



LOCAL VS GLOBAL WOMEN'S REPRESENTATION IN NEWSPAPER ADVERTISING: A HISTORICAL STUDY OF LOCAL DAILY NEWSPAPERS (WASPADA, SINAR INDONESIA BARU AND ANALISA) IN MEDAN IN THE 1970s)

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Abstract

This journal discusses the global discourse that appeared in local newspapers related to women's representation. During the New Order era, especially since the 1970s, newspaper advertising experienced rapid growth. In the 1970s, there were three local daily newspapers in Medan; Waspada, Sinar Indonesia Baru, and Analisa. The three daily newspapers displayed various advertisements in their publications. Many advertisements use women to promote their products and services as a means of promotion. Women seemed to have their charm to attract market share. This study wants to explain how women's representation in these local daily newspaper advertisements in Medan in the 1970s and how women became commodities in advertisements associated with global discourse, especially in terms of appearance. The authors applied the four stages of the historical method to conduct the research, namely heuristics, verification, interpretation, and historiography. The study results show that advertising producers often showcased pictures of beautiful and sexy women and even displayed vulgar words to attract consumers who did not represent local female figures.

Keywords: *Advertisement, Newspaper, Women's Representation.*

1. INTRODUCTION

Advertising has a long history (Baty Surbakti, 2004, p.xix). It also has a trusted value to serve as a means of reconstructing a historical event. Beginning in Ancient Greece, people used advertisements to tell about enslaved people running away from their enslavers or about the schedule of gladiator matches. At that time, the delivery process was still in chain messages or verbal communication, also known as word of mouth or viva voce (Kasiyan, 2008, p.144). But with the development of technology in England, the simple process of delivering advertisements has changed to handwriting and printing on paper. Therefore, since the 17th century, advertising has increasingly got a place, especially with the development of the newspaper industry.

In Indonesia, people cannot separate the advertising development from the printing world, which is also inseparable from the arrival history of the VOC to the archipelago at that time. When the VOC came to power, they realized that all the regulations they created needed to print, and the missionaries later. They needed all the religious teachings they broadcasted to be printed into the local language so that people could understand better; that was what encouraged the VOC to bring in a printing press from the Netherlands (Surbakti, 2008, p.xix). However, the newspaper itself just arrived in Indonesia on August 8, 1744, with the publication of the Bataviasche Nouvelles (Ilham Ramadhan, 2012, p.4). When first published, the Bataviasche Nouvelles only consisted of a sheet of folio paper divided into two columns (Ramadhan, 2012, p.5). They filled the contents with commercial advertisements, auctions, or official announcements from the VOC government (Surbakti, 2008, p.3). At the beginning of its development, advertisements used Dutch to communicate. Since people founded the newspaper, advertising has also grown following the

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development of the print media itself. So that entering the 20th century, advertisements can be seen through newspapers and calendars, enamel, or iron plates, moving pictures on television or radio (Hermanu, 2006, pp. 16-17).). The information reported in advertisements was not limited to trade issues, auctions, or government regulations, but it was also used to market the products sold, whether goods or services.

So it can be concluded that people create advertising to encourage people to buy the advertised product. Therefore, it would display various efforts to make people want to purchase it, be it by persuading, exhorting, and not infrequently taking advantage of socio-cultural conditions or gender. For newspapers, advertising contributes side income in addition to the news reported.

The existence of advertisements in the mass media, especially print media such as newspapers, does not only talk about the capitalist economy or mass culture. The reality is that advertising has become something that we cannot avoid. Advertisements often influence even the daily life and culture of the people. Based on this fact, the presence of advertising in the mass media is no longer only an addition to the capitalist industry but also an essential instrument in persuading the community's interest through a series of image ideologies that it builds (Kasiyan, 2014, p.2). In marketing, advertising is marketing goods or services and building the value or image of the product (Endah Siswati, 2014, p. 179). The problem is, in efforts to build the value or image of the products it offers, advertisements often use the politics of persuasion by using signs or words that tend to be gender-biased. What is meant by gender bias here is how the position of women in the advertisement is. In this case, women are used as the object of the signs, not as the subjects. In today's modern era, we can see how almost every advertisement that offers its products uses women as models, be it goods or services. Let us look at the depiction of women in advertisements in the mass media in the past. We can see how some advertisements involving women led to harassment of the women themselves (Tika Prihatiningsih, Inneu Mutiara Mudrikah, 2020, p.116). As the subject of the signs in advertisements, women are negatively depicted by exploiting their bodies and sexuality, such as wearing revealing clothes and doing things considered harassing.

