FEMALE SEXUALITY FOR MALE: THE POWER RELATION OF WOMEN IN THE INTIMACY RELATIONSHIP OF THE PARTNER ON TV ADVERTISEMENTS, A SEMIOTIC ANALYSIS

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ABSTRACT

This paper aims to reveal the sexual representation of women in TV advertisements. The method employed in analyzing the advertisements was descriptive with a semiotic approach. The data sources in this paper were texts in TV ads by selecting three commercial products, namely Resik-V, health products, WRP, body care products (diet milk) and Pond's Age Miracle, anti-aging skincare products. The three advertisements raise the couple harmony as their theme (husband and wife). The result of this study shows that semiotically, television commercials present two levels of meaning, namely denotation that presents product benefits, and connotation that emphasizes the social benefits of the product. Television advertising sells the power relation of women as the social benefit of the product, namely the sexuality of women who care for the partner harmony in the family. It can be concluded that women's sexuality (healthy, ideal body, bright and youthful-looking facial skin) through the use of products is intended for couples and solutions to boost the harmony in the household.

Keywords: female sexuality, tv advertising, relation power of women, semiotic

I. INTRODUCTION

Today, the rapid development of modern communication media has enabled people all over the world to be able to communicate with each other. This is possible because numerous media can be used as a means of conveying messages. Electronic media such as television is a kind of mass media that is efficient in reaching audiences. Television media plays a crucial role in information dissemination. The advance of television media has also entered the digital era where currently television media not only broadcasts various information through television but also internet media (websites). Television companies have provided websites, social media (Twitter) and various other media in disseminating information.

Television as a cultural product has the function of spreading information, influencing audiences and reflecting the culture in society (Villegas-Simón& Soto-Sanfie1, 2020). With the rapid growth of the national television media business, the competition to grab viewers’ attention is getting tougher. Television stations are trying to compile a program to get a high rating, which of course will have a positive impact on the company's interest in placing advertisements. Television media makes communication tools for companies in marketing products to the public (Bellman et al., 2020).

According to data from Nielsen Advertising Intelligence (Ad intel), commercial advertising spending on television media still dominates compared to internet-based media. Television advertising spending in Indonesia in 2019 still dominates with a growth of 8 per cent compared to 2018. The total spending on television advertising in 2019 reached $ 2.6 billion (Lubis, 2019). The largest advertisers on television are body care care...
products with a total ad spend of $120 million, cigarettes advertising spending reached $113 million with a growth of 29 per cent, and Instant food with a total ad spend of $100 million.

Advertising is information about commercial products provided to the public through language, images and technology. Advertisements convey a certain message, which is not only related to the product benefits but also the social benefits of the product (Hasyim, et al., 2019). Television advertisements have a persuasive language intended to influence and encourage people to buy. From a cultural point of view, television commercial advertising is a discourse on reality, depicting, projecting and stimulating a hyper-realistic dream world. Commercial advertising sells ideas and communicates culture. For example, beauty products are associated with family harmony. Advertising works by reflecting a certain culture to consumers, where the product image is linked to the cultural image.

The cultural images associated with commercial product advertisements are cosmetic, body care, and food products. Commercial products that portray culture through advertising are the context of women's images in advertisements influenced by displaying women's sexuality, through signs of certain symbols that are stereotypically attached to women, for example, the social function of women in society and the family. Female sexuality is the main attraction of commercial advertising messages. The attractiveness of sexuality is one of the advertising strategies to attract consumers. According to Suyanto (2005), sexuality has an attraction for initial attention and an attraction for attention over a long period.

An interesting phenomenon in the advertising of commercial products in Indonesia is the dominance of women in television advertisements. As many as 90 per cent of advertising media use women as advertising objects. The advertising trend is to beauty equipment (cosmetics, soap, shampoo, toothpaste, and deodorant), instant food products, and dairy products (Wirodono, 2006). The dominance of women in TV commercials is not only for women's products but also for men's products and general products. Women are always positioned as male companion characters in advertisements. For example, automotive advertising.

