

HEGEMONIC FEMININITY IN INDONESIA'S TV COMMERCIAL ADVERTISEMENTS

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Abstract

This research aims to investigate the role of the TV commercial advertisement in Indonesia to the perspective about the way women should look like. There must be something wrong that influenced Indonesian women about the beauty standard that Indonesian hold. In attempting the question, the researcher use descriptive qualitative approach as the research methodology. Through the current study, the researcher hope that Indonesian women has different perspective about the way women should look like, about the beauty standard and also about the definition of beauty itself. Another point, the researcher also hope that this current study will be useful for those future researcher that want to analyze about language use and Hegemony theory by Antonio Gramsci. The researcher took three TV commercial advertisements as the sample of study, they are; Handbody Citra Natural Glowing White UV, Pantene shampoo and Garnier Light Complete Serum Cream. Through these three advertisements, the result is the TV commercial in Indonesia has influenced the way Indonesian think about the way women should look like, the beauty standard that they hold and also the definition of beauty.

Key words: Advertisements, Gender, Hegemony, Hegemony femininity, Indonesia TV commercial, Language use

INTRODUCTION

Hegemony was a theory introduced by Antonio Gramsci [1], [2], [3]. The terms "Hegemony" comes from Greek language [4], [5], [6] that means leadership or dominance of one group over another [7], [8], [9]. Gramsci argued that hegemony relates how the ruling class turn their ideologies into common sense and natural [10], [11], [12]. The New York Times stated that the control that hegemony hold can be done subtly [13], [14], [15] rather than forcefully [16], [17]. The basic foundation of hegemony is an agreement [18], [19], [20], but implicitly the agreement contain a coercion through culture and economy [21], [22], [23]. The dominant class usually will persuade or even force the other class to accept, adopt and internalize the values and norms [24], [25], [26]. Even the terms of 'Hegemony' means 'Leadership' [27], [28], but leadership here is not only refers to someone that led something [29], [30], just like a king lead he kingdom or a president lead a country. It can be also only from a man or even from a text or script [31], [32]. One of a text that might be contained a hegemony in an advertisement [33], [34].

Based on gender, there are 2 kinds of hegemony that might be appear within an advertisement which are hegemonic masculinity and hegemonic femininity [35], [36], [37]. Masculine will always show an image that a man typically convey power, strength, virility, and athleticism [38], [39]. Contrary with this, feminine will always show an image that beauty, submissiveness, and nurturance [40], [41], [42]. This kinds of theme repeatedly appear in our modern culture [43], [44] including in advertisements both in printed form and TV commercial [45], [46]. This kinds of advertisements are often accepted by those consumers who see them as a standard to be a man or a woman [47]. Thus, the representations of models behavior in the advertisements provide powerful impact to be emulated by those who see the advertisements.

Advertisement is one of social platform that aims to communicate between the customers and producers [48], [49]. In the other hand, Advertisement also become a messages by those who send them and aims to influence people who receive the message [50], [51]. Through television, newspaper, magazines, journal, radio mailers, posters or even people (endorsement) someone can deliver their message [52], [53]. The advertising company that needs to advertise his or her product will directly ask the agency of the advertisement to convert the concepts, ideas, and imagination into the visual form that will make the future customers interesting to the product [54], [55], [56]. Hegemonic femininity consists of the characteristics defined as womanly that establish and legitimate a hierarchical and complementary relationship to hegemonic masculinity [57], [58], by doing so, guarantee the dominant position of men and the subordination of women [59], [60].

Based on the Schippers, Femininity exists in a hierarchy below the position of men which means women is in the second position and become the subordinate [61], [62], [63]. Meanwhile, men is in the first position and become the dominant one and the most respected in the society [64], [65]. Schippers also stated that through hegemonic femininity, it is defined the characteristics how a women should look like within the society and it is already establish and legitimate [66], [67]. Furthermore, the dominance of hegemonic femininity has been constructed in a particular view for consumers in our society. Moreover, Hegemonic femininity is contain of limited of representation that afforded to women in the society [68]. Through the dominant image that presented by the

advertisements, it makes the behavior and appearance are deemed acceptable to be considered how a women should look like [69], [70]. However, the researcher believe that there is something wrong within the way Indonesian women think about the definition of “Beautiful”. Most of Inondesian have a standard that they are considered as beautiful if they have such a white skin, tall body, long black hair, Thin body and etc.

