

SENSUALITY IN PERFUME ADVERTISEMENTS: AN ANALYSIS OF MULTIMODALITY IN COSMOPOLITAN AND COSMOPOLITAN MEN MAGAZINE

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ABSTRACT

This paper studies about sensuality in advertising, focusing on qualitative research and content analysis using the theory of multimodality as a reference. This study focuses on the perfume advertising that appeared in *Cosmopolitan* and *Cosmopolitan Men*, Indonesian edition of June, September, December 2013 and March 2014. The results of data analysis showed that the perfume ads in *Cosmopolitan* and *Cosmopolitan Men* Indonesia show the element of sensuality and sexuality. The use of female models in perfume advertising for women aims to encourage Indonesian women to change just as western models that exist in the perfume ads in *Cosmopolitan* Indonesia magazines and changing the beauty standards of Indonesian women. Men consumers no longer embarrassed to imagine about male models in perfume advertisements and want a body looks like the male model; it is what we called male erotic imagination. Cultural shift also occurs; perfume advertisements in *Cosmopolitan* and *Cosmopolitan Men* bring cultural modernization in Indonesia, where sensuality and sexuality is no longer a taboo for women and men in Indonesia.

Keywords: *Sensuality, perfume advertisements, Cosmopolitan Indonesia and Cosmopolitan Men Indonesia magazine.*

I. INTRODUCTION

In an era when everything is instant, fast, and easy to access, mass media become part of the modern life. The media offers so much information, from news to entertainment, without knowing some people have a tendency to follow what is said and what is popular in the media. Unconsciously they were inspired to live in a culture that was created by the media. Thus we can see that the mass media and popular culture have a strong bond, because mass media are the main tools for the emergence of popular culture.

Popular culture is an attitude and belief that makes people evolve, in an attempt to be accepted and followed by everyone. As followers of popular culture, mass media became mandatory books for them. Media sells images and dreams, make consumers

interested in following everything that appears in the media even though they do not really need it, for example in the form of advertising.

Advertisement are divided into two terms, quantitative and qualitative terms. Quantitative see advertising as a tool to popularize a product; while qualitatively, advertising is seen as a mass culture that not only aims to popularize a product but also gives a certain value behind these ads (Kasiyan, 2012). In this study, qualitative terms that will be used, where advertising is seen as something that has meaning and value.

By bringing a little hedonistic theme such as happiness, success, status, social, luxury, fashion, and beauty, the general message of the advertising subtext is that the solution to human problems can be found by buying and consuming (Danesi, 2012). Currently, the ad

offers a wide range of products that is tempting to buy, by setting a compelling model for promoting their products. The use of beautiful women and handsome male with a sensual pose became very popular in advertising.

Then came the term 'sex in advertising' or sex in advertising. "Thinking about sex has long attracted the attention of advertisers-since the 1800s" (Reichert, 2003). In late 19850s is the beginning of the use of sex in advertising when a woman looks sexy, nearly naked into cigarette advertising model. This becomes an era where branding products begins. Branding was used to differentiate similar products from the other, with the emphasis on a different characteristic, for example, the use of well-known models, especially woman. From the 1800s until now, indirect advertisements in magazines or television selling sexuality, which is to emphasize advertising company's messages that they believed sex is a tool to popularize their products. Even if it's a product that is intended for women and models they use are also women. Thus, signs or symbols behind the sexy women's clothing as a model of an ad needs to be analyzed.

To understand these symbols, semiotic approach will be used as a tool to analyze. Since the mid 20th century, semiotics has grown into the field of body language study, art forms, rhetorical discourse, visual communication, media, myth, narrative, language, advertising, and others (Danesi, 2012). Semiotic has branch theory called the theory of multimodality, where the theories of multimodality look deeper, not only the symbols in an advertisement but also the truth behind the ad. The term modality is derived from linguistic and refers to the value of truth or credibility of a statement. Multimodality as 'an analysis procedure' should be used to analyze the text using more than one kind of semiotic especially using verbal mode, and image mode simultaneously in an opportunity of delivering meaning (Hermawan, 2012).

This research will concentrate on print ads focus on perfume ads in *Cosmopolitan* and *Cosmopolitan Men Indonesia* magazines. *Cosmopolitan* is a magazine that published every month, while *Cosmopolitan Men* is a magazine published every three months each

year. Researchers will collect samples of the ad follows the *Cosmopolitan Men's* publication month, while from *Cosmopolitan*, researchers will follow the same publication month of *Cosmopolitan Men*.

