

THE HEGEMONY IN INDONESIAN ADVERTISEMENTS: DISCOURSE ANALYSIS

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Abstract

This paper attempts to investigate the hegemony in Indonesian advertisements. It aims to find out the hegemony contained in advertisements for Indonesian beauty products. How is this hegemony conveyed, as well as the reasons for choosing women who have mixed faces as models for advertising Indonesian beauty products. The writer applies a descriptive qualitative method in which describes and explains the phenomenon or events in the social world, and the objects of this research are Indonesian beauty product advertisements. The advertisements are analyzed into two sections, namely interpretation and social analysis. The hegemony conveyed in the two advertisements is about the concept of beauty for women. The ideological hegemony raises the idea that all women who have fair skin tones are definitely beautiful and Indonesian women must be oriented to these standards. As a matter of fact, the majority of Indonesian women have dark skin. The advertisements make Indonesian people think that they have to follow women from other countries who have light skin to be considered as beautiful. This ideological hegemony resulted in a change in the mindset of Indonesian women which made them always oriented towards foreign women and wanted to make themselves like these women.

Keywords: *advertisement, hegemony, women*

INTRODUCTION

Beauty can be defined as something that gives pleasure to our sight. The concept of beauty itself is usually pinned for women who are physically attractive and can please the eyes of those who see them. There are no specific criteria that can categorize whether someone is beautiful or not. Because beauty is relative, everyone can have different sides of beauty from the others. However, nowadays there are beauty standards in society which indirectly generalize the meaning of beauty to women.

This new standard of beauty is spread through the media. In Indonesia, one of the media that spreads the beauty standards of today's society is advertisement. Advertisement is one of the media that can be used to

introduce a product or concept to the wider community.

Kotler & Keller (2009) defined advertisement as any form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor that requires payment. In advertising, the representation of something is not only presented through sentences or spoken words, but also through images, gestures, facial expressions, clothing, voices, music, and shooting techniques. (Domingo et al., 2014). Advertisement has a huge influence on the mindset of people who hear and see it. Dyer (2009) stated that advertisement is to attract someone about something that is being shown. This media is used because it is not limited by place. It can be placed anywhere, either verbally or

visually. The target achieved is also very massive, so it is not surprising that advertisement has a major influence in shaping someone's mindset towards a product.

The spread of the new ideology through advertisement affects the perspective and mindset of the people who see the advertisement. Those who initially have an A mindset, will gradually change to B if they continue to be exposed to new ideologies that are deliberately inserted into them. As is known, that Indonesia is a tropical country, which gets more and stronger exposure to sunlight than countries on the European continent. This is what makes the physical structure of Indonesian people different from people of other countries. And of course, this affects the perspective of Indonesian people in assessing the physical appearance of women who are categorized as beautiful. According to Harpersbazaar, it is true that having round eyes and white skin are always considered to be more beautiful in Asia. Even one of their models said that it is possible if she was asked to be skinny. She could go on diet. But if she was asked to have light skin tone, she could not do anything. This statement proved that there are some standards to be considered as a beautiful woman.

It's just that recently, Indonesian women's beauty standards have begun to shift. Indonesian society began to be influenced by the ideology that the physical

structure of European women is the ideal structure of women who can be categorized as a beautiful woman. The influence of this ideology is part of the hegemony in society. Suyitno (2014), stated that for Gramsci, hegemony is a construction of power in which a group of ruling class exerts social authority and leadership over subordinate classes with a combination of forced and conscious agreement. Hegemony is when the dominant class succeeded in presenting their point of view into the other classes. They make their point of view and definition of reality to be seemed as a common sense by the other classes. And it resulted in other groups that present alternative view will be marginalized (Goldberg, n.d.) in Irene (2013). Consensus relationships using leadership or political discourse or ideology, (Patria & Andi Arief, 2003). Gramsci in (Simon, 2004) stated that the creation of a new type of hegemony can only be achieved by changing the consciousness, way of thinking and understanding of society, the conception of a new world, and norms of moral behavior. Wahjono (2010) stated that the beginning of the formation of culture is institutionalization in which it is maintained to be stronger, because in the beginning the cultural designer can be weak, it is the responsibility of the successor to change the culture in a stronger organizational culture.

