

PROCEEDINGS



# RETHINKING MULTICULTURALISM: MEDIA IN MULTICULTURAL SOCIETY

November 7<sup>th</sup> – 8<sup>th</sup> 2012

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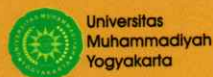
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# Sexuality in Underwear Ads

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## Abstract

Advertising as an agent of capitalism has a variety of ways to send the message and to give the effect expected by the advertisers to the public. One way in which the advertising industry to continue to perform community hegemony is to utilize the discourse of sexuality that exist in society. Probe a variety of existing ads, dress' ad is the most consistent in presenting elements of sexuality on each display ads. Sexuality in underwear ads are very interesting to study. Because the clothing that can be separated from the human body is private, so it will contain various elements of sexuality. Various elements of sexuality in lingerie ads will be clearer when analyzed with different types of sexual information that be displayed.

Key Word: Sexuality, Underwear Ads

## Introduction

Entering the world of media consumption as it is today, advertising has a major role in supporting the establishment of public consciousness. Media such as advertising has a tremendous role in shaping public consciousness; this has resulted in high levels of consumption and stimulation of different types of ads. So by Stuart Ewen, advertising is not only be captains of industry, but also has shifted into capturing public consciousness. Advertising as an agent of capitalism has many ways to send their messages and produce the effect as expected by the advertisers to the public. One of the ways in which the industry can continue to perform advertising for the hegemony of the community is to utilize the discourse of sexuality in society.

Talking about sexuality is still taboo and less good in our society.

...capitalism through advertising to deliver advertising impressions. As Michel Foucault (1977) stated, or undergo repression then everything becomes a commodity. Sexuality when it has become a commodity helped shape the image of the advertiser. Advertising that contains sexuality is very interesting to study. Because the clothing that can be separated from the human body is private, so it will contain various elements of sexuality. Various elements of sexuality in lingerie ads will be clearer when analyzed with different types of sexual information that be displayed.

Underwear ads have consistently demonstrated the variety of its image. It's proved in every underwear ads always feature variety of elements of sexual information such as attractive facial expressions. So, researchers can find various elements of sexuality in underwear ads is very interesting to study. Because the clothing that can be separated from the human body is private, so it will contain various elements of sexuality. Various elements of sexuality in lingerie ads will be clearer when analyzed with different types of sexual information that be displayed.

## Sexuality as a commodity

The discourse of sexuality in society has been passed from generation to generation makes the discourse of sexuality in society, especially in advertising, as a part of the commodity cycle, sex itself has become a word related to sexuality is defined as a male or female), or related to sex (Oxford English Dictionary describes a woman being distinguished as male (Parinder, 2005: 2).

However, sexuality in advertising is used to attract the community to remember the brand name in high-level advertising and sexuality is a part of the consumer's identity. Sexuality is a particular marker of mass consumption, with a blatant take sexual information consumed alone.

utilized by capitalism through advertising to deliver elements of sexuality in advertising impressions. As Michel Foucault *exposure*, when repressed or undergo repression then everything about sex can be viewed as a commodity. Sexuality when it has become a commodity then it helped shape the *image of the advertising community*. Despite the fact that advertising that contains sexuality always be banned or censored, but ads featuring images of sexuality are always the most purchased product by consumers. Perhaps because of this, it's causing more and more encountered various ads that contained of sexuality in mass media, both print and electronic.

Underwear ads have consistently demonstrated elements of sexuality at any of its image. It's proved in every performance of the models in the ads always feature variety of elements of sexuality, from body to seductive facial expressions. So, researchers are concentrating on various elements of sexuality in underwear ads. Sexuality in underwear ad is very interesting to study. Because the underwear ads will be separated from the human body, so it will indirectly contains various different elements of sexuality. Various elements of sexuality in underwear ads will be more apparent when analyzed with different types of visual information displayed.