The women's exploitation in advertisements is not just limited to being a subject of sign. However, advertisements often place women as second sex beings, such as sex objects or male domestic complements (Siswati, 2014, p. 179). The problem is that our mass media is not sensitive to the issue of gender bias. Whether it is the print mass media and later the emergence of electronic media, they constantly repeat the regulations for depicting women around the 5P, namely: *figura* (frames), *pilar* (pillars), *peraduan* (bedmate), *pinggan* (plates), and *pergaulan* (association) (Pambudi Handoyo, 2019, p.138). In other words, society described women according to the social constructions, such as someone who's responsible for cooking, washing, or being a bedmate. Interestingly, amid many advertisements depicting women as the second sex, one advertisement in a local daily newspaper in Medan in the 1970s featured a cigarette advertisement with a female model smoking.

Gender bias is indeed a severe problem and is still often found in people's social life in various aspects, one of which is the depiction of advertisements in newspapers. Therefore, this paper seeks to find answers to these problems. This paper focuses on how the women's representation in the advertisements of the local daily newspaper in Medan in the 1970s and how women used as a mere commodity, especially women's appearance, is related to the global



discourse. The local daily newspapers: Waspada, Sinar Indonesia Baru, and Analisa, were chosen with the following considerations: 1) All three are local newspapers were established in Medan after the independence and the old order which made them the oldest local daily newspapers in Medan, 2) they were published daily, and each publication accompanied by more variety and advertising themes than other daily newspapers at that time.

2. LITERATURE REVIEW

2.1 Advertisement and Mass Media

The word advertisement is derived from Malay, where the root word comes from the Arabic language, *i'lan*. Advertising in Greek means to lead people to ideas or opinions. According to Kotler and Armstrong (2002, p.153), advertising is a message that offers a product addressed to the public through the media. Meanwhile, the word advertisement in Indonesian has recently appeared in the Indonesian vocabulary (Anton Maburri, 2003, p.21). Terence A. Shimp (2003, p. 357) argues that advertising has several functions, including: first, informing, meaning that advertising provides information to the public about the products it offers. Second, persuading means that advertising persuades people to try the products it offers. Third, reminding, meaning that advertising provides a stimulus to the public always to remember the products it offers. Fourth, adding value, meaning that advertising can add additional value to the products it offers so that consumer responses to these products become positive. Fifth, assisting, advertising becomes a companion for companies that offer their products (Anhar Fazri, Dini Hartati, 2018, p.63). Therefore, people create advertisements to encourage and stimulate people to buy the products advertised. Thus, advertisements usually display various efforts to influence or persuade buyers' tastes by wooing and not infrequently even taking advantage of one's cultural conditions or gender. In offering a product, advertising requires media as a means of marketing; nowadays, advertisements often use electronic media. Before many people had television, advertisements also used print media such as newspapers as a means of marketing. For newspapers, advertising is a secondary source of income apart from selling news. Newspapers are print media to collect various information shared to the public as readers through writing, often accompanied by images (Erlita, 2016, p.201).

We cannot separate the presence of advertising in Indonesia from the arrival of the Dutch colonial government, where Soetardjo Cokrosisworo quoted the term advertising from the Dutch language, *advertiente*, which in English means advertising. When Jan Pieterzoen Coen served as Governor-General of the Dutch East Indies, he once wrote a letter entitled *Memorie de Nouvelles*, which later became the first newspaper in Indonesia (Aryo Bimo, 2011, p.327). In Indonesia, the birth of the first newspaper *Bataviasche Nouvelles* on August 8, 1744, became the forerunner of advertising. At first, advertisements still used Dutch as a means of delivery. However, as time went by, the Bumiputera advertising agency started advertising cigarettes and batik, and for the first time, advertisements used Indonesian as a means of communication.