Female sexuality has become a marketing attraction for products represented through advertisements (Prihatiningsih, & Mudrikah, 2020). Female sexual performance has become a commodity for marketing purposes. A series of advertisements, such as cigarettes, energy-boosting drinks, male energy-booster and overtime drugs, condoms, motorbikes and so on is always placed in women. Many products employ women to grab the customer's attention.

Female sexuality in TV commercials is an interesting phenomenon to study. Female sexuality has become part of the advertising element in marketing a product. This phenomenon can be seen in beauty and health products, instant food and products for men's needs, as well as household products (Wolf, 2004). Besides, advertising, as a marketing medium, is not solely meant to be separated from the aspect of sexuality. In marketing a product, sexuality has become one of the elements of segmentation. Thus, the issue that will be discussed in this paper is the representation of women's sexuality in Indonesian TV commercials. Sexual appeal is used in advertising as a means of persuasion to attract attention to a particular product to make a sale. Sexual attraction has a crucial message in advertising, namely as a stopping power (Noor & Wahyuningratna, 2017). Communication between products and consumers built through advertising, which emphasizes sexual attractiveness, will build a deeper brand recall. Ads that show sexual attractiveness will affect brand awareness (Sawant, 2012).

Semiotics Theory

Semiotics is the study and interpretation of different signs and meanings. Ferdinand de Saussure introduced semiotics into the sign system's dichotomy (sign, signifier and signified). Semiotics was defined by Saussure, as the study of signs as part of social life (Saussure, 1967). Based on this concept, meaning arises when there is an associative relation between signified and signifier. The signifier is the unity of a sign with a concept (signified). In other words, the signifier is a soundimage. So, a signifier is the material aspect of language, namely what is said or heard and what is written or read. Signified are mental images, thoughts, or concepts. So, signified is the mental aspect of language.

A signifier is meaningless without being signified. The signifier and signified relationship produce a sign (meaning). A sign is a signifier-signified that cannot be separated. The sign is a linguistic community's social convention that governs those meanings through social agreement.
Saussure's semiotics theory was developed by Roland Barthes. Semiotics, according to Roland Barthes (1968), is a sign system that reflects the assumptions of a particular society at a specific time. Semiotics is the study of how people understand objects (things). In this case, signifying cannot be equated with interacting (Kurniawan, 2001). Objects that are interpreted not only contain the knowledge and are meant to be transmitted, but also recreate a formal system of signals. As a result, Barthes views significance as a holistic mechanism with a well-defined structure. Language is not the only thing that has significance; many things aren't language (Maknun et al., 2020; Teng, 2020). Finally, Barthes finds social life to be a kind of meaning in and of itself. To put it another way, social life, in whatever form it takes, is a sign system in and of itself.

Semiotics, according to Barthes, has two degrees of signified: denotation and connotation (Arafah&Hasyim, M. (2019). The level of sign that describes the relationship between the signifier and the signified, or between the sign and its connection to truth, produces clear, precise, and meaningful meanings, is known as denotation. In this case, the sense of denotation is the meaning of what is seen (Hasyim et al., 2020). The connotation is the sign level that describes the relationship between the signifier and the signified, as well as how socio-cultural and ideological meanings interact. He developed a second layer of meaning by associating the signifier with different psychological, cultural, and ideological factors. The connotation may create an implied or secret second layer of meaning. Take, for example, Mercedes-Benz, a German automobile. The sense of the word has developed into a 'luxury car,' a 'rich people's car,' or symbol of high socioeconomic status' at the connotation point.

Sexuality

The word "sexuality" has a broad definition. Sexuality, on the other hand, is derived from the word 'sex,' which refers to physical (sex) distinctions between men and women as well as sexual intimate behaviours. Sexuality encompasses not just gender distinctions, but also sexual preferences, practices, self-identity, and emotions of both men and women (Jackson, 1996).

The three elements that makeup sexuality are productive, erotic, and gender (Anastasia, 2006). Biological and reproductive principles, anatomical and physiological aspects, human actions and attitudes toward their bodies, especially their genitals and reproductive processes such as menstruation and pregnancy, are all covered by productive sexuality.

