

# Beauty Appearance of Indonesian Women in Television Media

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## Abstract

The beauty of the woman is form a stereotype, women are also often referred to as connective descent, gentle, graceful, a good cook, more emotional, less physically strong, agile, motherhood, spoiled, no reasoning, dependent, passive, weak, timid, portrayed as sexual objects, with emphasis on a beautiful figure. Discourse beauty and femininity of women can not be separated from the construction of a patriarchal culture that gave power to men to provide for recognition of women's femininity on the one hand, and women are always looking for the recognition of male femininity. Using a socio-cultural approach, the authors will examine beauty appearance of Indonesian women which influenced by socio-cultural background that developed in Indonesia. Beauty trend women are generally more influenced by the socio-cultural background of a society. That's factor influence social and cultural change in Indonesia women will also be examined primarily concerned with changes in women's attitudes, the emancipation of women, the development of technology, and the influence of western culture against the culture of Indonesian women. Trend deconstructed female beauty through the mass media today, especially in television media. Women should know that every woman has its own uniqueness. Because the television media had been dictating our consciousness both individually and collectively on lifestyle, as well as the meaning of social and cultural values.

**Keywords:** Beauty, Women, Television

## 1. Introduction

Indonesia is famous for the beauty of its women and it is famous until abroad, the unique beauty with brown skin make Indonesia women unique beauty of women is more famous, but unfortunately it is not happens on Indonesia, Indonesian women tend not to be aware of their natural beauty, and even they replicate beauty of women from abroad (America, Korea, and so on). Even the Indonesian women often buy beauty products which are very expensive just to change their appearance like foreign women, not just consumerism in beauty products but also expensive treatments is done to the beauty clinic or even plastic surgery in order to get the perfect beauty in them.

Indonesian women have a distinctive natural beauty. Start from a shape face, shape nose, an black eye colour, neatly arranged teeth, naturally brown skin, and thick black hair are often made envy people from abroad, because to get brown skin tourists should do a sunbath regularly to get tanned skin like women in Indonesia.

But now, a lot of advertisement in television using the real Indonesian women for their advertising. This phenomenon starts at the early of 2010, and still continue until now. For example, Anggun is used by Olay Total Effect for their advertising, Farah Quinn is also use by the advertise to become their model. The writer seeing these as a new phenomena, because before 2010, Indonesian women are rarely use for the advertising model especially in television. These phenomena has brought a new definition of beauty in Indonesian society.

### 1.1 Methodology

The research method used in this research is to use descriptive method, which aims to systematically describe facts or specific areas factually and accurately, this method also uses qualitative analysis. Qualitative analysis is used to provide a visual overview of the women present in the television media.

## 2. Theory

In the context of femininity and female sexuality in advertising, the female body is constructed to suit the tastes of the market, which in this case is the power of the market to determine whether this form of sexuality or femininity (including beauty, body shape, hair type, etc.) is acceptable or not. Women will be free from the myth of beauty when we can choose to use a facial, body and clothing as one of the simplest forms of self-expression of many other sphere of self-expression. We can dress up for fun ourselves, but we have to keep fighting for our rights. "(Naomi Wolf, 2005; 550)

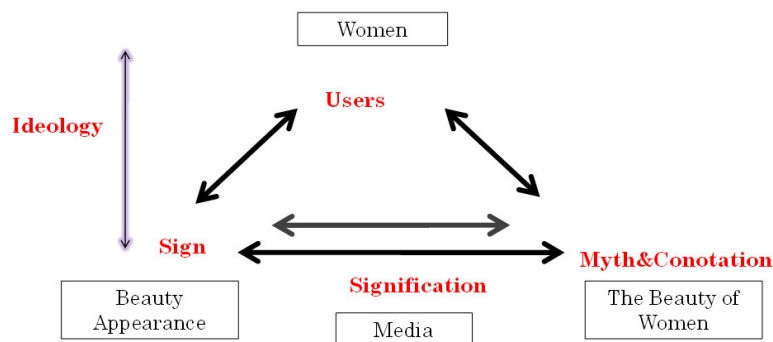


Figure.1 Image of Signification

Source: Communication and cultural studies, John Fiske.

To describe how the definition of beauty is accepted by the society, the writer use the image of signification from John Fiske as seen above. This theory hopefully will help the writer to make a description about the phenomena.