Advertising cannot be separated from the mass media because mass media is an essential tool in spreading advertisements to the public. Mass media consists of various types, namely print mass media, electronic media, and now we also know online mass media, where all three aim to convey information to the public. Since Gutenberg's first invention of the printing press in 1543, this discovery then regenerated the invention of other print media, which periodically grew until 1775, when they finally published the magazine for the first time.

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The development of communication and information technology is snowballing, which together with print media, contributed to the rebirth of other mass media such as radio, television, and films (Surbakti, 2004, p.4).

The development of advertising in Indonesia got a breath of fresh air when the old order ended. The new order that replaced it, which focused on improving the economy, was then used very well by the advertising industry by displaying a distinctively Indonesian advertising style (Bimo, 2011, p.327). Thus, in the 1970s, the advertising industry experienced very rapid growth. At that time, the economy experienced essential developments, in which the government and private sectors worked together to play a significant role in the economy.

In addition, the media industry also experienced developments, marked by the increasing number of magazines and newspapers that were born, including the establishment of private radio. Advertising agencies in Indonesia well exploited this situation. In Medan itself, the birth of the local daily newspaper Waspada in 1947, followed by the birth of Sinar Indonesia Baru in 1970, and Analisa in 1972 added its color to the dynamics of advertising where the advertisements displayed various products to be offered to the people of Medan at that time. These three local daily newspapers also always had advertisements in each publication. The ads also displayed often got a full-page portion in one publication. It is interesting to see how an advertisement could hypnotize its consumers to buy the products offered. With various communication strategies, and not infrequently gender bias, and such a style of persuasion, an advertisement can "dictate" people's tastes (Indira Ardanereswari, 2017, p.41).

2.2 Women's Representation and Commodification in Advertisements

Representation in advertising is an attempt to understand the meaning and value of the product for consumers. Representation itself is a process or method of interpreting a sign (Fazri, Hartati, 2018, p.62). According to Stuart Hall (2005, p.18-20), representation is a concept or idea used in the social process of meaning with a marker system, including dialogue, writing, video, film, and photography. Mass media plays a significant role in social construction, where representation has a vital role. As a process of disseminating information, the mass media is responsible for externalizing, subjectivizing, and internalizing the social reality of society. The construction created by the mass media does not occur instantly. However, it goes through a long process, starting from the initial stage by preparing the construction itself, then spreading it to confirm the construction of the new reality.

The topic of women's representation in advertising in Indonesia is not new. There have been many studies that have discussed it. We realize that women are lovely figures, especially in the advertising industry. The sexual attractiveness of women makes advertising the mainstay of communication (Kasiyan, 2008, p.4). The problem is that the construction of social life built by the media is closely related to the representation itself. Often what is described by the media is not a reflection or representation of the construction of social life itself because, in order to attract the consumers, this is where the media carry out symbolic constructions, causing changes to the existing reality (Rahmat Edi Irawan, 2014, p. 3). The impact is that what is displayed by the media is often considered the truth by the public. The difference in point of view built by the media with the reality that exists in society is what makes a symbolic misinterpretation of signs. Therefore, the media plays an essential role in perpetuating the constructed values so that they can influence people's way of thinking (Rizki Fitriana, 2014, p.17). The power of the media is what makes the commodification of women's bodies carried out for the benefit of the industry itself.



Karl Marx introduced commodification in his book entitled "Das Kapital," Karl Marx describes how bourgeois society changes the values of social life into economic values. Meanwhile, according to Mosco, commodification is a change in use value into exchange value (Vincent Mosco, 1996, p.141). In other words, commodification is a process where people arrange cultural products in such a way according to market interests. The transformation of use-value into exchange value is seen, distributed to the public (PriMayro Wahyubinatarata Fernandez, 2011, p.60). According to Piliang in Siregar, there are three things related to women's commodification in the mass media. First, women are always associated with men who will also determine each other's status and existence. Second, the magnitude of the influence of global popular culture on local media. Third, due to this influence, we can see changes in gender relations in the mass media (Andrine Prima Afnetta, 2015, p. 130). The representation of women's bodies as a commodity in advertisements in mass media causes various problems that are limited to the problem of women's roles in the economy and how women's bodies and images mark the existence of constructed gender relations on certain ideologies. The fact that society uses women as commodities in advertisements in the mass media also shows that patriarchal ideology plays a significant role in it, where society places them in a subordinate position, namely a complementary position, the position of the 'object of desire' from the dominant male world (Afnetta, 2015, p. 130).