In this research, the researcher try to investigate the role of advertisement on the TV comercial that might have the concept of hegemonic femininity of female products within the advertisements. The advertisements are ; *Handbody Citra Natural Glowing White UV*, *Pantene shampoo* and *Garnier Light Complete Serum Cream*. In attempting the question, the researcher use descriptive qualitative method as the research methodology. From this research, the researcher hope that Indonesia will have a different perspective about how should women look like, about the beauty standard that Indonesian believe, and also to rise up the awareness that every women is beautiful just the way they are. Another implications, the researcher also hope that the current research will be usefull for the future researcher that want to analyze about hegemony theory by Antonio Gramsci or about the language use within an advertisement.

METHOD

This study was done to explore the image of Indonesian about what should women look like and one of the reason was because of the hegemony that appear in the TV comercial advertisements. Furthermore, that image had been accepted in Indonesia. In attempting the question, the researchers used descriptive qualitative approach as the research methodology. The researcher took 3 advertisements as the sample of the study. Those advertisements were; *Handbody Citra Natural Glowing White UV*, *Pantene Shampoo* and *Garnier Light Complete Serum Cream*. These three advertisements were selected to represent as the TV comercial advertisements that has hegemony issue in it. In order to collect the data, the researchers watched and analyzed the TV comercial advertisement through one of social media platform named Youtube. First, the researchers looked for the data about the product or brand that be loved within the society of Indonesia. Second, the researchers collected those data and sorted it into the most popular one. Third, the researchers watched the TV comercial advertisement repeatedly and analyzed whether was there any hegemony femininity issue or not within the advertisement.

RESULTS AND DISCUSSION

This research aims to investigate the role of the TV commercial advertisement in Indonesia to the perspective about the way women should look like. The researcher took three TV commercial advertisements as the sample of the study. Those three TV commercial advertisements are selected to represents about the TV commercial advertisements that might be contain the issue of hegemony femininity. Three of the TV commercial are; *Handbody Citra Natural Glowing White UV*, *Pantene Shampoo* and *Garnier Light Complete Serum Cream*.

Based on those explanation above, we can use advertisement to find out whether is there any advertisement that use hegemony theory to promote their product. In attempting the question, we have to focus on the language that the agency use on the advertisement since a language has 2 functions which are the performative (The view perpetuated by social thinkers) and the descriptive (The view diffused by the governing classes via education, law, church, etc). In those three advertisements, they use women to be the artists of the product. One of the women usually will have such a white skin, long black hair, clean face, ideal body and etc. Contrary with this, the others women will have such a black skin, chaotic hair, a lots of acnes on their face and etc. Then these women will act like they are envy and want to look like the model artist because that is the way Indonesia society define the meaning of “Beautiful”. In this case, it also called as Hegemonic femininity.

In *Handbody Citra Natural Glowing White UV*, in the very begining of the advertisement, there are 2 women who talk about the photo of one of their friends on the social media. They talk about the white skin of that woman is all because of editing process. Shockingly, that women already stand in front of them with bright white skin on her body and said “Waaaaahh...”. Then the model artist said “Kamu juga bisa kok” and suggest two of their friend to apply Handbody Citra Natural Glowing White UV on their body. So, they will have bright white skin as she has (TVCoMM, iklan Citra Natural Glowing White UV 30s (2018), 2018). Through this advertisement, the way those two women envy to the model artist just because their skin color is not that bright as the model artist. Furthermore, with their statement “Waaahhh...” it shows that they are amazed with the color of the artist. They feel like they are not as beauty as the artist just because of they are darker. Instead of saying that it is okay to have dark skin color, the model artist give a support by saying

“Kamu juga bisa” and suggest them to use the skin care that she used in order to get a skin color like she has. Through this action, it shows that it is such a pride to have a bright white skin in Indonesia. The way this advertisements promote their product, indirectly create an image about the beauty standard, how to be a beautiful girl and how a women should look like.