The reason why *Cosmopolitan* magazine as a sample of this research because *Cosmopolitan* is a magazine that is quite popular in Indonesia and the top-3 magazines are often read by urban society. The circulation of *Cosmopolitan* magazine that reaches 142,000 copies per month, makes *Cosmopolitan* became the most popular in its category (Lesmana, 2008). The increasing number of urban societies that read *Cosmopolitan*, make many companies, for example the perfume company, market its products through advertising in the *Cosmopolitan* magazine. By analyzing the perfume advertising in the *Cosmopolitan* magazine, researchers will use the theory of multimodalitas to analyze the value or any message behind a perfume advertisement.

The reason, researchers do research on this topic is because researchers not yet find many studies about sex in advertising in Indonesia which is focused using the multimodality theory only. Many of the research that has been done only focusing on the women magazine and securities to the reader.

Thus the researchers took the opportunity to do something different. Do research that focused on sexuality and sensuality in perfume advertisement to see the symbol and the meaning behind the advertisements. Focusing on *Cosmopolitan* and *Cosmopolitan Men Indonesia* magazine, June, September, December 2013, and March 2014 edition.

II. LITERATURE REVIEW

A. The Concept Framework

1. Sensuality and Sexuality: Meaning and the Representation

The use of sensuality and sexuality in advertising has become common issue, although many pros and cons about this, but the fact proved that use of sensuality and sexuality in advertisements very help advertisers popularizing its products.

Apart from that, the definition of sensual itself, as most people understand is something that raises the interest or satisfy one's lust. The

word 'sensual' appears as it relates to the needs, and these words appear on the needs that have been dominated by men. Society is not accustomed to saying men have sensual lips or anything like that, then, word 'sensual' is the way men define something, for example women. If sensuality could be interpreted as one's physical attractiveness and expression as a picture of men towards women, while sexuality is how people get to experience eroticism and express themselves as sexual beings (Aripurnami, 1997). Sexuality is no longer a biological representation, but also shift as a social construction (Alimi, 2004), where sexuality is no longer taboo to talk about also no longer taboo to be shown. When sex is considered as a social construction, then obviously sex forming the subject as well arrange the various kinds of materialization of the body (Barker, 2014). In this context, the concept of sexuality is interpreted as 'secondary' that all matters relating to the dimensions of 'physically', which has to do with sex appeal, especially on advertising in the print media.

2. Sex in Advertising

Advertisers' use the human body, especially women, as a promotional tool for the campaign of their product. Advertisement created to attract public attention. Whatever will be done by the product's vendor to make ads interesting and different from the others. Advertising does not reflect how people act, but how they are dreaming (Jhally, 2000). As said by Jhally, the ad was inspired by dreams and desires. The purpose of advertising is to convince consumers that the product is useful for them. Advertisements must do its job very quickly because the ad did not have the time or space to do a detailed explanation about a product. Therefore, earned the attention of people is their main target. With the aim to attract public attention, then comes sex in advertising, advertisers believe that 'sex sells'.

The definition of sex in this analysis is sexy and sensual. Sexy defined as 'sexually stimulate, attractive or provocative. Sexual relating to "relations between men and women ... characteristics or sexual activity" (Fowler, 2007). Features of sex in advertising are an

imaging, like a beautiful woman as an advertising model, usually has nothing to do with the product being advertised. The purpose of this imaging is to attract the attention of potential customers. Kind of imaging that is used very widely, and will include nudity, beautiful and sexy woman, also a handsome man, even often just full of sensuality.

Back to the 1800s, this was a year in which sex is used in advertising began. Most displays of naked women in the advertising of tobacco products. In the early 1800s, cigarette manufacturers provide cigarette advertising card (a card similar to a baseball card collection) as a bonus for those who buy cigarettes. This card depicts three women with sexy clothes playing in a circus attraction, and in the last picture there is a name of cigarette brand. At that time is a phenomenal because of a scantily clad woman like that is not a good woman. This is the beginning where sexual content began to be part of the ad and the slogan, "Sex sells" is born.