Nowadays, hegemony towards women is embedded in advertisements. As is well known that advertising is one of the most

effective media to attract the attention of the general public. Thus, advertising is also a medium that can be used to spread a particular ideology to various target groups in society. Dang (2022) stated that media hegemony is often represented through media ownership in media production. Media ownerships are mainly powered by the in-group, which consists of members from the dominant and elite groups. Hegemony in advertising makes the public feel that the ideology embedded in the advertisement is something normal. So slowly, the public's perspective on things related to the image of the product displayed is in accordance with what the advertiser wants. This in line with Sensoy and DiAngelo (2017) who stated that "Hegemony, then, includes the ability to define and impose self-discipline on others in that way serve dominant group interests". Natashia (2015), in her research showed the results that in attracting the attention of the consumers, advertisers used elements of social representation that are happening today. The consumers wanted something fresh, instant but has maximum results. Advertisers also used women's fear of being fat and old. In addition, the results of the study also stated that the concepts of beautiful women nowadays are those who has a beautiful body, pleasing to the eye and has a face that looks young like a girl in her 20s.

Farhatiningsih, et al (2021), the purpose of their paper is to find out how the representation of the use of ethnic Chinese

female models in Bukalapak advertisements is. The research conducted by Farhatiningsih aims to find out how the representation of the use of ethnic Chinese female models in Bukalapak advertisements is. The paper used a qualitative approach with a critical paradigm to understand social phenomena that exist in society. The results of the study show that the "Nego cincai" version of the Bukalapak advertisement is a counter hegemony epitomy of the ideology of women on screen, that is those who look beautiful and perfect in the eyes of men. It can be said that the actors in this advertisement do not meet the masculine gaze standard, but these actors still fulfil female characters in general with gestures such as smiling and winking to attract the attention of the audience.

METHODS

This paper applies a descriptive qualitative method. This method describes and explains the phenomenon or events in the social world, in which the writer will explore it from the point of view of the writer and reflect on their own interpretation. Qualitative methods focus on exploring and explaining the situation and perceptions of a group of people in society (Kumar, 2011). This approach focuses on objectively understanding human behavior (Nunan, 1992). The qualitative method in this paper means that the result of this paper is analyzed and elaborated descriptively. The source data used in this paper is the Indonesian advertisements of

women's beauty product. The source data consists of 2 advertisements of women's beauty product.

In this paper, the writer observed phenomena that occurred in the surrounding social environment related to the use of mixed-race female models as beauty product advertisement models in Indonesia. Starting with observing that beauty product advertising models often feature well-known Indonesian artists who have mixed faces to foreign artists or ordinary women who have mixed faces between Indonesian and other countries. This raises the question of why the creators of these advertisements did not use a woman who has an Indonesian face as a model, as well as attracting the attention of the writer. To collect the data, the writer watched all of the 2 advertisements to get the idea and purpose of the advertisement. Then, the writer noted the scenes which contain hegemony of ideology in it. Several scenes from various advertisements were collected for further identification. After observing the phenomena that occur as well as obtaining interesting scenes to discuss, the writer then

begins to analyze each scene from various advertisements.

In the analysis stage, the writer classifies the scene based on the product advertisement. Then the writer begins to analyze the hegemony contained in each scene based on the image with the caption attached to the advertisement. The writer analyzes almost every scene and give explanation on what aspect does the advertisers put the hegemony in their advertisement. The author discusses in more detail the physical appearance of the advertising model, the caption used, and the message the advertiser wants to convey. The advertisements will be analyzed into two sections, namely interpretation and social analysis.

RESULTS AND DISCUSSION

Advertisement 1

The first advertisement is Ponds serum product. Below the advertisement will be divided into some parts, and the writer will explain the discourse within each scene of the advertisement.



Figure 1

Source: Pond's Indonesia Youtube

Interpretation

The phrase '*Lengkapi Rangkaian Mencerahkan Kulitmu*' or complete a series of brightening your skin indicates that the advertiser wants to invite consumers to buy the product to improve the results that they will obtain. In this sentence, it is implied that the definition of beautiful is to have bright skin. And in order to get it, there are several series and stages that need to be followed.