2.3 Gender Concepts

When we talk about gender concepts, society always identifies women with only biological-reproductive matters, even though the gender concept is broader and still requires in-depth analysis and criticism. Society has always associated women with their reproductive organs, such as a uterus, eggs, a canal for giving birth, a vagina, and tools for breastfeeding. In terms of nature, society always identifies women as gentle, sensitive, emotional, and motherly (Darma Y.A Hikmat, Amalia, 2005, pp.120-126).

Gender is the inherent nature of men and women that is socially and culturally constructed and exchangeable (Liga Astuti Ningsih, 2020, p.12). Therefore, gender is not sex. Sex or gender is a God-given biological reality that distinguishes men and women. According to Fakhri, gender differences between men and women have been going on for a long time and occurred through a long process, formed, socialized, and constructed socially and culturally through religious teachings and state policies. Therefore, the gender concept is always understood and considered the nature of man and woman (Hess quoted in Idy Subandi Ibrahim, 2007, p.8). However, regardless of differences between men and women, what needs to be understood when talking about this is that there are gender differences and gender discrimination, which lead to gender discrimination between men. -men and women in the society (Kasiyan, 2008, p.44). In Indonesia, the state has indeed regulated and made policies through the State Minister for Women's Empowerment on the problems experienced by women. But in reality, the injustice of the women's position still exists. For instance, the image of women in advertising. It becomes more and more apparent because mass media also contributes to this discriminatory practice. In the context of advertisements in newspapers, many advertisements actually display the women's faces and shapes of as attractiveness, whether in the form of caricatures or real images. In addition, many women are depicted as mere sex symbols. As a result, stereotypes against women in advertisements, especially in newspapers, always exist in the community.

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3. IMPLEMENTATION METHOD

The authors applied the historical method with a qualitative descriptive approach in this paper. The stages carried out in the historical method include the stage of data collection called heuristics. This stage aims to collect primary and secondary sources. The authors carried out the heuristic stages according to the object of this research, which is the women's representation in local daily newspaper advertisements in Medan in the 1970s. The authors conducted primary and secondary data collection techniques by collecting local daily newspapers in Medan, in this case, the Waspada, Sinar Indonesia Baru, and also Analisa from 1971-1979, alongside the supporting data to libraries and related institutions, for example to the Tengku Lukman Sinar Library, Medan City Library, North Sumatra State Museum Library, Waspada Newspaper Archives, Analisa Newspaper Archives, and Sinar Indonesia Baru Newspaper Archives, Central Library for the Study of Social Sciences (PUSIS), State University of Medan, and University of Sumatera Utara Central Library. The criteria for the advertisements as the source of this research include commercial advertisements, such as display and column advertisements. It is not mere publication advertisements, and it is not only focused on advertisements whose objects are male or female.

Second, after obtaining the source through heuristics, the next step is to verify or source critique. At this stage, the authors criticized the sources for verifying the truth value and authenticity.

In this stage, there are two types of criticism, namely internal criticism, a criticism of the contents of the source, and external criticism, criticism of whether these sources are usable or not. Criticizing the source can be done by cross-checking the data by reviewing the truth of the contents or facts from newspaper archives, book sources, and journals, and then re-analyzing the authenticity of these sources to maintain the objectivity of the data (Kuntowijoyo, 1999, p.99). External criticism aims to obtain authentic sources, and internal criticism aims to determine reliable sources. Thus, the authors can find authentic facts in these various sources or data. Third, data interpretation or analysis. At this stage, the authors interpreted the data obtained to become objective data. Interpretation is divided into two forms; analysis and synthesis. Analysis means explaining facts that contain various possibilities. At the same time, synthesis can be interpreted as unifying various facts to find out the meaning and relationship between these facts by using an existing theoretical framework or concept. In this study, the analysis used is qualitative. The authors analyzed the advertisements through the products it offers and the message content to determine whether they have a gender bias. Gender bias means; when they exploit women's bodies, use women as symbols with tight and revealing clothing, use any visualization where women give a pose that stimulates or gives a seductive or low impression, and use women's body as an object of sign to attract attention. Fourth is historiography, which is the last stage in the historical method. At this stage, the author described the facts obtained chronologically and systematically to produce scientific and objective writing. The process of presenting data in this stage used a qualitative descriptive method. Thus, the data are described deeply by following the principle of causality (cause and effect) and is chronological.