In the early 1900s was the birth of 'message' in the ad that is followed by current advertisers. 1900s is an era where advertisers transformed from basic information to the information that seduce the reader. Ads that became a phenomenon that year was a Woodbury Facial Soap. It is most often cited in advertising history as the first example of sex and sale. The tag line of Woodbury Facial Shop is "The skin you love to touch," and shows an intimacy. If the ad is being seen now, the ads will look ordinary and normal, but, this ad was published in the 1920s in which women and men banned seen intimate in public, this ad became a phenomenon and bring sensation. 1925 became the year of women as models of products that are also aimed for women.

Advertising was introduced in Indonesia in 1619, when the Netherlands was still colonized Indonesia. For Dutch government, advertising becomes a place for announcing some news to Indonesian.

3. History of Advertising in Indonesia

The ad exists at Dutch East Indies' time. Most of the content is advertising on trading, auctions, and the official announcement of the Government of the Netherlands East Indies,

but the use of female model began in 1912. A print advertisement proves that Javanese women tend to be introvert and shy have their own charm and attract advertisers to make them as flashlight advertising model.

Early New Order, especially in the 1970s, beauty pageant became popular, the magazine that "selling" of women with minimal clothing on the cover began to appear, and since then the ads featuring women with a mini dress and a product that has nothing to do with the women emerged.

Development of advertising in Indonesia is increasingly finding a solid ground when private television began to appear and by the Decree of the Minister of Information 111/90 which requires advertisements produced domestically and also by local people. 1980 became the year which advertising in Indonesia began to use models with sensual poses and expressions, or ads at this time began to show a discontinuity between models with a marketed product.

The mid-90s is a year of foreign advertising enliven advertising in Indonesia and ads bold enough to begin airing something vulgar. Not only through the images, but also through the tag line. A sustainable use of sex in advertising from 1800 until today is proof that sex is a tool that works for advertisement (Pawloski, 2007).

4. Sex In Advertising in Indonesia

Advertising has become most dominant part in the media, not only on television, but also in print media. Political economy of libido ideology spawned libidonomic, which is derived from the word '*libido*', which means energy or lust, and '*nemein*', meaning distribute. So, 'libidonomics' can be interpreted as distributing energy or lust. Ads have libidonomics element, which is where advertising is now oriented on the distribution of seduction, temptation, pleasure, excitement, desire or lust without limits. By using this method, they believe that consumers will be triggered and buy their products. Though the ethics of advertising in Indonesia concerning sexuality has been governed by *Etika Pariwisata Indonesia (EPI)*. In EPI rule there is one point which states that advertising

should not contain elements of pornography, including must not exploit eroticism or sexuality in any way and for any purpose or reason. Advertisements that contain sexual elements are basically violating ethics in Indonesian society (Wuryanta, 2013). Whereas advertisement in Indonesia today is not much different from an existing ad abroad. The producers started coming out on the terms specified by EPI. The advertisers as much as possible using the sensuality and sexism in their ads, through the exploitation of the female body or use a man with a great body and handsome face as a means to attract the attention of consumers.

Libidonomic element in society can be understood as a condition in which minds of people are not only concerned with economic transactions but also sexual transactions. Sexual transactions are more meaningful as sexual mental where the individual's thought was automatically influenced by the passions based on the desire not realistic sense (Wahyuningsih, 2012). Libidonomic effect makes people accustomed to receiving information or products displaying the symbols of sex and forget about the existing norms.

B. Theoretical Framework

1. Multimodality

In semantics, modality is a way to break the code and interpret it to become a meaning, such as types of signs, text, or genre. As stated by Gunther Kress and Theo van Leeuwen, "modality motivated by signs that appear on the interests of social groups interacting in the power structures that determine social life, and also interact throughout the system generates various groups in society" (Kress, 2006). The term 'modality' is derived from linguistics and is used to analyze reality, facts and the truth.

Multimodality is the use of multiple models of media to create a single artifact. This mode collection, or element, are contributed to how multimodality affects different rhetorical situations, or opportunities to increase audience's acceptance of an idea or concept. Everything from the image placement for organizing content that creates meaning. Multimodal text defined as text that communicates the message using more than

one type of semiotics, for example, a magazine article using words and images, or sites that contain audio clips side by side with the words, or a movie that uses words, music, effects sound and moving images, or ads that use position, color, clothing, poses, and model selection. For example, if we analyze ads in magazines by using modality, we can see that the ads do not reveal the absolute truth or not also reveal a mistake. Ads produce truth to reader, and every reader understand the truth in different ways.