The picture then followed by another scene with the caption "Triple Glow Serum". In this scene, the advertiser wants to show that their product is three times more effective than other products. The picture indicates that

the product of the advertiser is better than any other products. The information aims at making the consumers attracted to the product by making the consumers hope that their skin will be glow faster and better than before they used the product.

The next scene, the advertiser showed the face of the model for the advertisement. In this scene, the model rubs serum on her face, then her face changes to a more radiant glow. It can be seen that in the advertisement, the artist's facial skin is smooth and rosy. Her face looks non-porous with a sharp nose, pointed chin, thin cheeks and bright skin.



Figure 2

Source: Pond's Indonesia Youtube

Interpretation

Explicitly, the sentence in the figure 2 shows that the products offered by advertiser can change the skin color of consumers to be brighter. It can be seen that 60x is written in a larger size than the other words. This is to attract the focus of consumers while emphasizing that their products can make skin much brighter than other products.

Advertisement 2

The second advertisement is Nivea facial foam product. Below the advertisement will be divided into some parts, and the writer will explain the discourse within each scene of the advertisement.



Figure 3

Source: Nivea Indonesia Youtube

Interpretation

In this scene, the advertisement begins with a model looking at her face in the mirror and showing a disturbing line on her face. From the expression on the model's face, it can be seen that the model was shocked and disturbed by what happened to her face.

The next scene shows the product the advertiser wants to promote. This product was raised as a sign that this product is the answer to the model's skin problems. In the scene above, there is an image of the words 'Sparkling Bright' on a pearl background.

The pearl image is displayed as a sign that the skin that is applied using this product will get a very beautiful bright result like a pearl. Pearls here are also an attraction, because generally women like something beautiful and shiny, including pearls.

The next scene shows the model washing her face using the advertiser's product. In the scene, there is the words '*Menutrisi kulit*' (nourish the skin), this tells consumers that the products they make can provide the nutrients needed by consumers' skin.



Figure 4

Source: Nivea Indonesia Youtube

Interpretation

In the next scene, the model is smiling at the camera with a happy look. It appears that after using the advertiser's product, her skin becomes brighter and smoother. The message that the advertiser wants to convey here is after applying the product the facial skin that was originally dull will become bright and shining like a pearl.

There is the text '*10x cerah alami*' (10 times natural brighter) which indicates that the product can make the skin 10 times brighter than before. The shining skin on the model's face implied that the skin becomes much brighter than before after the model applied the product.

After that, in the following scene, the model looks very happy and really likes the results obtained after using the product. Sparkling eyes and a wide smile are signs of satisfaction and pleasure. The two hands on the face show that the model's joy is caused by her face, in which, now it has become smoother and brighter after using the advertiser's product. The words '*Dan kenyal*' (and supple) added the information that after using the product, in addition to being bright and smooth, the skin will also become supple.

At the closing scene, the model was seen touching her cheek which had just been applied by the advertiser's product. From her expression, the model seemed that she liked the results obtained on her face. With a sparkling gaze and a beautiful smile, she

indicated that she was happy. In this scene, the image was enlarged to show the model's face very clearly. The skin looks very smooth and bright, there is no pores or acne scars that adorn his face. This is what the advertiser wanted to show to the consumers, if a beautiful and healthy skin was the skin that was shown in the scene.

Social analysis

Advertisement 1

In this advertisement, the advertiser uses a Korean artist as a model. The choice of this model is based on the spread of the Korean wave in the world, including Indonesia. The rise of the Korean wave has made Indonesian people, especially the youth, love artists and idols from South Korean. The admiration for their work and talent slowly grew into admiration for their appearance and appearance. Now, a lot of their fans make them as role models and want to have a face and body like those idols.

The model above is a Korean idol singer who is loved by many Indonesians, both men and women. The advertiser feels that the fans who admired these idols were within their target market, so the advertisers used this opportunity to attract the attention of these fans.

In this advertisement, the advertiser invites consumers to have beautiful skin like the model. The advertiser implicitly instills the idea that if fans want to have a face like their idol, then the advertiser's product can

make it happen. This new thought unconsciously makes fans think that the ideal beauty is the beauty possessed by Korean women.

