

DISCOURSE BEAUTY OF WOMEN IN TELEVISION'S ADVERTISEMENT

Ira Wirasari*, Siti Deshinta²

¹*School Of Creative Industries, Telkom University, Jl. Telekomunikasi No.1 Bandung,
ira@tcis.telkomuniversity.ac.id*

²*School Of Creative Industries, Telkom University, Jl. Telekomunikasi No.1 Bandung,
tata@tcis.telkomuniversity.ac.id*

Abstract

Women-owned beauty can establish uniformity and bring them to the properties around it. Discourse beauty and femininity of women simply can not be separated from the construction of a patriarchal culture that gave power to men to provide recognition of women's femininity. Women are always looking for recognition of femininity over men, so this will also influence the position of women in society and also in the advertisements on television.

The method used in this research is to use descriptive method, which aims to describe systematically the facts or a particular field factually and accurately, this method also uses semiotic analysis. Semiotic analysis is used to give an idea of the visual appearance of the women present in the medium of television advertising. By using a socio-cultural approach, the authors will examine the unique beauty of Indonesian women displayed or used in the advertising based on socio-cultural background that developed in Indonesia. Beauty Trend women are generally more influenced by socio-cultural background. Associated with beauty trend of women deconstructed through the medium of television advertisements today, it can be concluded that the use of women with unique beauty of women in Indonesia, such as brown-skinned ranging widely used by both advertisers as an advertising model as well as its brand ambassador of a particular product.

Keyword: *Women, Advertising, Televisions.*

1. Introduction

Indonesian women are famous for their beauty overseas. Their unique brown skin makes them more famous, unfortunately it does not happen to Indonesian women. They tend not to be aware of their natural beauty, even they replicate the beauty of women from abroad such as Korea, America and so on. Furthermore, the Indonesian women often buy beauty products which are very expensive just for changing their appearance to be like a foreign women. They are not only becoming consumers of beauty products but also having expensive treatments to the beauty clinic or even plastic surgery in order to get a perfect beauty.

Indonesian women have a distinctive natural beauty. Starting from the shape of their face and nose, their thick black hair, their dark brown eyes to their neat arranged teeth often make the people abroad envy. To get brown skin they have to sunbath regularly to be like Indonesian women. Here's a picture of Indonesian women is now widely used as a model of beauty advertisements on television.

2. Methods

The research method used in this research is descriptive method, which aims to describe systematically the facts or a particular field factually and accurately, this method also uses semiotic analysis. Semiotic analysis is used to give an idea of the visual appearance of the women present in the medium of television advertising. By using a socio-cultural approach, the authors will examine the unique beauty of Indonesian women displayed or used in the advertising based on socio-cultural background that developed in Indonesia. It also uses qualitative analysis which is used to provide a visual overview of the women presence in the mass media, especially in televisions. The purpose of using this method are to get visual analysis of televisions advertising.

Researchers took two samples of cosmetics in Olay Total Effect television advertising, these advertising are starred by Anggun and Nirina. These advertising were chosen because the advertising's model are from Indonesia, so as to represent the unique beauty of Indonesian women. These sample is consistent with the theme of the research which will be appointed by the researcher.

Sample 1 :



Figure 1. Olay Total Effect Starred By Anggun
Source: <http://www.youtube.com/watch?v=xG3Ed8hIRdk>

Sample 2:



Figure 2. Olay Total Effect Starred By Nirina
Source: <http://www.youtube.com/watch?v=RBtoLPLQfqQ>

3. Result

3.1 Olay Total Effect Anggun Version:



Figure 1. Olay Total Effect Starred By Anggun
Source: <http://www.youtube.com/watch?v=xG3Ed8hIRdk>

Olay Total Effect advertising starred by Anggun version there is an ambiguity, the ambiguity factor seen from the figure the actual Anggun, but in this advertising she tends to whiten his skin. This is done to give the appearance or impression that white skin is skin that is in accordance with the current concept of beauty. Even class singer Anggun also famous for its unique beauty trying to have a white skin. In fact, she compared the skin he does now with the skin he had at the time of her first youth.

As if the white beauty myth has become a standard benchmark for the concept of beauty or women's skin color. These advertising contain a metonymy associated with the color white is actually desired by Anggun is a representation of the actual situation of women, which is always crave to get white.

The myth of the unique beauty of Indonesian Women is re-appear in these advertising, female beauty can not only be seen from how they have white skin. The concept of beauty black or brown skin color actually existed long ago, even in the book of Pupuh III, said that a beautiful woman is a woman who her dusky skin, skin color beauty concept continues to rotate in accordance with the trend in the society. Society as dictated to adored color white, in the middle of the embarrassment of the advertisers started to show new ideas or creative ideas that offer the concept of beauty is skin color other than white. It is the authors described above is also a connotation that is displayed in this advertisement.