Gender sexuality is concerned with the social division or stratification structure based on sex, specifically men and women (Blake et al., 2018; Maseroli et al., 2018). Gender sexuality's perspective on men and women's relationship, which is a social and cultural construct. For instance, sexual relations in the home, the roles of the partners as husband and wife, and father-mother in the home. Women's reliant and passive traits, or men's violent and competitive traits in sexual relationships, are examples of gender sexuality discussions. According to Schultz and Moore (Anastasia, 2006), the masculine gender initiates intercourse, while the feminine gender represents, embraces, surrenders, or obeys a partner's wishes. According to a report, men's gender roles demand more effort than women's when it comes to making social contact, particularly with the opposite sex, and women's feminine roles teach them to wait for men's initiation.

Research method

The study employed descriptive research methods, which seek to provide systematic, objective, and reliable explanations of the facts and characteristics of the population or entity under investigation (Annisa et al., 2019; Teng, 2020). This type of research also aims to describe the results of research in the form of a narrative followed by video images (TV advertisements) and is based on theories that support the research results (Bahar&Latif, 2019). In this paper, the data obtained from television ad texts. The ad texts chosen were advertisements that star women in marketing products. Television ad text in this study was 1). women's health products, "Resik-V" SabunSiri, 2) diet milk products, "WRP", 3) Facial skincare products, "Pond's".

The data analysis results on commercial product advertisements found the sexuality theme, described in Table 1.
This paper will analyze three commercial product advertisements with the theme of domestic harmony. These ads describe the role of husband and wife in the family and how the social function of commercial products harmonize spouses in the family.

Results and Discussion

Products for the sexuality category include products specifically designed for women (body, skin and hair care). The products were seen by gender or physical (female). In this product category, it is shown how women present themselves physically (face, body, skin and hair). Her perfection lies in her physical beauty.

The theme of the couple harmony in the family

Resik-V ads

Advertisements for women's health products Resik-V describe a wife’s anxiety who has an unpleasant vaginal odour causing the husband to prefer sleeping in a guard post outside the house. A mother offers the wife to use the Resik-V product, a scented product for the vulva. After using these products, the husband likes to stay at home. The husband praises the wife and the wife is happy.

Resik-V is a health product designed for women. Resik-V Manjakani Whitening is a feminine cleansing soap to lighten the genital area and helps to tighten the vaginal muscles, cleanse and remove bad odours.

The message expressed in the product advertising deviated from the product's needs for women. This commercial is intended to convince women that Resik-V products are important for them if they have itching or odour issues in their private areas. The Resik-V commercial brings up the topic of family unity. Women's main personal issue is maintaining a harmonious relationship with their partner. This disorder can make women feel insecure, and it can alter a husband's attitude toward his wife.

The ad emphasizes how important women's health is, whether it's related to self-respect issues. The advertisement begins with a woman's concern for her honour, leading to the husband's preference for sleeping in the guard post (outside the house).

The communication of these advertising messages departs from issues experienced by women. Then, the advertisement provides a solution, by introducing Resik-V products that can overcome health problems experienced by women. Resik-V product is the solution to it, where the mother offers the product, which can give confidence that the product is effective to solve the problem. Communication between mother and child is a personal communication, which shows a close relationship, thus, what is offered by the mother as a communicator of product messages can be trusted. This can be confirmed by the disappearance of their issues after using these products. The next strategy in the advertisement is to show the efficacy or benefits of the

Table 1. The theme of television commercial product advertisements

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<th>No</th>
<th>Advertisements Name</th>
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| 1. | Resik-V             | 1. Husbands do not want to stay at home just because the wife has a strong odour in her honorific (vagina)  
2. The wife uses Resik-V to solve her problem  
3. After using Resik-V, the husband loves sleeping at home with his wife |
| 2. | WRP                 | 1. A woman who wants to get married is worried because her body is loose. She doesn't want to have loose body skin in front of her future husband  
2. The potential wife consumes WRP  
3. After consuming WRP, she appeared confident in front of her future husband with a slim body |
| 3. | Pond’s              | 1. Since his wife has black marks on her forehead, the husband sleeps separately from his wife in bed.  
2. The wife uses Ponds  
3. After using Ponds, the wife's facial skin becomes bright and smooth, the husband sleeps close to his wife on the bed |
product, that by using these products, the women's honour issues can be resolved. Shown how the wife looks happy and full of confidence and liked by the husband. The husband prefers to stay at home to do the night patrol outside the house.