#### **Sexuality as a commodity**

The discourse of sexuality in society has been restricted by the power generation to generation makes the discourse is so interesting if used in the media, especially in advertising. But before discussing sexuality in the commodity cycle, sex itself has meaning in Indonesian society. A word related to sexuality is only sexual words, it's related to gender (male or female), or related to men and women (Laoli: 2007). The Oxford English Dictionary describes sex as an organic part of each human being distinguished as male and female, they are seen differently (Parrinder, 2005: 2).

However, sexuality in advertising is seen as a sex appeal that attract the community to remember the ads for a long time so the ads are in high-level advertising sales. So, Baudrillard (2009: 186) says sexuality is a part of the consumer society, which determine all the spectacular marker of mass communication. All information is seen forward, with a blatant take sexual tone. Of course at the same time sexuality is consumed alone.

Discussing the repression of sexuality by Michel Foucault (2001: 25), the inside of sexuality not only exist, but should not be overtly expressed and immediately quelled as appearing in the action or speech. This is the hallmark of repression, and that's what differentiates it from other restrictions (sex should be eliminated), but also as a command to have or otherwise no sex. Even, he states that sex is not unfettered or free, but precisely say that between sex and no relationship repression might be just a barren paradox.

Michel Foucault in his thesis statement about the repression of sexuality really opened our eyes that there has been an emphasis on the restriction the sex itself. So, the discourse of sexuality has been repressed for a long time. Then it becomes a natural thing when we talk about sex. If it is not clearly, it will be a lot of scorn that will come to us. The phenomenon of the repression of sexuality in society is used by capitalism to turn it into a commodity, and advertising as an agent of capitalism to blend and mix the discourse of sexuality in the products they sell. When subjected to the repression of sexuality, it is a taboo to talk about sex, so when ads with sexual themes appeared in television or print, our subconscious will quickly respond and save it. The sexuality ads influence people to buy a product, because it is actually a direct appeal from the subconscious.

### Sexuality Main Parts Industrial Culture

The phenomenon of cultural industries including media advertising can't be separated from other components of sexuality. Frankfurt School scholars such as T.W. Adorno, Max Horkheimer and W.F. Haug saw the mass industry production is always within the domain of sensuality. The potential sensualities produced as part of the cultural industries and sensuality effects are part of the creation of the illusion, manipulated as a way to dominate the cultural tastes of the public and also as a way to create awe and mass hysteria (Yasraf, 2009: 384).

One of the Frankfurt School scholar, WF Haug, in his work *Critique of Commodity Aesthetic: appearance, sexuality and Advertising in Capitalist Society*, describes the development of modern commodities in capitalist society, are directly related to the discourse of sensuality, that is how the potential sensuality of the body is used in the production of social communication commodities (Yasraf, 2006: 342). Haug is increasingly clear about the use of sexuality by capitalists to consume

some benefits, and it goes straight when sexual discourse of capitalism that make the illusion to dominate people's tastes, especially the use of the term technocracy of sensuality, glamour masked by the values of sensuality, glamorization of eroticism and sensuality brain, the brain forms of sensual thoughts (Yasraf, 2009: 343).

Technocracy sensuality is an attempt to control sexuality through sensuality appearance that produces an illusion lies in the satisfaction given voyeurism through the mechanism of vision (seeing an image, causing sexual arousal and satisfaction) very dependent on the presence of her image. Sensuality of perception, the satisfaction produced (sexual satisfaction), because people just faced image of the body itself, people just look at the body of having his own body (Yasraf, 2006: 343).

