

HEGEMONIC MASCULINITY IN COMMERCIAL SYSTEM

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Abstract

The television commercial in case to promote some product sometimes has their own target market. In this case it happen to several commercial which is for certain target market. Female product only for female and male product only for male. In this case masculinity here can be a specific term that must followed by several stereotype from society. Male product can has sense: strong, freedom, brave and masculine. This research found several advertisement that had specific sense for masculinity such as: sport product, supplement, and cigarettes.

Key words: Advertisement, Gender, Hegemony, Masculinity, Sport

INTRODUCTION

Advertisement is kind of system that really important for industrial sector [1], [2], it can be a way for those to expose their existence in society and to make their income is increasing [3], [4], [5]. In our country Indonesia stereotype and people's perspective about gender are still strong and different from another country [6], [7], [8]. In case it is become the rules that must followed by year to year [9], [10], [11], even though nowadays the technology can be a tools for reach the knowledge more and more [12], [13]. It is because of preconceptions [14], that have been accepted as a consensus in society mind [15], [16]. Which is used as a basic for interaction [17], [18] and views in social relations and reaction [19]. Gender phenomena usually become the specific terms that give an impact for economic growth, politic, also hegemonic of ideology from majority in society [20], [21]. even though there are differentiation of perspective in case the way to see the relation and correlation between gender and all the things in society [22], [23]. The reality of society did not give the perspective of hegemony ideology patriarchy in social life [24], [25].

Patriots define various unequal relations between genders [26], [27], [28], although they must pay attention to the fact that not all practices of men or women benefit or are disadvantaged [29], [30]. Other class structures such as class and race need to be considered [31], [32]. Hartman cited Dominic as saying that "we should define patriarchy as an instrument of social relations between men who have a material basis and even though they are hierarchical in nature [33], [34], [35]. The concept of patriarchy refers to

the unequal power relations between men and women [36], [37] that serve as the main determinant of how men and women will be represented in popular culture [38], [39] and how they will respond to these representations [40], [41], [42]. Patriarchy culture is most easily recognized from the view [43], [44] that differentiate between men and women in various forms of behavior [45] and ways of thinking including what they like [46], [47]. The distinction between men and women cannot be separated from the principles of the operation of ideology in producing meaning [48], [49], [50]. There are many principles of how ideology operates in the production of meaning [51], [52]. Among these principles is what is called the 'binary opposition' (binary opposition) [53], [54], [55], which is a kind of principle of polarization of everything [56] (signs, codes, meanings, stereotypes, identities) in which there is a process of generalization and reductionism [57], in such a way that everything is categorized into two extreme, contradictory and contradictory groups [58], [59].

Industrial development always seeing by development of society information [60], [61], in this case the context of this case the media can be as significant ways to communicate the society between the subject and also the object that promoted by the media [62], [63]. In industrial system can show the character of men in strong situation [64], brave and also good in physic and appearance [65], [66]. In certain product we can find the masculinity of gender that used by the companies to promote their product [67]. For example perfume, blade, cigarettes, energy drink. From those things the researcher can identify if the products above have characteristic as Macho and it is related with masculine in male characters [68], [69]. And usually inside female product they have shown the implicit purpose of the hegemony masculinity inside their promoting system [70].

METHOD

This study had the purpose to explore the gender and power in case to the relation with industrial sector especially in advertisement system in Indonesia. This research used qualitative descriptive method supported by the theory from the expert, which means that the data was collected from the several advertisement in certain areas. Hegemony by Gramsci, Antonio Gramsci's thoughts have been used for a very broad field of analysis, one of which is an analysis of the mass media and popular culture. Antonio Gramsci is a Neo Marxist thinker whose frame of thinking is known as the Hegemony theory. Actually

hegemony as a theory was born from Gramsci's views on the political situation that existed in his era. So the thought of hegemony is a thought that often reveals about political struggles that use the framework of thought of Karl Marx. In the analysis of the mass media and the culture of Pooler, the understanding of hegemony is as a cultural or ideological means, wherein Dominant groups in society preserve their dominance by securing "spontaneous agreement" of subordinate groups, including the working class through the creation of political consensus and ideological negotiations.

RESULTS AND DISCUSSION

Patriarchy can be seen as a social relationship where men dominate, exploit and oppress women. As a concept, patriarchy defines various unequal relations between genders, although they must pay attention to the fact that not all practices of men or women benefit or are disadvantaged. Other class structures such as class and race need to be considered. Hartman cited Dominic as saying that "we should define patriarchy as an instrument of social relations between men who have a material basis and even though they are hierarchical in nature, reinforcing or creating interdependence and solidarity between men which makes them able to dominate women".

The concept of patriarchy refers to the unequal power relations between men and women that serve as the main determinant of how men and women will be represented in popular culture and how they will respond to these representations. Patriarchy culture is most easily recognized from the view that differentiates between men and women in various forms of behavior and ways of thinking including what they like. The distinction between men and women cannot be separated from the principles of the operation of ideology in producing meaning. According to Yasraf A Piliang (Seminar paper "Gender-Friendly Journalism in Press Release"), there are many principles of how ideology operates in the production of meaning. Among these principles is what is called the 'binary opposition' (binary opposition), which is a kind of principle of polarization of everything (signs, codes, meanings, stereotypes, identities) in which there is a process of generalization and reductionism, in such a way that everything is categorized into two extreme, contradictory and contradictory groups. However, there is an argument about the type of men that is interesting to observe because it turns out that not all men represent masculinity.

The concept here can be assumed as the standard of relation between gender and also the power that is given by the stereotype of gender by society. In case for a supplement product for gymnastics, in case they use the character of standard body goals is men with big muscles and are stronger than the other. Just for example “**Having a fit and muscular body like a top artist is the dream of many men.** Therefore, **not a few men who are** willing to go to the gym more than 3 times a week for the sake of forming a muscular body. But sometimes your body does take a long time to really change into the form you want” (Rosdianawati, 2018) – from that the researcher believed that if the gymnastics are mostly men and those who could not achieve the body goals that they want with a natural system.

CONCLUSION

From the explanation above the researcher can assume that, in every advertisement system usually has their own purpose and is focused, whether it is related to men or women they have to follow the stereotype of people for their target market to make their own promotion sector is eye-catching and get many responses from society and all their consumers. In case using the hegemony of masculinity or hegemony of feminism depends on the purpose that the company has. Who will be their target market in their ways to sell their product? Because in a linguistic system it has different senses but has the same goals in a commercial system.

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