Multimodality assume that the representation and communication always has many types, all contribute to the meaning. According to Gunther Kress, multimodality divided into two types, first social and cultural mode is one of the factors for manufacture of meaning. As the picture, writing, layout, speech, moving images are examples of the different modes. Second, semiotics similar models, formed by both the intrinsic characteristics and meanings are formed due to the influence of history, the values of their society and culture (Kress, 2006), the example is advertising.

III. METHODOLOGY

A. Methods and Research Type

This research focuses on the cultural study using a qualitative approach. This type of approach will be able to capture a variety of information more carefully and clearer than the statement of amount or frequency in the form of numbers. Qualitative research more emphasis on the analysis in terms of concept, behavior, perception and the issue of human or phenomenon.

Qualitative research with multimodality theory can be done with two approaches, which are visual analysis and content analysis. To analyze advertisement, content analysis will help researchers to understand symbols and meaning behind the advertisement deeper. Content analysis is research that is in-depth explanation of the content of a written or printed information in the mass media. Analysis of media content is a reflection of social values and cultures as well systems of public trust (Neuman, 2012). In qualitative research, content analysis emphasized on how

researchers see steadiness of communication content qualitatively, the researchers also interpret the communication content, reading the symbols, interpret the contents of symbolic interaction that occurs in communication.

Content analysis is an analysis that is more focused and detailed to understand the content of media products and able to relate to social context or reality of what happened when the message is generated. Because all text messages, symbols, images are a product of social and cultural community. related to the explanation above, researchers focused on using qualitative-descriptive methods.

This study is a textual based, then the researcher should observe the text carefully, thoroughly, and critical, then interpreted it in subtansif and comprehensive way. In an effort to solve the problem in this study, there are four main stages that must be observed which are (1) research data, (2) the method of data collection, (3) data analysis, (4) the source of the data, and (5) data validation.

B. Data Research

The research will be conducted by analyzing text that focused on editorial advertisement in Cosmopolitan magazine and Cosmopolitan Men Indonesia in June, September, December 2013 and March 2014 edition. Samples were taken from Cosmopolitan and Comopolitan men Indonesia magazine within three months editions because many perfume ads that issued its latest product ad within 3 months or follows the seasons in its original country. the reason researchers took samples of perfume ad in December 2013 and March 2014 because the research began in April 2014. Observations will be done by collecting perfume ad that is often out in five months editions of Cosmopolitan Magazine and Cosmopolitan Men Indonesia.

C. Data Collection Methods

For data collection, the researchers will use purposive sampling, sample deliberately chosen by the researchers to answer the research problem. Source data used are primary data.

E. Sources of Data

1. Cosmopolitan Indonesia

Cosmopolitan is an international magazine for women. It was first published in 1886 in the United States as a family magazine, later turned into a literary magazine and eventually became a women's magazine in the late 1960s. Cosmopolitan contains articles on women's issues, relationships, sex, health, career, personal development, celebrities, fashion and beauty. Cosmopolitan has 64 international editions, printed in 35 languages and distributed in more than 100 countries, including Indonesia (Cosmopolitan, Cosmopolitan Men, 2010).

Cosmopolitan magazine first entered Indonesia in September 1997, with the motto "fun fearless female", cosmopolitan targeting adult women as readers. Cosmopolitan sold more than 100,000 copies each month and occupied three best-selling magazine, Cosmopolitan is not just popular among female readers, but also for well-known branded products (Vinsensius, 2007). Based on Nielsen Media Research in 2004, the Media Scene in 2004 to 2005, the Media Directory Indonesia Also in 2006, the Cosmopolitan is ranked 3rd in the acquisition of Magazine Advertising in Indonesia (Joseph, 2010).

2. Cosmopolitan Men

Cosmopolitan spread its wings by targeting male readers. In 2010, Cosmopolitan Indonesia launched Cosmopolitan Men, with the same motto with Cosmopolitan Indonesia is, "fun fearless male". Cosmopolitan Men's selected as research samples because Cosmopolitan Men is a pioneer magazine of men's lifestyle in Indonesia. Cosmopolitan Men attracts many well-known brands to be their sponsor, and put an ad in the magazine, and make Cosmopolitan Men became the most widely read magazine for men.