4. RESULTS AND DISCUSSION

4.1 The Women's Representation in Waspada Advertisements in the 1970s

Waspada is founded on January 11, 1947, in Medan by Mohammad Sain and Ani Idrus. Its office is now located at Jalan Letjen Suprpto/Brigjen Katamso No. 1, Medan. The name Waspada



(vigilant) was taken based on the state of the society at that time, filled with anxiety because the Dutch were trying to re-enter. Therefore, Mohammad Said gave the name of the newspaper he founded with the name Waspada to show our attitude that we had to be vigilant against Dutch tactics (Ahmad Rizqon Amri, 2019, 2019, p.54).

It produced 1000 copies in its first issue and sold out even though, at that time, the publication format was only half a page. The news content covers the news that occurs locally and globally. It is published daily and circulated in the morning, using the Indonesian language with eight columns. It consists of 24 pages for Monday-Thursday publication, 28 pages for Friday, and 20 for Saturday and Sunday. In addition to news, it also provides a place for trim and general advertisements (Amri, 2019, p.55).

Following the data collection and analysis of advertisements in Waspada in the 1970s, the authors categorized the issues found as the issues of image, meaning, and content related to the gender ideology. Thus, the authors divided the analysis of advertising representation into two: first, the representation and depiction of women in advertisements, and second, whether there are any exploitation and commodification of the body and the attractiveness of women's sexuality in the advertisements.

a. The Women's Representation and Depiction in Waspada Newspaper Advertisements in the 1970s

One of the efforts to attract consumers' interest in buying the products it offers turns out that if examined further, it uses depictions or objects marked by female figures (Kasiyan, 2008, p.236). The use of women's figures in Waspada newspaper in the 1970s, based on the data taken, tends to use the image of women to market their products. Examples of the advertisements include:

1. Fever medication advertisement



Source: Waspada, 10 February 1975

2. Malaria medication advertisement

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Source: Waspada 1975

3. Flight Ticket Advertisement



Source: Waspada September 1977

4. Herbal Medicine Advertisement



Source: Waspada, 3 October 1978

5. Hotel Advertisement



Source: Waspada, October 1978

6. Migraine Medicine Advertisement



Source: Waspada, October 1978

7. Glasses Shop Advertisement



Source: Waspada, May 1979

8. Ointment Advertisement

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Source: Waspada, May 1979

b. Exploitation and Commodification of Women's Body and Sexual Attractiveness in Waspada Newspaper Advertisement in the 1970s

Regarding the representation of advertisements that exploited and used women's bodies as commodities in Waspada newspaper in the 1970s, five of them were representative enough to be presented and discussed, including:

1. Herbal Medicine Advertisement



Source: Waspada, 11 January 1975

This advertisement offers drugs or herbs to improve blood circulation, but what stands out is the female figure. Even though it does not show any vulgar or inappropriate words, the models displayed exploit each other's bodies. There is a woman figure and a man scantily clad to highlight their respective curves.



2. Spare Part Advertisement



Source: Waspada, May 1976

The picture above represents an advertisement for a shop that sells spare parts, where it still uses female figures as objects. The female model's body sexuality is exploited by wearing mini clothes and posing with sensual style even though the products she offers are spare parts that have no connection with the female figure.

3. Motorcycle Advertisement



Source: Waspada, March 1975

The picture above is an advertisement that offers a motorcycle from Suzuki, where in addition to displaying a good and attractive motorcycle, it is also has a female model. She is a gorgeous young woman with smooth skin sexy curves sitting on the motorcycle. It exploits her attractiveness even more by wearing revealing clothes that clearly show her navel and thighs.