Graceful as the denotation of Olay Total Effects cosmetics advertising on the television medium is added with an artist's work as a sign or it will bring a new meaning that is interesting. Where many people idolize and follow what she did. Through analysis of the levels of this marker is added to the sign of pulling back markers that appear in the advertising that brown-skinned of Anggun figure, it would appear the sign of the second level of meaning that is beautiful. When the sign appears beautiful, so beautiful in fact has become a myth. The advertising Olay Total Effect Version Anggun actually takes place through representation of the myth. In the commercials, the visual seen Anggun has her own icons and other types of signs are not denote something as simple, but it also creates a level of connotations attached to the sign of the second level. Meanings generated by the connotations interesting marker presenting the myth the beautiful brown skin. Myth works naturalize everything that exists in human life, so the image that appears is fine and does not contain the problem. At this level, the myth actually started leaving a trail of ideological, because it is not necessarily "something" which appear naturally then be accepted without unquestionable truth degrees.

The advertising of Olay Total Effects Anggun version, she showed her picture when she was young, and very concerned with white skin, but not with her age, she prefers choose creamy facial treatments that can overcome the problem of aging. In this advertising Anggun appear as icons herself and also as a representation of women in Indonesia are brown-skinned, the denotation Anggun appear as herself, but when she becomes the representation of women in Indonesia are brown-skinned and she became the connotation of the advertising, Anggun also became a metonym she can be one of the Indonesian women represent beauty. This idea was explored by the advertisers want, advertisers want women in Indonesia have the same awareness with Anggun, that women should be able to follow her as the example of Indonesian beauty, Indonesian women should proud of her remaining her active and achievement in the international world.

3.2 Olay Total Effect Nirina Version:



Figure 2. Olay Total Effect Starred By Nirina
Source: <http://www.youtube.com/watch?v=RBtoLPLQfQ>

In the Olay Total Effect Nirina Zubir version, the structure shown in the advertising directly explain Nirina state at the moment, she does not show a picture like that done by the gracious, but only through a verbal message. After she told the situation first and then she tells her circumstance at the present time who prefers a face cream that can overcome the problem of skin. In the advertising delivered anything that can be addressed by the Olay cream and the cream is nothing that says that can brighten or whiten the skin. Building an advertising idea that this cream not for the face whiten or brighten the face but to overcome the problems of aging. It was built by the advertisers who want to look beautiful that it does not have to be white to be beautiful is to appear younger looking.

In this advertising, Nirina Zubir testified that she used on teens when using lightening cream face, but with age she now requires not just any lightening creams, but creams that could make it more youthful and also a cream that can be addressing the problems of aging, then she later choose Olay Total Effects as a response to overcome all skin problems. In the narrative in the advertising also mentioned that now use lightening creams is not enough, it then leads women's perception or understanding that skin now does not have to always be bright but the important thing is to have a healthy skin.

4. Conclusion

The unique beauty of Indonesian women are which recognized worldwide is not appreciated in their own country, because women in Indonesia are too busy correcting physical deficiencies and forget their own heritage, these is he reason that's why a lot of advertiser nowadays use Indonesian women as a star for the cosmetic advertising, such as Anggun and Nirina Zubir.

The purpose of this is make Indonesian women proud of their atural unique (particular) beauty because many Indonesian women now have an active role in beauty and charms that is different from women of other countries. Therefore we must realize every country has a different type of female beauty.

References

- [1] Chaney, David., *Lifestyles*, Jalasutra, Yogyakarta, (1996).
- [2] Fiske, John., *Cultural and Communication Studies*, Jalasutra, Yogyakarta, (2004).
- [3] Prabasmoro, Aquarini., *Kajian Budaya Feminis*, Jalasutra, Yogyakarta, (2006)
- [4] Rakhmat, Jalaludin., *Metode Penelitian Komunikasi*, PT. Remaja Rosda Karya, Bandung, (2001).
- [5] Rakhmat, Jalaludin., *Psikologi Komunikasi*, PT. Remaja Rosda Karya, Bandung, (1986).
- [6] Sutisna, SE, ME., *Perilaku Konsumen & Komunikasi Pemasaran*, Bab 16, PT. Remaja Rosda Karya, Bandung, (2002).
- [7] Sutherland, M., *Advertising and the mind of the consumer*, PT. Gramedia Pustaka Utama, Jakarta,(2005)
- [8] Widyatama, Rendra., *Pengantar Periklanan*, Buana Pustaka Indonesia, Jakarta, (2005).
- [9] Wolf, Naomi., *Mitos Kecantikan, Kala Kecantikan Menindas Perempuan*, PT. Gramedia Pustaka Utama, Jakarta, (2005).
- [10] www.youtube.com accessed 8 September 2014, 3:01 pm.