Figure 1. The semiotic process at the Risk-V denotation level (product benefits)

Sender | Message | Receiver
--- | --- | ---
Resik V product | Feminine cleansing soap to brighten the feminine area and help to tighten the muscles of the female area, cleanse and remove unpleasant odors. | Women no longer have problems around the female area (vagina)

Figure 2. The semiotic process at the Risk-V connotation level (product social benefits)

Sender | Message | Receiver
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Resik V product | Feminine cleansing soap to brighten the feminine area and help to tighten the muscles of the female area, cleanse and remove unpleasant odors. | Increase the harmony of the couple in the family

Figure 1 shows the semiotic process at the denotation level where the product conveys the product benefits. This product is a solution to many problems related to women's honour. Figure 2 shows the semiotic process at the connotation level. This level presents the product social benefits, which is to provide solutions for family harmony. Resik-V ad has a social function as a solution to building household harmony. The advertisement for Resik-V products also shows how women (wives) play a role in serving their husbands. The wife's job in the advertisement is to serve her husband by taking care of his health. Gender sexuality can be seen through the power of the man as a husband to be indifferent to his wife, only because of the health problems faced by the wife. Then, Resik-V becomes a solution to fostering spouse harmony. Resik-V advertisement shows that the product needed by women is for the husband's benefit. This advertisement emphasizes the aspect of gender sexuality, a wife must look after and care for herself for the sake of her husband.

In the advertisement, it appears that Resik-V product is a symbol of household harmony. The Resik-V commercial depicts women as wives who must look after themselves while both serving and pleasing their husbands. Gender sexuality also shows how the family power structure. The power structure of men and women is not the same in the household. Men are placed in a more powerful structure than women. Men are stereotyped as dominating figures, while women as being controlled. Men are the ones who are in front, while women are behind. Men serve as figures, while women serve as parties.

WRP Diet Milk Ads

Body care product advertisements present how important it is for women to care for their bodies. Young women are particularly concerned about their body shape. As age increases, especially young women who have given birth, they confront the concerns of changing their body shape, which is not impossible for women to perceive negatively.

Manufacturers also produce body care products with the segmentation of young women. To communicate these products to female consumers, producers compile advertisements, which try to perform social construction on women's bodies telling women not to just let their bodies fat without any effort to restore them to their original
The ideal body image is a physical beauty for women. Slim is beauty, an expression that is often interpreted as a beauty standard, a woman is considered to be beautiful if she has an ideal body (slim).

WRP advertisement is an advertisement for body care products that emphasizes the ideal sexual aspect of the body. The ideal body image (slim, not fat) is a message communication strategy in marketing its products. The WRP ad tells us that in preparation for a wedding ceremony, the bride-to-be was annoyed with her loose body so that the wedding dress she was going to wear felt cramped. The wedding dress will not zip. At that time, a bride-to-be appeared, who had consumed WRP. After consuming WRP, his body became slim. She walked very gracefully, and then her future husband came up behind her and kissed her. As they walked out of the house together, the bride-to-be exuded confidence. Guests welcome him with a round of applause outside the building.

WRP Nutritious Drink, one of WRP's products, is a meal replacement milk that helps you lose weight naturally and healthily. WRP products are designed based on calorie intake settings and are a substitute for breakfast and dinner. Meal replacement milk products contain high protein and calcium and are available in five flavours: Chocolate, Strawberry, Coffee, Choco Cereal and Mocca Green Tea. WRP is a low-cholesterol, low-fat dairy food intended for customers (women) who want to maintain their physical fitness. The ads for these items stress the importance of a woman's health or slimness to remain attractive and attractive.

The WRP advertisement suggested not to diet carelessly and provide a solution or answer to the problem, namely consuming WRP Milk. With WRP, obesity can be conquered. The main message of WRP ad is that even if you eat frequently, as long as you consume WRP milk, your body will stay slim. The message communication strategy in the advertisement starts from a problem, namely the bride and groom body are getting fat due to the wrong diet. Then, advertising provides a solution by encouraging the bride and groom to use WRP products. As a result, after using these products, his body became slim.