F. Data Validation

Data validation is a measure used to test the validity of a research. In a content analysis, validation is very important because the findings produced can be measured with precise measurements. Krippendorff said that the essential meaning of validity is "quality of a

research lead one to believe that the fact that there can not be challenged, and considered valid as long as the inferences content analysis based on the basis of evidence that is achieved independently" (Eriyanto, 2013).

In this study researchers used a validation triangulation theory. Sugiyono explained that triangulation is a test of credibility by checking data from various sources in various ways and at various times. This method is used in qualitative research because it can reduce bias and increase the credibility of a research (In Prawesta, 2013).

IV. FINDINGS AND DISCUSSION

This preliminary analysis is based on the choice of perfume ads taken from Cosmopolitan magazines and Cosmopolitan Men Indonesia edition in June, September, December 2013 and March 2014. Selection magazine issues within 3 months because every 3 months there is a change of season or season in the fashion world, so even in a perfume advertisement. Many perfume issued a new edition of their products advertisement per 3 months such as, Paco Rabanne Invictus; Calvin Klein Encounter; Carolina Herrera 212 VIP; Carolina Herrera Sublime; and Narcisso Rodriguez Essence. The perfume advertising have been selected based on the tendency of these ads appear on the pages of Cosmopolitan magazine and Cosmopolitan Men Indonesia during the period of magazine edition used by researchers.

A. The Meaning Of Using multimodality In Perfume ads in Cosmopolitan Indonesia and Cosmopolitan Men magazines.

1. Sensuality In Perfume Advertisement

Advertising is the real form of the aspects of capitalism that are within the scope of the mass media. Ads with persuasive techniques seek to attract an audience to get to know, like, and buy the products offered by manufacturers (Wahyuningsih, 2007). The phenomenon of advertising is currently not include only the elements of the commodification of female body, but also the commodification of male body.

Cosmopolitan magazine readers target are women and men who live in the big city. All

these two magazines is the adaptation of the American magazine, where Western culture is still strong in the content of their magazines even though the magazine *Cosmopolitan* and *Cosmopolitan Men Indonesia* has changed the language and contents more 'Indonesia', however, both magazines are still too Westernized, by showing lots of ads and articles were very vulgar. One example of western culture is still strong in both magazines are advertising perfume advertised in the magazine. Analyzing ads into the sample in this study by using the theory of multimodality show their sensual elements in the ads, which are clearly visible or meaning behind these ads, this phenomenon is called sex in advertising

Sex in advertising targeting each gender with the same purpose of sexual arousal and desire, but the reaction of each gender will be different. Men are generally more vulnerable to the lure of sexual advertising, and therefore they are targeted by advertisers. For men, ads about a romantic relationship would not be have an effect to them, but when sex becomes a major factor for men ad, the ad will be attractive. The advertisers were competing to attract male attention by putting male model as the star of the ad, with the support of color that symbolize masculinity. Almost all of perfume ads samples aimed for men in *Cosmopolitan Men Indonesia* edition June, September, December 2013 and March 2014, describe a fantasy to male consumers. The use of color, pose, gaze, and also the background will affect the consumer sees an ad. The advertisements' samples in this study included to sensuality in advertising, because the ads are selling dreams and fantasies to consumers. With the publication of some perfume ads in *Cosmopolitan Men Indonesia* magazine, where the target audience is Indonesian men, there was a cultural shift in which the standard of good looks of a man changed direction and now men started to pay attention to his appearance.

A gym is no longer a sports venue, but as a place to socialize, and become a hangout destination. So not only women who represented unilaterally by advertising, but also men. As expressed by Susan Bordo, men tend to be represented as being manly, muscular and powerful. Men's activities have

more to do with physical activities like sports. Male activeness is what brought the same features on the selection of a site used as a background setting in the ad. The location was rarely take home setting but in public places such as offices, mountain, racing circuit, workshops, cafes, beaches and others that are considered more 'fit' for Men (Kurnia N., 2004). Cultural phenomenon as above bring forth a new term for the man who understands fashion and influenced by these advertisements, the metrosexual.

Flocker defines metrosexual male as a trendsetter in the 21st century They are normal (not gay), urban, have a high aesthetic sensitivity, spent a lot of time and money for the sake of appearance and an active shopper, for which they have a desire to bring their feminine side (Kurnia N., 2004). They are not embarrassed to buy fashion products such as perfume, for example. So this phenomenon exploited by advertising and other media.