### History of Lingerie

Clothing is one of the primary needs of human beings. Early humans began to use clothing as protection from the weather and insects. As an emergence, clothing is used as social functions. This function is a marker of gender and social levels of society. From animal skins until the discovery of cotton on the other hand. After the industrial revolution, starting with the invention of spinning machines and the Egyptian society has been using underwear made of simple structure and is used for daily wear. For example, linen pleated skirt shaped ridden, while men robes and jewelry. Once the importance of underwear is some backup in the tombs of the pharaohs. They did not use the underwear; they wear chiton without stitching brooch pinned to the bone. After the invention of their new robes called himation. Ancient modern underwear is used by Roman. The first modern undershirts were used. Overall, socks and shoes made by hand from wool, cotton or silk. Colors

benefits, and it goes straight when sexuality plays a major role in the discourse of capitalism that make the illusion and manipulation as a dominant people's tastes, especially the use of sensuality effects. WF uses the term technocracy of sensuality to explain how cultural values are masked by the values of sensuality, glamour and eroticism. So, it is cultural eroticism and sensuality brain, the brain and culture is fulfilled through various forms of sensual thoughts (Yasraf, 2009: 384)

Technocracy sensuality is an attempt to control and influence the society through sensuality appearance that produced artificially. Value of sensual illusion lies in the satisfaction given voyeurism, a satisfaction that is gained through the mechanism of vision (seeing), which saw the body through an image, causing sexual arousal and satisfaction from it. Because the body is very dependent on the presence of her image (image) is captured through the ability of perception, the satisfaction produces imaginary satisfaction (imaginary satisfaction), because people just faced image of a body, not the body itself, people just look at the body's pleasure, not the pleasure of having his own body (Yasraf, 2006: 343).

### History of Lingerie

Clothing is one of the primary needs of human beings since the beginning. Early humans began to use clothing as a protective skin and to shield them from the weather and insects. As an emerging culture system, clothing is used as social functions. This function looks of clothing as a marker of gender and social levels of society, from clothing made from animal skins until the discovery of cotton fiber and clothing made by hand. After the industrial revolution, starting clothing made in factories thanks to the invention of spinning machines and sewing machines. Egyptian society has been using underwear made of linen since 2000 BC. A simple structure and is used for daily wear. For formal occasions, women wore pleated skirt shaped ruffled, while the nobility adding gold and linen robes and jewelry. Once the importance of underwear, there is some backup in the tombs of the pharaohs. Ancient Greek women did not use the underwear; they wear chiton, a piece of woolen fabric without stitching brooch pinned to the bone / gold / bronze called fibulae. Upon their new robes called himation. Ancient form of clothing that is closest modern underwear is used by Roman. In the era of Queen Victoria, undershirts were used. Overall, socks and underwear (drawers) were made by hand from wool, cotton or silk. Colors used to be limited

to white. While in America before the civil war, underwear made of flannel drawers along the knee.

The industrial revolution allowed cotton yarn spinning with power so the underwear can be mass produced. In this period, men, women and children from all walks of life can buy underwear in the store. Men used underwear (briefs shaped canal) called union suits with button openings at the back for easy defecation. Designations such as "long john" came from the boxer's famous Long John Sullivan because he was wearing a costume boxing. After the 16th century, underwear began to bloom among European royalty. Besides spices and other objectives, they also bring new plant varieties as explore the world's new discoveries. The discovery of rubber in the Malay Peninsula is very important in the history of underwear. Rubber material is used for a variety of products, from catapults to tire life (with gas). Elasticity of rubber, making the inventors try to use this new material in underwear. Thomas Hancock (UK) mixed with sulfur and put it in cotton yarn. Besides it is easier to be woven, rubber is also more resistant to heat and cold temperatures. Elastic thread is growing continuously with elastex and spandex (Gabriela Bertie Alia: 2008).

### Sexual Information on Advertising

Advertising by Monle Lee and Carla Johnson (2004: 3) is a commercial and non personal communication about an organization and its products transmitted to a target audience through a mass medium like television, radio, newspapers, magazines, direct mail, outdoor billboards, and mass transport. Related to advertising efforts in transmitting its products to the public, an ad would not exist without the message. Without a message, the ad will not be intangible. When in print, he is just an empty space with no writing, pictures or any form; when in the medium of television, the picture does not look any noise; then he can't be called advertisement because there is no message (Renda, 2009: 17).