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4. Stamina Drug Advertisement



Source: Waspada, September 1977

This advertisement offers stamina-enhancing drugs for men and late-period drugs for women. In offering their products, it displays male and female figures. In this case, the man is macho with a muscular body, does not wear any clothes, and shows a style that shows off muscle strength. While the female figure is wearing minimal clothes that are almost naked, it shows an open cleavage and looks poking. It becomes a problem because what is displayed is entirely appropriate. What is displayed by the female figure exploits the body even though it does not represent the products offered.

5. Movie Poster Advertisement



Source: Waspada, September 1977

This advertisement promotes a film soon to be aired in Medan in 1977, entitled "Ratna Mencari Mama." The advertisement shows the film synopsis, which tells about the failure of his



parent's household, which makes the child feel neglected. Interestingly, the image displayed in the promotional advertisement is a female figure of the main character with a seductive pose in revealing clothes showing their underwear. There is even a pose of the male and female main characters passionately hugging each other. The images overshadow the series of words and synopsis to attract the audience's interest.

4.2 The Women's Representation in Sinar Indonesia Baru Advertisements in the 1970s

GM Panggabean, a contributor to Waspada, founded Sinar Indonesia Baru on May 9, 1970. They initially focused on covering news in Medan, especially Tapanuli, with a different narrative style. Because it used a Christian perspective which was the religion of the majority of the Tapanuli people at that time (Fenrico Anggi Anugerah Pasaribu, 2020, p.22), it is currently located at Jalan Brigjen Katamsno Number 66 AB, Medan. As a newspaper, it has several columns or sub news, where it prints the front page with a dominant blue color as its trademark.

Aside from covering news, Sinar Indonesia Baru also provides a place for trim and general advertisements.

Similar to the analysis carried out on Waspada, the data collection and analysis of the advertisement in this newspaper are based on the image, meaning, and content problems still related to gender ideology. Thus, the authors divided the analysis into two: the exploitation of female body stereotypes and the exploitation and commodification of women's bodies and sexual attractiveness.

a. Exploitation of Stereotypes of the Female Body in Advertisement

Based on the previous analysis in Waspada, particularly in pictures 1 to 5, the exploitation of the women's body attractiveness tends to be excessive in the advertisement because of the appreciation of the society who likes the side of female sexuality. Following up on it, the subsequent analysis in this newspaper shows the exploitation of stereotypes of women's bodies reflected in the following five advertisements, including:

1. Acne Medication Advertisement



Source: Sinar Indonesia Baru, September 1972

A serious problem that women often experience related to the health of their facial skin is acne, as illustrated by picture number 1 above. The advertisement depicts a young woman with smooth facial skin while smiling beautifully. The advertisement also uses verbal mottos such as "acne lotion eliminates acne perfectly" to show how effective the acne medication is.

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2. Deodorant Advertisement



Source: Sinar Indonesia Baru, Juli 1973

Still related to the beauty and health of women's skin, this advertisement is about a deodorant product. This advertisement uses a figure of a young woman with a sleeveless shirt. They took the picture from the side angle with her twisting motion with her hands placed on top of her head to make her curve visible. The advertisement is also further strengthened by spoken words such as: "No Odor Sticks was created specifically for the smooth running of your inner circle."

3. Weight Gain Pill Advertisement



Source: Sinar Indonesia Baru, January 1974

This advertisement is for weight gain products from Wate-On. In order to increase the effectiveness of the products offered, it used two female figures and one male figure. The two women have stunning curves. They also wear very minimal clothes that show their cleavage and thighs. As for the male figure, he wears underwear and shows a stocky chest. As seen in the advertisement, one of the female models is in the man's arms, while the other is pulling the man's hand. It is increasingly commodified with the words "Do not Stay Thin, Get New Energy."



4. Shampoo Advertisement



Source: Sinar Indonesia Baru, April 1978

Advertisement no 4 promotes shampoo called Phyramid's Lida Boeaja. This product uses a figure of a young woman with long, straight, and black hair and flowing beautifully. This Advertisement includes spoken words as headlines such as "Bright and Nourishing Hair" and subheadlines such as "Famous of all time."

