

CHAPTER I

INTRODUCTION

This chapter discusses Background, statement of problem, research objective, significance of research, and definition of key term.

1.1 Background

The rapidity of science development is influenced a lot by the technology development. Formerly, For long distance communicating needs a letter as mediator and it is not easy because the process takes much time until it can be received by the receiver. Yet, for this era everything look easier because technology has been developed, and people believe it become the primary thing for today. One of the creation of the technology development is the television which is viewed as something that can help people to get information. Television is an electronic mediator which has function to deliver any kind of information and entertainment visually. According to Sucipto (1998:28), television gives information about any events that happen in every space of the world. Not only as the deliverer information, but also as the product service and any kind of entertainment.

Advertisement become part of the programs in Television. Advertisement is an effective organization for promotion any kind of product (in Kasali, 1992:10). The message is conveyed by advertisement have function for making sure the people to buy and use the product. As Jefkins (in Kasali, 1992 : 10) says, advertising aims to persuade people to buy. Most of advertisement are always using woman as model with the purpose for attracting the market. Kurniadi (2007:1) argues that,

woman always being as model in advertisement for showing appeal of her body and beauty. The body and beauty are owned by the woman become a icon, without their appearance about the body and beauty in advertisement products are nothing. Beautiful woman who has ideal body and the fair skin often seen in any kind of product. For example, Tamara Bleszinsky as model for LUX product and Sophia Latjuba as model for GIV product, they are described as woman who has the concept of beauty through their ideal body and fair skin (Prabasmoro, 2003:12).

Advertisement create an image that, beautiful woman who has ideal body is the best option. It is difficult for woman accepting their body (in reality) because advertisement always showing that the standard of woman beauty by having perfect body (Melliana, 2006:84). In the *You C1000* product, woman has described as someone who has perfect physically. The body image showed is a woman who has ideal body; it has to be slim, not only beautiful but also has healthy body. It's mean, healthy to do any activities. Idealized beauty described by a woman who has fair skin, the wavey hair, and supported by fashionable style. The body image and idealized beauty in advertisement make a standard value which make new perception and construction in the final about how the woman has to imagine for their ideal body and beauty (Prabasmoro, 2003:59).

Thompson (1996:1) argues that, body image is the image of a person about his body in the form of satisfaction and dissatisfaction that is the result of the individual's own subjective judgment (1996: 34). This is very influential to the perception of woman and her satisfaction to look on her own body. They who have ideal body often described as a happy person and owned of everything of woman's

willing even its a handsome soulmate, a wonderful life and away from the passionless, and supported by good healthy (Melliana,2006:109). Mass media have important role to create the concept of ideal body image. Shilling (1993: 100) argues that, body image is something gender bias, there are unbalanced where the ideal body image more pressure to woman than man.

Beauty is a word which very close for describing about woman. Melliana (2006:1), states that, beauty is precious something which is given by God to women. For example when a man asked for the ideal woman, what looks like a woman whom they want to be their couple, he must be answer the attractive and smart woman. Those criteria can influence women to looks perfect in their appearance to be desire of men and mass media have role to change the perception about what kind of beautiful woman as standard for public (Melliana, 2006:1). Imagine of woman on advertisement always identical as beautiful woman with the fair skin. According to Prabasmoro (2003: 18), in her book "*Becoming white*", which has proved and showed in Asia countries by white campaign as ideal beauty as we watched in our habit. As we know, in every advertisement any products often showed woman who has fair skin.

The researcher would give more explanation of the body image and idealized beauty of the drinking product advertisement. Discussions about the body image and idealized beauty have related with the discussions of gender and feminism that has exist in the society (Prabasmoro, 2003:39). There are still many who interpret that gender is Sex (Sex, male or female) In reality, the perception is actually displaying inequality between men and women. Robert Stoller (1968)(In

Nugroho, 2011:2) explains that gender is a sociocultural definition, so it can be said that gender is a social construction in public. Thus, researcher use the theory of feminism concept by Ellaine Showalter about gynocritic and Aquarini's theory for analyzing the body image and idealized beauty.

The named of the brand is *You C1000*. There are many versions about this advertisement. *You C1000* is a healthy drink that is sold in Indonesia since 2004. By the advertisement it wants to deliver a message about helping women to keep healthy and beauty. Both of those things are surely very important for women because they have relations with each other. Healthy ensures them to do any activities and beauty ensures them to have a good career. Melliana (2006:14) states, the woman who has attractive physic and beautiful face making their life in society will be success and have a good career. This is appropriated with *You C1000*'s text sounds "*Healthy inside, fresh outside*", it mean the good pattern of our life will bring the good habit of our body and make it healthy and seems fresh, so women will have the inner beauty naturally. The primary message that is offered by the advertisement is the beauty of woman come from healthy and there is another construction from the model to give new perception for public (Melliana, 2006:60).