Spearheading the success of an ad is when the message reaches the consumer and making advertising products as a commodity in the market. Book itself has a variety of information that should be communicated to consumers. One type of information readily accepted by consumers in advertising is sexual information. Sexual information according to Reichen (1994) is any representation that describes or shows sexual interest, behavior, or motivation, and it gets together in various ad elements

and non-verbal acts (Reichen, 1994). Sexual information in advertising is conveyed by the advertisement.

Advertising about sexual information is a very sensitive kind of sexual content. Nudity ad is virtually ignored because of sexual information. Temptation is not completely dressed, the content and style of clothing worn in the study is that sex is synonymous with clothing or lack of fiber, is a major aspect of the modern sexual perceptions as physical attraction contact with the audience.

Sexual behavior: sexual behavior is the posture and movement of body in communication. It covers the interaction such as hugging, kissing, voyeurism, etc. Sexual behavior can be viewed as an individual behavioral activity that shows the sexual behavior of the audience, teasing, provocative advertisement, sexual behavior (together) is a very intimate contact (holding hands, embracing) and depictions of sexual behavior ad will be categorized as follows:  
Physical attractiveness: The physical attractiveness mixes from facial beauty, body shape, etc. (Reichen, 1994) points out, there is little difference in attractiveness in photos, but models' attractiveness ratings by respondents are different. Physical attractiveness is related to contact, clothing, physical and sexual referents: Teasing-allusionary advertisement that have meaning double intention. Stimulating factors that enhance advertisement settings, lighting, design, etc. In advertising, sexual referents are

images or non-verbal acts (Reichert & Lambiase, 2003: 13). So that the form of sexualities in advertising merge into one in the overall message conveyed by the advertisement.

Talking about sexual information Reichert & Lambiase (2003: 14-27) was some kind of sexual content is:

**Nudity:** Nudity ad is virtually ignored the fact that nudity is important source of sexual information. Terms nudity does not mean that the model is not completely dressed; the term generally refers to the amount and style of clothing worn by the model. An assumption in this study is that sex is synonymous with nudity, and the risqué clothing, or lack of fiber, is a major determinant of sexual response. In fact, other aspects of the model most clothing also contributes to sexual perceptions as physical attractiveness, facial expressions and eye contact with the audience.

**Sexual behavior:** sexual behavior includes teasing, eye contact, posture and movement of body language, nonverbal and verbal communication. It covers the interaction between two or more people, usually hugging, kissing, voyeurism and sexual behavior in a more intimate. Sexual behavior can be woven into advertising in two ways, first as an individual behavioral or interpersonal interaction. Model in ad shows the sexual behavior by making eye contact with the audience, teasing, provocative and moving. Second. Models engage in sexual behavior (together) is another form of sex in advertising, simple contact (holding hands), more intimate contact (kissing and embracing) and depictions of a sexual relationship as a couple in Durex ad will be categorized at the most intimate.

**Physical attractiveness:** The physical beauty of the model in general, often mixes from facial beauty, skin, hair and physical. As Joseph (1982) points out, there is little discussion of what constitutes physical attractiveness in photos, but most likely this is related to facial features. Attractiveness ratings by respondents are models hair, face, skins, eye contact, clothing, physical and behavioral.

**Sexual referents:** Teasing-allusions and references to the objects and events that have meaning double intender and sexual innuendo, also includes facilitating factors that enhance or contribute to the sexual meaning as music settings, lighting, design elements, camera and editing techniques. In advertising, sexual referents can be defined as the elements of the

message (visual or verbal) that serve to get sexual thoughts. Although the definition can include all kinds of sexual information, but it is intended to refer cases of sexual innuendo and allusion. Sexual referents differ from other forms of sexual information because they rely on the recipient to interpret the message. In this way referents play on sexual mind of the audience, and this conflict implicit in making ads.