5. Varicose Veins Medication Advertisement



Source: Sinar Indonesia Baru, September 1972

The advertisement in picture number 5 is still related to the female body, which is the problem of varicose veins or the swelling or widening of the veins caused by the accumulation of blood in the veins. Most of those who experience varicose veins are women, so the advertisement uses female figures as objects. The female figure object is wearing a gymnastic dress that shows her thighs in the advertisement. It also offers coupons for participating in varicose veins gymnastics to prevent it earlier.

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b. Exploitation and Commodification of Women's Body and Sexual Attractiveness in Sinar Indonesia Baru Newspaper Advertisements in the 1970s

1. Movie Poster Advertisement



Source: Sinar Indonesia Baru, September 1972

Advertisement number 1 promotes a film entitled “Black Cobra.” The advertisement features several female figure objects using minimal clothing with attractive body poses that reveal their body curves. It also uses lines such as: “New sex movie style” or “Is it better to have sex with snakes” to attract audiences at that time.

2. Delayed Period Medicine Advertisement



Source: Sinar Indonesia Baru, January 1974

The image above is an advertisement for medication for menstruation and to cleanse the feminine area. Following the market share of these products, it also uses female figure objects as the model. The woman in the advertisement is wearing lingerie, with a slightly side pose to show her curves. She lifts her right hand and left leg up, which increasingly shows her sexuality.



3. Stomach Pain Medicine Advertisement



Source: Sinar Indonesia Baru, October 1977

The third advertisement is a stomach pain medicine or diarrhea called *Bekarbon*. It displays a long-haired young woman in kemben displaying her chest and arms and a holster touching her stomach. Adding promotional power also shows a tagline: "Excruciatingly painful."

4. Flight Promotion Advertisement



Source: Sinar Indonesia Baru, October 1977

Advertisement number 4 promotes an airline called Cathay Pacific. In the advertisement, seven young women are wearing the traditional clothing of the flight destination. There is nothing wrong with the women's visualization in the advertisement, but what makes it interesting is the headline which is: "the bigger, the better."

5. Car Advertisement



Source: Sinar Indonesia Baru, April 1978

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Advertisement number 5 is a product advertisement for a car called 'new civic.' In addition to a smoothly-painted car, it also displays a gorgeous young woman with smooth skin staring in a teasing look. The appeal of women is increasingly exploited with a tagline, "Now, it (she) is so attractive ..."

4.3 The Women's Representation in Analisa Advertisements in the 1970s

Long before the Analisa was founded, this newspaper transformed the Indonesian daily in Medan, where it used Chinese characters and writing (Pasaribu, 2020, H.30). Although the news contents were nationalist, the market share was still limited to the Chinese people. When the government issued regulations prohibiting Chinese characters from capturing more readers, it replaced it with Indonesian.

H. Soffyan proposed the name of Analisa itself. Since March 21, 1973, they have published Analisa seven times a week. As a daily newspaper, it was the first in Medan to be published with eight pages which later was added to 12 pages since September 1973 and increased to 16 pages since October 1991 (Pasaribu, 2020, H.30).

As described at the beginning of this paper, an advertisement can build persuasive communication between sellers and buyers. People need social associative signs in communication (Kasiyan, 2008, H. 285). In implementing the associative signs, media often uses a framework that has developed and is believed to be accurate by the society, one of which is a gender ideology of the role of men and women for their duties and positions in society. Following the analysis in Analisa newspaper in the 1970s, the signs of the women's social associative manifested through its images, meanings, and content. Therefore, the analysis of the advertisement representation in this newspaper is based on the exploitation of female domestic stereotypes, such as:

1. Mattress Advertisement



Source: Analisa, May 1978

Advertisement number 1 is an advertisement for a mattress called Swan. To purchase it, it does not use any taglines other than the brand and store address. However, to describe the product, a female figure object in revealing nightgown is used, lying on the bed in a seductive pose showing her body curves.