Not only for men, ads also have a devastating effect on women. In fact, before the advertiser targeted men as objects to advertise their products, women have been used as objects to attract the attention not only men but also women, until now.

Five female perfume ad in the June September, December 2013 and March 2014 issues of *Cosmopolitan* magazine, had similarity in the model's pose, with a flat expression, opened their lips little bit and folded her hands in front of his chest. Pose of a model is an indication of the level of sexuality in an ad (Pawlowski, 2007). Few things that make these ads look alike is the use of models that come from the western world such as America, but two perfume ad samples above have a brown skin like an Asian. Brown skin color represents exotic, sexy and healthy. However, when these perfume ads published in Indonesia, there is a gap because the brown skin in perfume advertisements and in Indonesia has different meaning. The concept of white skin color and not white when viewed in the context of socio-cultural studies contradictory because not all people are born who have a body perfectly ideal as tall, slim, and have white skin. Moreover, the concept of "white" and "not white" are not suitable if described in

Indonesia, because Indonesia do not consider themselves white and not black (like the black and white dichotomy concept in the west). They mentioned as bright or brown skin (Dahniar, 2010). as described by Dahniar above, a model in advertising, especially perfume advertising does not represent the actual people. These ads are trying to reconstruct the meaning of beautiful and providing a new standard like the model of perfume advertisements. They posed in such a way that many consumers are interested to see their ads, and follow it. Generally, the model poses is an indication of the level of sexuality that displayed in the ad.

The mass media especially advertising becomes the hand book of every woman to look like what the media says. no uniqueness, follow the standards set by mass media and becoming mainstream, and it became the pride of today's modern society. Not only consume the products sold by the advertiser, but women are also taking the standards and values set by the ad. Currently, the standard of beauty of Indonesian women no longer looks like previous generation, but shifted into white skin, and looks like a Western.

Exploitation of loveliness and sexual attractiveness of women can occur as a result of interaction with the opposite sex. Ads of this type are many examples, including advertisements that are considered as a form of deviation of norms and ethics (Wahyuningsih, 2007), one example is Carolina Herrera 212 VIP ads.

Message in advertising always easy to understand, because men and women are generally portrayed stereotypically and traditionally according to their sex; for example, women are always displayed innocent yet sexy, quiet and vulnerable, while men described otherwise. Advertising is always describe women and men with certain values that unknowingly agreed by the community.

The mass media becomes a determining factor to where sensuality will be used, because for them sensuality, especially in advertising is selling their product. Thus, the mass media is now free to show anything, especially advertising. Adapting or serve ads from sensuous abroad is no longer a problem

because people are starting to get used with it in this era of globalization.

2. Gender in Perfume Ad

According to Kotler (1991: 423) an ad can be viewed from the point of functional and cultural angles. Appropriate functional level, basically ads implementing a communication that refers to a functional understanding, it's just a technical understanding, often implicit, because it is accumulated by the product concept. Product concepts imply that consumers would like products that provide quality, appearance, and the best traits. While at the level of the cultural dimension, advertising is representation a form of implementation of views about social realities that existed in society; how people interpret life, interact with restrictions norms, language, and the scope of values about what is good and true and beautiful or ugly.

Advertising also looked as a medium of cultural promotion and advertising. It means of expression of the ideological and symbolic expression of culture. Ads can be a discourse in society, because the advertisement playing in the world of signs and language. The image became a dream that you want to offer. One example is the sensuality in ads where sexuality becomes a hidden message of an ad. Fitting models handsome male or female models with a body like a Spanish guitar is one example where a dream for sale. The ads are always focused on gender issues, which the advertisers target each gender in advertising. The aim is to cause sexual arousal and cause a desire, for example, the exploitation of women in advertising where advertisers always show women in all its advertising, even though there was no relation between the advertised product with the model.

A. Women in Perfume Ad

Ad was a world in which there are certain standards agreed by the advertiser. One of them is the 'world' of men and women (Basow, 1992). Advertising is always making women as objects to sell and attract the attention of men. Beauty is no longer a major factor to attract consumers but body contour, female gaze became factors that attract consumers in

selling a product.

Irwandar (in Teuku 2006: 264) says that advertising and a woman's body that is displayed through the mass media become an important part exciting for the improvement of the market economy. The use of sexy women as the focus of an advertisement, brought many changes to the consumer where to be beautiful women are like those who are in an advertisement.