5. Sexual embeds: sexual embeds a kind of sex in advertising because they are composed of sexual information-though small and invisible. So many plays on the subconscious recipient, such as the type of sexual embeds the kind words, objects shaped or positioned as genitalia and sexual acts, as well as sexual information such as small hidden pictures of naked people. Sexual embeds finally able to arouse sexual desire and the motivation of the recipient to consume the advertised item.

### Sexuality on Underwear Ads

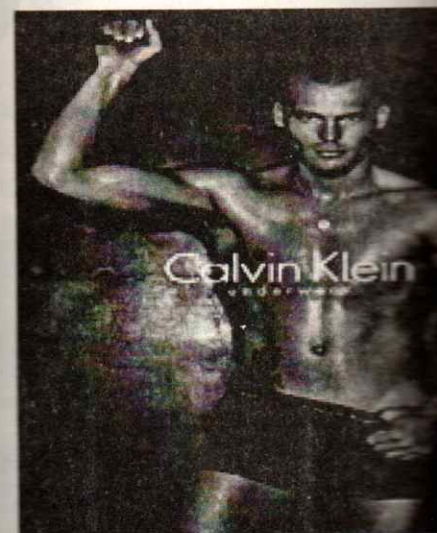
The phenomenon of sexuality and repression had turned into a really successful commodity utilized by underwear ad and continues to market their products through models that show nudity and other sexual expressions that make consumers remember the product for a long period of time. So when we see sexuality in it, it will be widely found in various types of sexual information. Underwear ad that use sexual information very strong aroma, this is in line with Yasraf (2006: 345) that the image has a very big role in causing the sexual arousal or satisfaction, as the substitution of the actual body. The importance of image and the image is shown by the tendency of men (or maybe women) to develop various forms of fantasy when looking at a pornographic image. A text, image, images or objects in various forms of commodities can cause an arousal and sexual gratification from the way it is displayed - the shape, position, posture and expression.

The term "expose" on underwear ads through various types of sexual information is not free of sexual content in commercials such as nudity, sexual behavior, physical attractiveness, sexual referents and sexual embeds. Speaking of nudity in advertising, it will show the amount of clothing used by the model are minimal, and underwear ad often include nudity. The clothing using the model is very open and almost nude, so it made sexual stimulation for the recipient. For example Calvin Klein ads, where men and women models make such movements like they would take off their panties (see figure 1 and 2).

Figure 1.



Figure 2.

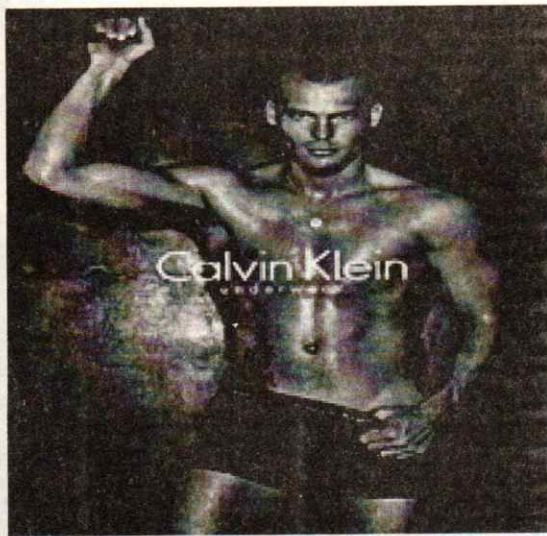


Furthermore, it's about sexual behavior. Sexual behavior itself has two aspects, aspects of interpersonal interaction. For example, interpersonal contact or movements and provocative behavior. The first aspect can be seen from eye contact between men and women who are so seductive, being incentives for the receiver (see Figure 3 and 4).

