of the analysis. There is a purpose in order to the writer achieves the objective of the study, which are:

1. To analyze how Indonesia is branded through the representation of its beauty in the advertisement of Miss World 2013 entitled "*Bring Indonesia's Beauty to the World*"

1.4 Significance of the Study

As an international contest, Miss World must attract millions of audiences. Thus, the advertisement is a great medium to promote Indonesia. However, how Indonesia is branded may politically create a new definition of Indonesia. Consequently, the nation branding of Indonesia portrayed in this advertisement must be concerned by society. As a result, this study, finally, is expected to give essential information about the nation branding of Indonesia for societies, especially students of English Department, Universitas Airlangga, that can enrich knowledge about cultural studies.

1.5 Definition of Key Term

1. *Advertisement*: The medium for promoting a product or a company in order to attract the society's attention (MacRurry 2009)
2. *Miss World contest*: The global contest that looking for young women from around the world in order to become the representatives of Miss World (World, 2013).
3. *Nation Branding*: the study that concerns in applying branding and marketing communication techniques to promote a nation's image (Fang 2005)
4. *Representation*: the essential part of the process by which meaning is produced and exchanged between members of culture (Hall 1997)

5. *Semiotics*: The model of social sciences which study about the presence of a sign (Sobur, 2001)