Perfume ads in *Cosmopolitan* magazine confirms that a woman considered beautiful if their body is slim, have a brown or blonde long-haired and sexy. So that Indonesian women who are not include in that criteria, for example, had black hair or not really slim are marginalized because they do not have the concept of beauty as the model of the perfume ad.

If most advertisements placed women in traditional roles such as in the kitchen or in the house as a representation of the rights of nature a woman is taking care of the home, the perfume ads in magazines *Cosmopolitan Indonesia* showed the opposite. Perfume ads above shows how a woman has the right to freely express themselves, captivate, sensual, perfect, and have activities outside as a symbol that a woman is not just merely about taking care of the house. The women in this perfume ad now becoming trend to satisfy male consumers, and become sexual objects for their poses in the ad. According Tomagola (1998) women in perfume ads in *Cosmopolitan* magazine include the type of women frame that are women portrayed as beings that should captivate with its biological characteristics such as breasts, hips, and the characteristic of womanhood formed by culture; such as hair, long legs, and others (Bajari, 2008). The woman's body has tended to become a tool of persuasion to sell also to provide erotic appeal of a product. The layout of an ad that show women on the right or left side, such as advertisements samples in this study shows how the position of a woman in the social world. The position of women in advertising has always never in the middle, this symbolizes that the position of women is a companion or appendages of men, as can be seen in Carolina Herrera 212 VIP ads, even if the

ad is aimed at men and women, these ads put the woman on the right. Representation of women in advertising indirectly can also be seen that woman is the "object" or "decorator".

Women since the early emergence of advertising has become own attraction for advertisers, but in the modern era there was a shift which not only women become the object to attract consumers, but also men. The advertisers began targeting male consumers by not only focusing their sales using women as a model, but also men. This is where a cultural shift in which male eroticism began on sale.

B. Men in Perfume Ad

Many advertisements that advertise any men's product are no longer use women as the star of the ad, but using a male model. One example is the perfume ads in *Cosmopolitan Men Indonesia* magazine where they used male models, if there is a female model in a perfume ad, they are just supporting the ad, while the focus of the ad is still directed to the male model.

The ads selling erotic images of men, in which advertisers incorporate elements that support such a handsome face, muscular body, then backed up with colors that symbolized masculinity such as black or gray. Physical portrait of men in the ad is no longer simply become a symbol of male domination but a symbol of masculinity capitalistic in a wider sense. The dominance of men can be seen from sales value, either through his muscles, muscular body up to his handsome face. All of it is a reflection of capitalistic masculinity that is highly correlated with the business (Kurnia N., 2004). Erotic images of men make men consumer are no longer ashamed to imagine about another man, dreaming of the body and face like other men. With so many ads that use male models, such as in magazines *Cosmopolitan Men Indonesia*, and then it changes the values in Indonesian men especially men who live in big cities. They are not embarrassed to go to a salon, or go to the gym to improve their bodies, and also understand fashion. Then a word metrosexual is appeared based on the phenomenon that exists today.

Ads are now positioned men as sexual objects and create a new standard for male society, namely as being aggressive at the same time being sensitive, as well combines elements of force and sensitivity (Kurnia N., 2004). This is called metrosexual male. Metrosexual men known to have a feminine side that they have no shame to show it, also the man who knows about fashion, wearing a famous brands clothes. Most of the men who claim to be metrosexual is a man who lives in a big city and very easily touched by the mass media. *Cosmopolitan* magazine reading this phenomenon and create a magazine devoted to men where perfume ads in it contributed the influence of value changes of masculinity in Indonesian men.

Men and women were eventually located at the same level in the world of advertising where they both became objects to attract the interest of both genders. In addition, in modern advertising, gender is probably the social resources are used most by advertisers. Thousands of images surrounding us, expose gender to a certain extent. Ad appears obsessed with gender and sexuality (Jhally, 1990). Ads are always positioned the men in the middle, as shown in the perfume ads samples in this research. Placement of men in the middle as a symbol of masculinity, where men are the center. The center of all social construction. Men are the leader and they are dominant.

3. Western Discourse in Perfume Ad

An advertisement is currently not merely have a duty to promote and introduce a product to the public, but also served to bring a values and messages in it. McLuhan (2006) called the ad as a greatest finding artwork in the 20th century because it contains a kind of magic system (Williams, 2005) or mystique system (Sutherland, 2008) which has the extraordinary power to have hidden persuasion (Packard, 1980) or else subliminal seduction of public awareness- massive ideological (Zanot, 1992). In addition to having a positive benefit, where advertising also has many negative effects, such as increasing the consumerism culture, materialism, and hedonism in society (Kasiyan, 2012).