**Figure 1.**



**Figure 2.**



Furthermore, it's about sexual behavior in advertising. Sexual behavior itself has two aspects, aspects of interpersonal interactions and group interaction. For example, interpersonal interactions, including eye contact or movements and provocative teasing, can lead to sexual stimulation. The first aspect can be seen from eye contact several models Calvin Klein of men and women who are so seductive and provocative in creating incentives for the receiver (see Figure 3 and 4).



Figure 3.



Figure 4.

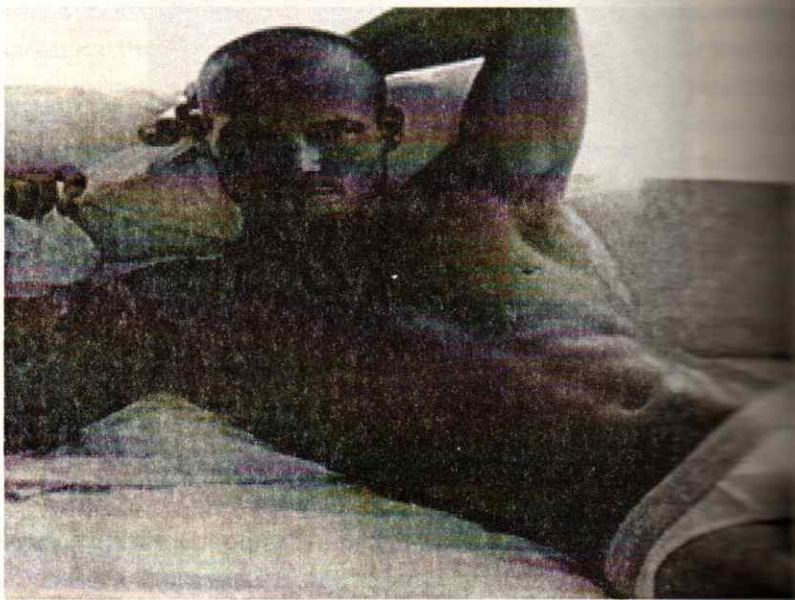
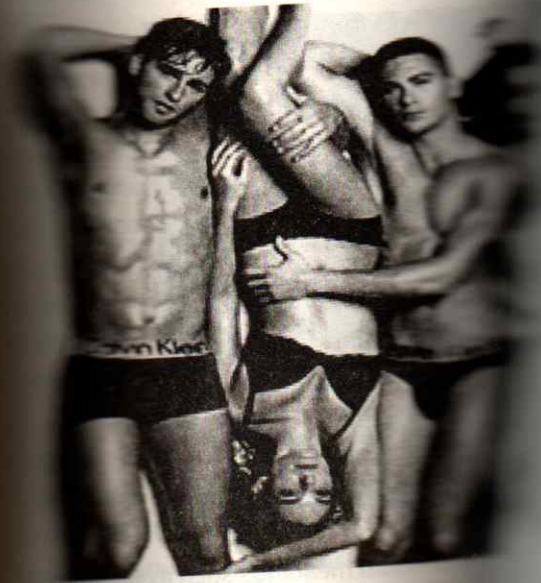


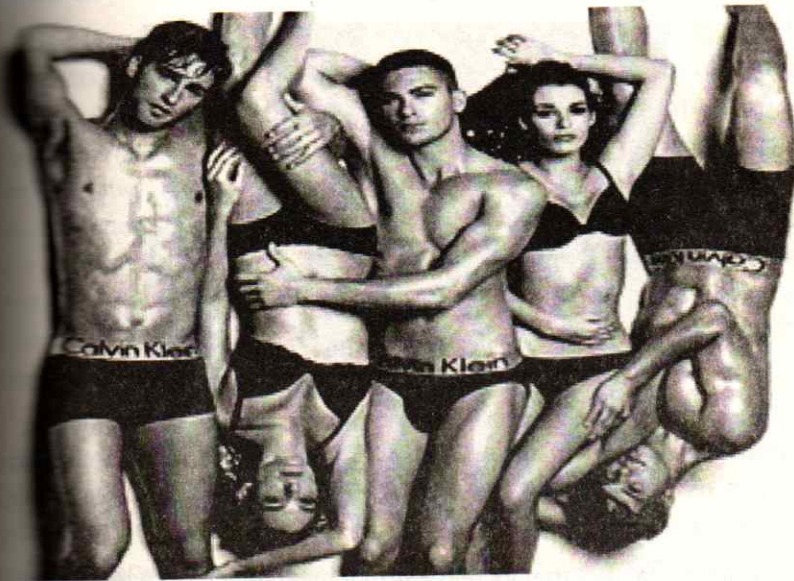
Figure 5.