Advertisement 2

In this advertisement, the advertiser wants to offer a product that can lighten the skin face and make it glow. The advertiser uses a good-looking actress as their advertising models. The actress who plays the role of this advertisement's model shows the beauty of the face that is liked by Indonesian people. She has a firm facial line, a pointed chin, a sharp nose, thin cheeks and smooth and bright skin. The feature of the model is also very attractive for Indonesian people and it has Indonesian touch, so this makes the consumers feel that they can also have the beauty possessed by the model. Even so, it turns out that this advertising model is a mixed Indonesian-American girl, so it is not surprising that she has some different facial features from other Indonesian people.

Hegemony

The hegemony conveyed in the two advertisements above is about the concept of beauty for women. In the advertisements above, women who belong to the beautiful category are women who have sooth, light toned skin, thin cheeks, sharp chin, and high nose. As Kilbourne (2010) stated that in advertisements, women are described as beautiful if they have fair skin and ideal facial

features. Apart from skin color and facial features, a woman's beauty is also judged by her body size. women are considered beautiful if they have a slim body. This is supported by Baudrillard's (2004) statement that beauty cannot be separated from the slim body size.

The two advertisements are promoting skin care products, and the models used in these advertisements generally have the same physical characteristics with each other. This can make Indonesian women lose their identity. Because basically Indonesian women have darker skin and nose structures that are not sharp. However, because of the ideology that is instilled through the advertisements that are broadcast all the time, Indonesian women become less confident of themselves. They feel inferior and always feel lacking, because they cannot meet the standards of beauty shown. In fact, the beauty standards shown in these advertisements are more appropriate for European or East Asian and Central Asian women, who do have lighter skin colors than Indonesians. This is where the ideological hegemony occurs, which raises the idea that all women who have fair skin tones are definitely beautiful and Indonesian women must be oriented to these standards.

This ideological hegemony resulted in a change in the mindset of Indonesian women which made them always oriented towards foreign women and wanted to make themselves like these women. This hegemony

makes Indonesian women feel inferior and they want to achieve these beauty standards to gain superiority. Not infrequently, for some women—who have mixed genes between Indonesia and abroad—have the feeling that they are more beautiful and more attractive than women who have an original face of Indonesian ethnicity. In fact, Indonesia has many different tribes that feature different beauty. However, with this hegemony, the concept of beauty is narrowed down into the same categories and criteria.

CONCLUSION

Advertisement is a medium to introduce and promote a product. But it can also be used to introduce a new ideology. Advertisement that are displayed continuously will certainly have an effect on consumers. This makes it easy for many changes and new ideologies to enter the community.

In the two advertisements above, hegemony is conveyed through the selection of models and captions displayed. It can be seen that the two advertisements have something in common, that is they do not use a woman who has an Indonesian face as the model. In the advertisement 1 it can be seen that the advertisers chose Korean artists as their model. Whereas in advertisement 2, the advertiser uses an artist who has a mixed-race face as their model. This aims to put the ideology in the public's mind, that currently those who meet beauty standards are women who are shown in their advertisements. In

addition, the use of captions that emphasize about lightening the skin is always used repeatedly and written in large letters to attract the attention of the viewers. This makes it easier for advertisers to put the idea that if a woman wants to be beautiful, she must have fair skin.

The underlying reason why the advertisers do not choose women with the original Indonesian skin colors is because the original color of Indonesian skin tends to be dark brown. And currently, the trend of Korean artists and other foreign artists is being loved by many Indonesians. This is a loophole for advertisers by using differences in skin color as the weakness of the Indonesian people. So that the ideology that a beautiful woman is a woman who has white skin is easily instilled into the public mind. This was gradually accepted by Indonesian women and in the end, they justified this ideology. So, currently women's beauty products will highlight the skin lightening side as the main attraction so that Indonesian women want to use their products.

And this is where hegemony begins to influence society. Like women in other tropical countries, Indonesian skin color is a bit darker. And this is very reasonable considering that Indonesia gets a lot of sun exposure. However, with the new idea that the skin of a beautiful woman must be tight and smooth, it has created a feeling of insecurity among Indonesian women. They started to see women from other countries as

role models and wanted to try to follow their concept. Here there is an imbalance where the majority of Indonesian women with dark skin have to follow women from other countries who have light skin and are considered better and superior.

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