The semiotic process of message communication shows that at the denotation level, advertising presents product benefits, as a solution to the obesity problem. Advertisements introduce WRP as a low-fat dairy product (low fat) that can function to burn fat. WRP ads emphasize the product's social advantages as a way to improve family couple harmony at the connotation level. The WRP ad sends a message of trust and peace to couples. Since she has loose body skin, a woman, like a bride-to-be in the commercial, cannot comfortably walk together with her future husband in public. The bride, on the other hand, will regain her trust with WRP.

In terms of gender sexuality, a young woman's search for an ideal body is shown (slim). For women, having a fat body is an offensive physical appearance. This is in the commercial where the bride and groom are embarrassed in front of the future husband and the public because the clothes they wear don't match (weight gain due to a poor diet) and they look awkward (at weddings).

From the candidate's facial expression, it seemed that she was very anxious because of his loose body skin condition. He deeply regretted his increasingly loose body skin. In the advertisement, it is shown how the clothes to be worn do not fit properly. The wedding dress will not zip. A body that is not ideal (fat) is perceived as negative (not attractive, unhealthy, deficient) which must be corrected immediately by consuming diet milk.

Physically, the appearance of the model woman (the bride and groom) in the advertisement is quite attractive. The facial structure of the female model is quite beautiful, characterized by a sharp nose, thin eyebrows, smooth and white skin. However, she still considered her physical appearance not ideal so that he was worried and embarrassed. She feels that she is not beautiful just because her body is fat and not ideal. She thinks the need to go on a diet by consuming WRP, the right diet milk, to have an ideal body.

After achieving her ideal body by consuming WRP, the woman model is seen to be more optimistic at the end of the advert, wearing a snug wedding gown that accentuates her slender curves. In front of her husband and guests, she exuded confidence with vivid and cheerful facial expressions. The husband, who looked at her with joy as the two of them proudly walked in front of the guests, added to her beauty made from the perfect body form.

For the partner, body beauty (slim) can be described as a sign of happiness or harmony (husband and wife). Women's ideal bodies are not only a source of self-satisfaction for them but also a sign of pleasure for men (husbands). WRP milk is a sign of a happy marriage. Women who take care of their bodies to maintain a slender figure are doing so for their partners (husbands). Since her body is not slender, a woman feels embarrassed or
insecure about accompanying her partner. This is evident in the advertisement. She looked confident in front of the future husband after her slender body, thanks to WRP, and the future husband was pleased.

The attractiveness aspect of physical appearance (body) is usually emphasized in advertising, rather than their skills or intellect, as shown by the WPP advertisement. Body slimming products, such as low-fat milk advertised by WRP, is mostly intended to shape the body for cosmetic reasons rather than for health reasons. It seems that ads have built women in the picture of sexual beauty, namely the perfect body (slim). The ideal body is described more from the standpoint of sexuality than from a health standpoint.

**Pond’s Ads**

The face is the primary symbol of ourselves, it is something unique because there are no identical faces. And through their faces, people know themselves and identify themselves. Faces are physical and personal, which can express a person's mood, emotions, character and personality (Synnott, 2007). Once the importance of the face, which is considered the most important, because it is the first part of our body that people see, contacts, meet, communicate, and so on, facial skincare is the most important treatment. Not surprisingly, many people, especially women, pay great attention to facial skincare, because the face is self-beauty. Because facial skincare is a symbol of beauty, many facial skincare products have emerged, which are published through advertisements.

Pond's Ads present how important it is for women to care for the beauty of their skin for the benefit of their partner (husband). Pond's ad, a cosmetic product for anti-aging, anti-premature aging and preventing wrinkles and dark spots. The advertisement shows the husband sleeping apart from his wife merely because her face looks older (dark spots and wrinkles). Then, the wife used Pond's as a solution to get rid of dark spots on the face. Within seven days, my wife's skin was smooth and bright without any trace of dark spots. The husband also sleeps near his wife in the room.