Physical attractiveness is sexual attractiveness. It includes physical attributes such as body shape, facial features, skin, hair, and eyes. It is a complex of physical stimuli. All underwear models in an underwear ad showing overall physical attractiveness are not just a part by underwear product itself but also convey a sexual meaning as music settings. The editing techniques so that it is more appealing. In advertisements Man Sport GT underwear where the text is loaded in a way that the genitalia is protected and stylized.

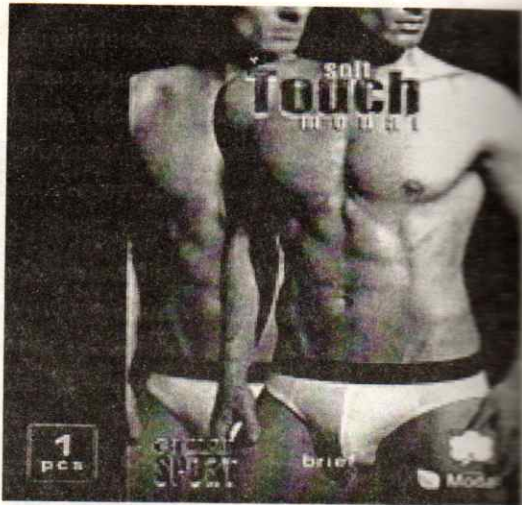
The second aspect is group interaction, the simplest example can be done by holding hands or holding the body together of one to another. As an example can be seen in one of Calvin Klein ads featuring four models (two male and two female) next to each other holding the fabric (see figure 5).

Figure 5.



Physical attractiveness is sexual attraction that can be interpreted as hairstyles, beauty skin, to the beauty of the whole body that can lead to sexual stimuli. All underwear models have physical attraction, because underwear ad showing overall physical beauty that may be covered only a small part by underwear product itself. Sexual referents in underwear ads concentrate more on satire and the factors that enhance or contribute to the sexual meaning as music settings, lighting, design elements, camera and editing techniques so that it is more implicit. Examples can be seen in advertisements Man Sport GT underwear featuring a soft touch text on the genital where the text is loaded insinuation that by wearing the pants the male genitalia is protected and stay smooth (see figure 6).

Figure 6.



While the factors that increase sexual meanings such as lighting and shooting techniques of the model can be found in almost all underwear ads. Lastly, is sexual embeds that plays on the subconscious of the recipient of sexual information displayed little. So the highlights the sexual symbolism that represents sexual attraction like sexual attraction characterized by both pictures and hidden words. This sexual symbolism contained in Calvin Klein ads where we can see the model touch (see figure 7).

Figure 7.



... has undergone extraordinary changes in consumption. Currently, sexuality transfer in the industrial industry which is used as a product, making it virtually invisible that sexual information to generation. But it illustrates that commodity in society has shackled around the clock, so when the media take advantage of the benefit of the industrial industry in almost all media, as a way of advertising society.

Media advertising as one of the specialties in this opportunity by slipping through every appearance, and ads that provide a number of consumers. One of the powerful in underwear ads, if observed or analyzed, both explicitly and implicitly, in sexuality in clothing ads with different sexual behavior, physical attraction, and embeds which lay on public eye. It is at least be able to open our eyes.