### 3. Discussion

Indonesia is rich in tradition and culture influence the views of women in particular and society in general to the unique beauty of natural women in Indonesia. Based on the theory from Naomi Wolf , In the context of femininity and female sexuality in advertising, the female body is constructed to suit the tastes of the market, which in this case is the power of the market to determine whether this form of sexuality or femininity (including beauty, body shape, hair type, etc.) is acceptable or not. Women will be free from the myth of beauty wGhen we can choose to use a facial, body and clothing as one of the simplest forms of self-expression of many other sphere of self-expression. We can dress up for fun ourselves, but we have to keep fighting for our rights. "(Naomi Wolf, 2005; 550)

The concept of beauty in each area is different, so are beauty secrets that they have to be different. This is all based on the tribe and race. In Africa, women are seen beauty secrets from his lips. Lips referred to as a symbol of the beauty of women in Africa. African women decorate and accentuate her lips in a way that looks sexyand interesting. They put a record with his lips so their lips become wider. The higher their social status, the more wide lips. While in Japan, Japanese women are beautiful views of her small size, her skin smooth and slender neck. If we look at Japanese women did have a slim body. This is because they are a healthy lifestyle such as regular exercise and eating foods low in fat but high in protein and anti-oxidants.

In Indonesia, they are well-known women with a sensational natural beauty. Indonesian women using natural herbs as part of beauty treatments on every aspect of her body. Starting from head to toe there is a traditional recipe for a treat. The use of rice scrubs, masks use fruit. Besides beauty secrets from the outside, women in Indonesia also keep it out of the body that is used herbs. There are many herbal recipes for women's health. Herbal medicine is a recipe handed down, it is proving medicinal able to keep the immune system and also the skin of women in Indonesia. In addition to physical beauty, the natural beauty of Indonesian women typically reflected in the attitudes and behavior of its characteristic, gentle and friendly.

The other side of the beauty of women in Indonesia that Indonesian women are intelligent, agile and have achievements in the international world. It proved a few Indonesian women not just rely on her physical charms are beautiful but stunning perspicacity make Indonesian women deserve to be appreciated.



Cosmetic Advertising introducing an authentic beauty of Indonesian Women

Image 2. Sariayu Advertising  
 Source: Kompasiana



Farah Quinn who has a typical beauty woman of Indonesia, now currently use in television media

Image 3. Farah Quinn  
 Source: Kompasiana

The standard of beauty is one tangible example of the value system has changed because of the advertising. In the era of 1960 to the 1970's, a beautiful woman is a person who has a thin body, with black and wavy hair. Ida Royani is one of the icons that describes beautiful women in that era. Standards of beauty changed later. In the year 1980 spearheaded by advertising, beauty changed in the new standard. Those so-called beautiful women who have skin is smooth and soft. Construction of a new standard of beauty in such a way is very impressive, making the women follow this advice advertising. The community members embrace the new standard of beauty, this is what is meant by the authors that the myth / standards of beauty are more influenced by economic factors, rather than by cultural factors, and this is precisely what makes the beauty standards keep changing from time to time.

When the women affected by the message of the advertising their will following the message of an advertising for example to soften the skin, because of that reason advertising made the new beauty standard build. In the 1990s advertising delivered the new beauty standards women. Told by an advertising, a beautiful women is if they have the ideal body with curves a clear, white skin, also smooth and soft. Through a variety of media advertisements, submitted that the skin is smooth and soft portion is not enough to be called as a beautiful woman. An advertisement of a whitening products face crowded persuade women to whiten the skin, especially the face. Through advertisements also depicted a beautiful woman is a woman who has white skin, not black. Brown-skinned women especially blacks will lack a sense of self-generated, so they would follow the advice of an advertisement, that whiten their skin, and of course by using the advertised product.

And finally, in the early 2000s to the present, women have constructed the new beauty standard that beautiful women are women who have white skin, this is one example of a new advertising rebuild beauty standards for women. Shouted over and over - again through advertising, that a beautiful woman is a woman who has not only white, but the skin is "glowing". Standards of beauty has become more complicated, full of complex imagination. Standard leather is no longer just a color change physically from black or brown to white. But from plain white to white shine.

Here's one of the inert nature of female beauty Indonesia, many overseas adored with the hospitality the people of Indonesia. Beside of the hospitality and care for the environment is evident that today many Indonesian women who participated in building the nation. The reason wrote by the author above is one of the reason why Indonesian women nowadays used by the advertise to become of their advertisement model. It is also happened because the women of Indonesia became more aware and respect for their own beauty. It is happened because of the education that they have is more higher, it is affected to their mindset. With naturally aware of its unique beauty, the Indonesian women will be freed from the myth of beauty given by the mass media, so that in the end is not just a matter of physical appearance, but also a form of free expression of women's rights in voicing her. Even now the media is siding and further highlight the natural beauty typical of Indonesian women in both television and in advertising.

#### 4. Conclusion

Natural Beauty of Indonesian women are recognized in worldwide and are not recognized in their own country, because women in Indonesia are too busy correcting physical deficiencies to forget their own heritage.

Indonesian women should proud in its unique (particular) beauty that is natural because many Indonesian women now have an active role its own beauty and charm that sets it apart from the charm of the beauty of women of other countries. Although we must realize every country has a typical female beauty different course. But now advertising television using an Indonesia women to advertised their product, this is a progress for the Indonesian women, it is happened because of the improvement in education and social field in Indonesia.

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