In Indonesia, especially advertising in printed media experienced a cultural shift in which advertisers use a face that not an Indonesian, or they just adopted the original advertising, like perfume ad in *Cosmopolitan Indonesia Magazine*. It became a phenomenon in Indonesia, where the foreign mass media started to come to open a branch here and modernize the Indonesian culture involuntarily. The effect is all related to western is selling well. In this globalization era, the influence of Western culture on the East more dominant, for example in the form of 'Americanization'. The technological revolution has changed the orientation of the culture and value systems (Kasiyan, 2012), as well as in Indonesia.

With the Westernization symptoms that exist in Indonesia, especially perfume ads flocked marketing their products using commercials originated from the western and bring the message also the values contained in the ad. Indonesian women began to dye their hair to brown or blond like western people, dressed like them, eventually the ads are slowly eliminating the side and traditional values held by Indonesian women as well as men in Indonesia where a lot of transnational magazines targeted to them like *Cosmopolitan Men Indonesia*. *Cosmopolitan Men Indonesia* brought a new lifestyle for men in Indonesia, leading them to closely follow the Westernized lifestyle and began to leave their own culture.

Cosmopolitan and *Cosmopolitan Men Indonesia* always echoed sex themed, not only visible on the magazine cover, but also on ads for the product that inside the magazine, because to the two magazines view sex as a commodity that solds and the two magazines was aware that "our whole anatomy controlled by passion" (Baudrillard, 2000: ix). When talking about eastern culture, especially Indonesian culture, sex is taboo to talk about in public, but the *Cosmopolitan* and *Cosmopolitan Men Indonesia* magazine change the stigma and make the readers talk about sex like talking about the weather.

Sex also represented in the perfume ads in *Cosmopolitan* and *Cosmopolitan Men Indonesia* magazines, even though the element of sex in advertising is summarized in such a way that is not very visible yet sensual

elements in the ad displayed clearly and it is shifting cultural standards in Indonesia.

Both the magazine clearly offers a lifestyle that can not be affordable by most people. The magazines intended to men and women of upper middle class is to instill values, taste and style are clearly visible from the packaging, the rubric or column devoted to those who live in big cities. So, if the buyer of this magazine are those who live in small towns with limited access, then there will be social gap; but for those who live in big cities with unlimited access then both magazines became the bible of those who want to look more modern and up to date, this magazine will unwittingly led them to become victims of capitalism world and follow the hedonism lifestyle in order meet standards set by the mass media that never runs out. They will be more westerners than the Westerners themselves in adapting western culture that brought by both magazines.

V. CONCLUSION

Sensuality in advertising is always interesting to be discussed and examined, as well as sensuality in perfume ads that focused on Cosmopolitan magazine and Cosmopolitan Men Indonesia June, September, December 2013 and March 2014 edition. Therefore, a perfume advertisement in this study were examined using multimodality theory to find hidden messages in the analysis perfume ad. Based on the results of the analysis can be summarized as follows:

Sensuality in perfume ad is divided into ads aimed for women and ads aimed for men. Multimodalitas theoretical analysis found that eroticism is not only shown by the ad that use women model only, but advertisers also started to use men as an object of eroticism. Perfume ads aimed for men and women, where the messages in these ads have the gender issues that represent women as weak and dependent, while men as dominant creatures.

Perfume ad also brought the issue of gender in its advertising message. women are always positioned as an object, lips, eyes, cheeks, hair, thighs, hips, stomach, breasts, everything becomes an object to convey a certain meaning. Ads are currently experiencing a shift

in which man becomes an object to attract male consumers. The ads selling erotic images of men, where advertisers incorporate elements that support such a handsome face, muscular body, then backed up with colors that symbolized masculinity such as black or gray. Physical portrait of men in the ads are no longer just be the a symbol of male domination but a symbol of masculinity capitalistic in a broader sense.

Sensuality in perfume ads, and also gender issues, making the gap between eastern culture and western culture are displayed in perfume ads in Cosmopolitan and Cosmopolitan Men Indonesia magazines. They began to leave the traditional and transformed into modern people, both men and women.

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