The researcher choose *You C1000* as the object because the model is Miss Universe. Miss Universe is the contest of beauty which is the most famous in the world (in Melliana, 2006:11). She is a symbol of woman's beauty which is already avowed by people in the world. On the advertisement, she often shows her beautiful and ideal body which people know as the miss universe is body. She becomes the icon of the product since *You C1000* come as the new product. Since 2004, *You*

C1000 was introduced by the winner of Miss Universe to become the icon of commercial advertisement for example Amelia Vega, Pia Wurtzbach, Dayana Mendoza, Olivia Culpo, Iris Mittenaere, Zuleyka Rivera and Natalie Glebova. The advertisement also uses English as the international language and appears in many channels in Indonesia such as TRANSTV, SCTV, TRANS7, RCTI, and NET.

Subiyantoro (2004:105) states, beauty is fair skin, long straight hair, and ideal body. The mindset of the public that the beautiful woman is exactly like that, which can prove that woman is as second sex whose physic is valued. Then, because the beauty owner is woman (Melliana, 2006:1), so they exploitative the body and face, modify them to get any profit by selling their bodies and faces as interest object. The advertisement is never regardless from the dominated culture. It is the patriarchy culture, where woman is always reputed to have kindly character and she is treated as sexual object (Kurniadi, 2007:1).

The research on similar topic had been long discussed by some of the researchers, those undertaken by Prabasmoro (2013), Remke (2001), Melliana (2006). Prabasmoro's research (2013) has discussed the representation of female mixes-races celebrities in Indonesian soap advertisements and women's culture, then discussed about body image and idealized beauty with the frame cultural studies theory for explaining about this research. The result of research, idealized beauty was believed that have fair skin, blond hair not black hair become attractive something, fashionable (stylish), and ideal body being the standar of beauty for the woman. After that, body image is believed when the woman have slender body,

pointed nose like which have described through Tamara and Sophia as model from this products and they are as the icon of beauty.

Ramke (2001) has discussed the effects of using real women in advertising which uses social construction of beauty, the beauty ideal and its effect of women theory. The result of research is the female beauty ideal has shifted numerous times over the centuries, the result of a socially constructed reality that evolves in time with society and culture.

While Melliana (2006) has discussed "*Menjelajah Tubuh Perempuan dan Mitos Kecantikan*" this research, explain about mass media become one of factors which creating a new perception about the beauty and the body image. Explaining about how Miss Universe become the standar of beauty by the woman. This research using levels of processing and gender schema theory. The result of research is Miss Universe being standar of beauty for the woman, have slender body, fair skin, attractive body and beautiful face.

Those researcher have similarity on topic about advertisements, but the differences is the object of the research. This research has similarity with the first and third previous study about body image and idealized beauty, but the differences are the advertisement genre and technique of analysis. Based on the background of the study, the researcher takes the title "The Body Image of Women and Idealized Beauty in the *You C 1000* Advertisement".

1.2 Statement of Problems

The title of this research is *The Body Image of women and Idealized Beauty in the You C1000 advertisement* and the object this research is *You C1000 Advertisement*. The problems that will be discussed in this research are body image and Idealized beauty. The body image and Idealized beauty will be analyzed by Feminist theory and Aquarini's theory. Based on the statement and the background above, there are some problems that can be formulated:

1. How is the body image of women in *You C1000* advertisement ?
2. How is the idealized beauty in *You C1000* advertisement ?

1.3 Research Objective

Based on what the researcher has explained in the statement of problem, so the purposes of this research are :

- a. To know how body image in *You C1000* advertisement.
- b. To know how idealized beauty in *You C1000* advertisement.

1.4 Research Significance

This research has two significances, these are :

Theoretically, this study aims to support Feminist concept by Ellaine Showalter, Aquarini's theory to analyze the body image of women and idealized beauty in *You C1000* advertisement.

Practically, this study is expected to contribute ideas to the problems associated with body image of women and idealized beauty in advertisements. For the reader, it can give some information about women representation in mass media and it can be the alternative reference for the other researcher who are interested in similar topic.

1.5 Definition of Key Term

In order to clarify the key terms used in this research, the researcher explains the terms as follow:

1. Advertisement : An art is of conveying what is offered to get product uniquely in consumers mind using a tool (Roman, 2003:19).
“Kata kata yang mengesankan dan memikat harus di ciptakan sedemikian rupa sehingga menggelitik konsumen untuk paling tidak, mencoba membeli dan menggunakan atau memanfaatkannya” (Suhandang, 2005:72).
2. Feminism : the ideology of modern social movement for the advancement of women, taking shape (in its Western European and US Forms) in the eighteenth century on principles of equality and emancipation in secular societies (Dinshaw in Plain, 2007:11).
3. Body Image : body image as a person's subjective perception of how they think they appear to other people. In other words, it is how an individual perceives his or her physical attributes when he or she looks in the mirror (Bierma, 2003).

4. Idealized Beauty : claimed by the public, it has measure which seemed to be forced that women has to get validity or status in social community. Measure of beauty in this context described by a young, white skin, ideal body and almost perfect from the creation of the women. This usually has campaigned in television.