Pond's Anti-Aging is a beauty product from Pond's that is specifically formulated to avoid premature aging. As the first masstige product, Pond's Age Miracle introduces CLA as the main ingredient to prevent premature skin aging problems. By using these products, women can help restore and increase skin moisture from the outermost layer to the innermost layer to smooth the skin, reduce skin discolouration, as signs of aging and reduce dark circles under eyes, eye bags and protrusions in two weeks.

Women are reminded of the value of avoiding premature skin aging in product advertising (facial skin looks older due to dark spots and wrinkles). Pond's claims that by using these items, facial skin will appear healthier, cleaner, and wrinkles will be reduced in just seven days.

Product advertising tries to link to the problem of household harmony. Stated that youthfulness is the key to household harmony and the solution to achieving it is the Pond's Age Miracle, a comprehensive range of products specifically designed to make skin looks younger and smoother by fading dark spots and wrinkles in just seven days.

The advertisement shows how the husband's attitude is to sleep apart from his wife, just because the wife has a facial skin problem which is an older look due to dark spots and wrinkles on her face. To overcome this problem, the wife uses Pond's Age Miracle (anti-aging) products, and the result is that in just seven days, the problem of facial skin aging can be fixed.

The communication strategy of the message from the advertisement is to raise the problem of premature skin aging of the facial skin which causes the couple harmony to be concerned. To solve this problem, the advertisements provide a solution, by introducing the Ponds anti-aging cosmetic product that can solve the problem of dark spots and wrinkles on the face in just seven days. Anti-aging Ponds is the answer to household harmony problems.

The message communication process has two levels of meaning. The first level, denotation represents the benefits of Ponds anti-aging products which are products that act to slow down premature skin aging (dark spots and wrinkles on the face). This product guarantees that in just 7 days, dark spots and wrinkles on the face can be fixed. The second level, connotation represents the social benefits of the product with the theme of household harmony. Ponds ad emphasizes the solution to the problem of harmony in the family. Advertisements represent a
cultural image that women's beauty through the use of beauty products such as Pond's is for couples (husbands). One form of service from women (wives) to their husbands is their beautiful faces.

The wife is confident with clean and facial skin returns and the husband loves his wife. Anti-aging Ponds ads build a message of confidence and harmony among couples. That a woman (wife) must look beautiful with white, clean and soft skin. In the aspect of sexuality, looking beautiful is a wife’s responsibility. As she gets older, a woman should take care of herself so that she looks younger, more beautiful with white and soft facial skin.

In the Ponds advertisement, it how the husband's attitude changes towards his wife, only because her face looks older (there are black spots and wrinkles). The husband is uninterested, not wanting to sleep beside his wife. Of course, this is misery for the wife. The wife must serve her husband. She must look beautiful in front of her husband. Looking beautiful with white and clean facial skin is a symbol of sexuality (harmony) for your partner.

The wife's confidence can return after using Ponds anti-aging, and the spouse intimacy can be established thanks to Ponds anti-aging product. A woman also told this in Ponds advertisement. The female narrator reminded the female model to take care of the beauty of facial skin to keep it more youthful to maintain household harmony by using Ponds products. The narrator guarantees that by using the product within seven days, household harmony is re-established. The narrator of this advertisement emphasizes the message of female beauty (bright and smooth facial skin) as a symbol of household harmony.

II. CONCLUSION

Commercial product advertisements use female sexuality as a product image. Advertisements sell the power relation of women as a social benefit in creating the family harmony of husband and wife. The Resik-V Ad shows how it is important for a wife to take care of her body as a form of service to her husband. The advertising message shows that the wife's body care is for the husband. The WRP diet milk advertisement also emphasized the importance of a woman in maintaining her body fitness as an effort to build self-confidence in front of her husband. WRP advertisement conveyed the ideal body message for husbands. Likewise, Pond's Anti-Aging ad reminds women to keep paying attention to the beauty of their facial skin so they don't look older quickly. Bright and smooth facial skin without dark spots is a form of service to the husband. This advertisement also conveys the message that a face without dark spots is for the husband. Television commercials sell the idea of a harmonious couple in the family.

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