The second advertisement that contain hegemonic femininity issue is Panteen Shampoo. In this advertisement, Anggun Cipta Sasmi and Maudy Ayunda are become the model of the product. In this advertisement, both of Anggun and Maudy invite the uture customers to be confident in the society because they have a long black smooth hair. By saying “Hey, tampil yuk! Jangan malu – malu, kan ada pantene” indicate that most of women feel like they are ashamed to go outside just because of their hair not look like their hair. That is why they invite the future customers to use their product. Through this, it indicates that there is a hegemony femininity issue within Indonesia society. Why Indonesian women have to feel ashamed just because they do not have long black hair just like what the models have. Why Indonesian women have to feel not that confident to go outside just because of their hair. All of they is because of the beauty standard that Indonesia have (TVCoMM, iklan Citra Natural Glowing White UV 30s (2018).

Garnier Light Complete Serum Cream will be the last example of an advertisement that indicate hegemony femininity within the advertisements. It is started that the one of the model asrtists stated that “Vitamin C-nya Garnier, cerahnya cepat loh”. By this statement, it indicate that if Indonesia women want to have such a bright skin, they can use Garnier in order to get it quickly. This statement indirectly create a beauty standard that it is better for women if they have such a bright skin. Then, the second model artist said “ Benar loh. Liat aja setelah hari ke-tiga”. This statement show how good the product because it can help you to get such a bright skin only in three days which related to the first statement that the future customers will get the benefit quickly. In addition, in the end of the video advertisements, they said “9/10 wanita setuju Garnier Cerah, Cepat, Cocok” which indicate that this product have tested with 10 Indonesian women and 9 of them agreed that this product quickly will makes your skin bright and it will fit with Indonesian women’s skin. Through this statement, it makes the future customers more convinced to the product just

because only one person that does not sure with the product. (TVCoMM, Iklan Garnier Light Complete Serum Cream, 2019).

From those three TV commercial advertisements, which are *Handbody Citra Natural Glowing White UV*, *Pantene Shampoo* and *Garnier Light Complete Serum Cream*, it shows that they give such a big impact toward Indonesian, about what is actually definition about a word “beautiful”, how a woman should look like and indirectly create the beauty standard to Indonesian women. Because of that, we can see clearly that there is a hegemony issue within the TV commercial advertisements especially about hegemonic femininity. The beauty standard that Indonesia has is like a common sense and natural, that is why they accept and agreed about that.

CONCLUSION

Hegemony was a theory that introduced by Antonio Gramsci. Gramsci argued that hegemony relates how the ruling class turn their ideologies into common sense and natural. This theory is about an agreement that already agreed by the society, but implicitly the agreement contain a coercion through culture and economy. Just like what happened in Indonesia, they have such a beauty standard for how should a woman look like. One of the reasons is because the role of TV commercial advertisements in Indonesia. Through the TV commercial advertisements, they show that a woman will look nice and beautiful if they have such a white bright skin, clean face, long black hair and etc. It is clearly seen from those three sample which are *Handbody Citra Natural Glowing White UV*, *Pantene Shampoo* and *Garnier Light Complete Serum Cream*, that the model artist invite the future customer to apply their product on their body, Then they will get the benefit just like what the the model artist got. Through this, the researcher conclude that the TV commercial advertisements in Indonesia had influenced Indonesia society about the definition of a word “beautiful”, how a woman should look like, and indirectly create the beauty standard of Indonesia women. However, if we look deeper, actually there is no something wrong to have such a dark skin, short hair and etc. It is okay to have what you have now, do not force yourself to be what people want you look like because beauty is not about your appearance, but your humility and power of love will define your beauty (Debasis Mridha). A beautiful appearance will last a few decades, but a beautiful personality will last a lifetime.

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