Finally, it can be concluded from this study that the relationship between sexuality in ads, even if it is significant and promising. So, we can see many ads because of this.

Harward, J. (2009), *Masyarakat Konsumen*.  
Prasasti, M. (2008), *La Valonte de Sastra*. Yogyakarta.  
Carla Johnson. (2004), *Prinsip Perpektif Global*, Prenada Media.  
G. (2005), *Teologi Seksual*.  
A. (2006), *Dunia yang Di...*

## Conclusion

Sexuality has undergone extraordinary changes when entering the world of consumption. Currently, sexuality transformed into a commodity in the capitalist industry which is used as a powerful weapon to get consumers, making it virtually invisible that sexuality suffered repression from generation to generation. But it illustrated in this paper that sexuality as a commodity in society has shackled and suffered from repression for a long time, so when the media take advantage of the discourse of sexuality for the benefit of the industrial capitalist the sexuality will be shown in almost all media, as a way of telling unconscious vision of modern society.

Media advertising as one of the spearheads of capitalism able to capitalize on this opportunity by slipping the discourses of sexuality in almost every appearance, and ads that provide sexuality can increase the number of consumers. One of the potential products is underwear. Various underwear ads, if observed or analyzed, we will find variety of elements of sexuality, both explicitly and implicitly. This was proven when we see sexuality in clothing ads with different types of information, such as nudity, sexual behavior, physical attractiveness, sexual referents and sexual embeds which lay on public eye but difficult to detect. So as of now writing at least be able to open our eyes about sexuality in underwear ads.

Finally, it can be concluded from this paper that we should not underestimate sexuality in ads, even if it's only a little, because the ads because the relationship between sexuality and or purchasing power is quite significant and promising. So, we should aware that sexuality will appear in many ads because of this.

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## Woman as Agents of Ethnic Conflict in Indonesia

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### Abstract

Ethnic conflict in Indonesia has produced many victims in every ethnic group, including women. Unfortunatly, Indonesian women have been marginalised in the decision making process due to their lack of capacity.

Keywords: women, ethnic conflict

### Introduction

Indonesia has experienced several ethnic conflicts between the Acehnese and Malaysians, between Maduranese and Javanese, Christians, in Ambon between Muslims and non-indigenous ethnic groups. Women have been the most vulnerable in ethnic conflict. Several studies on ethnic conflict in Sierra Leone, Kosovo, and Rwanda demonstrated that women have the highest risk of becoming the victims of ethnic conflict. In some cases, women and their husbands have been victimised and they are often not able to



**M**ulticulturalism and diversity were criticized by the leftist critics and the right wingers alike. For example, in the UK, multiculturalism is criticized because it allows for and even encourages the growth of minority cultures to the extent of putting obstacle to possible interaction between members of different cultural collectives or groups. In other words, the points of cultural interaction have been minimized, if not blocked.

In term of multiculturalism, the media are still concentrated in the hands of a select few individuals, and the flow of information unfortunately is still controlled by the multinational news corporation. Media continue to shape the socio-political landscape of our lives. Every possible media image, captures, produces and reproduces the fabric and fragments and rituals of social realities. Media reproduces these 'realities'. These images of reality help society to make sense of their existence, shape their cultural and ethnic identities and give society perspectives on how they view their world. To a large extent media sell ideas and espouse certain types of ideology and social relations. Media in the context of the rapidly changing globalised social, economic and political system begs to be heard, seen and consumed. It crosses all social borders and cultural boundaries and brings to us a representational system that is deemed acceptable and appropriate in order for us to form our views and perspectives about the others.

Thus, make this proceedings as a tool to explore and discuss multicultural issue in media. Many scholars from various nations exchange intercultural ideas, insights and understanding with regards to issues of identities and differences (ethnicity, religion, gender etc) in a multicultural society.