2. Milk Advertisement



Source: Analisa, April 1976

Advertisement number 2 promotes a milk brand called 'Indomilk.' It displays an image of a woman with a motherly aura who is enjoying the milk. It is in line with the tagline "Everyone knows... Indomilk is delicious!". It has a fairly precise meaning because the targets of this product are women and children. As we know, it is not uncommon for a mother to think about her child's nutrition, growth, and development, thinking about other food alternatives to consume. That is what this advertisement tries to answer.

3. Children's Appetite Stimulant Advertisement



Source: Analisa, Desember 1977

The visual impression that this advertisement tries to convey is an expression of a mother's love for her child, shown by an image of a mother who pays attention to her child's food intake. In addition, it also wants to show the meaning of mother's protection towards her child for him to thrive, so the mother provides appetite stimulant, which is the product offered in this advertisement.

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4. Mosquito & Insects Repellent Advertisement



Source: Analisa, June 1974

Advertisement number 4 promotes mosquito and insect repellent products. The picture next to it shows how the mother protects her plants from insects by spraying the product. The image shows a female figure object that exudes a motherly aura by holding the product in her hand while smiling. It also shows how the mother protects her family by spraying mosquito repellent around her family.

5. Child's Fever Medication Advertisement



Source: Analisa, Desember 1979

Advertisement number 5 is described simply with a mother holding her sick son. It wants to describe if the child is sick, the mother becomes sad, as clearly illustrated by the tagline "son's complaint, mother's suffering," so this product is a solution for mothers whose children are coughing.



4.4 Women and the Mass Media: Stereotypes and Gender Inequality in the Advertisement Representations in Waspada, Sinar Indonesia Baru and Analisa Newspapers in the 1970s

Advertisement representations tend to domesticate women. If it continues, it will undoubtedly make the sexual division of labor durable, including traditional gender roles, which will be detrimental and unfair to women themselves (Siswati, 2014, p. 189). Based on the data collected from Waspada and Sinar Indonesia Baru in Figure 1-5, part b reveals how the attractiveness of women's sexuality and the body becomes very dominant in the representation of the advertisement in the newspapers, which is the object of this research. We can see the phenomena shown in almost all print and electronic media. This exploitation makes women sign objects, not sign subjects. The advertisements used as the data show how they manipulated the attractiveness of the female body and exploited it to become a sign, and it falls into a commodity project (Handoyo, 2019, p.141). Therefore, in their position as objects of a commodity in the advertisement, it can be concluded that women have become victims of symbolic violence based on gender ideology, and finally manifest forms of sexual harassment in the form of exploitation of their bodies and sexuality.

The advertisements number 1-5 in part A from Sinar Indonesia Baru show the consequences of exploiting the women's body and sexual attractiveness. We can also see a similar case in the Waspada and Sinar Indonesia Baru advertisements number 1-5, part B. Indirectly, women are socially stereotyped that women's advantages have been in their attractiveness which lies in their beautiful face, youth, smooth skin, beautiful body, and many more. So that women are forced to meet these standards if they want to get respect from society. In order to meet these standards, women have to make a series of efforts to maintain and beautify themselves to suit market demand, in this case, the producers and the economic commodification that binds them.

Along with beauty standards in society, the definition of beauty is only limited to physical appearance. It is even more devastating when people characterize physical attractiveness with youth and old age like the oppressors in women's lives (Ollenburger and Helen quoted in Kasiyan, 2008, p.284). The advertisements show that this cultural phenomenon occurs in Medan and a global context.

Advertisements number 1-5 from Analisa show how women's figures are always associated with their social gender roles, the reproduction role. It means that women are always associated with domestic work. When discussing reproductive affairs in the household includes taking care of the kitchen, doing laundry, keeping the health of family members and household utensils, serving husbands in bed, and raising children. It justifies how advertisement makes these gender roles even more apparent. Domestication of women causes women's lives to be limited to managing the household. Interestingly, newspapers tend to maintain that kind of image to women.

The representation and use of the women's body and attractiveness in newspapers are about its economic relations and social and ideological relations within them. Making women's bodies and sexual attractiveness mere commodities becomes an ideological problem when they make them a subordination and exploitation object of certain majority groups. It is not a problem to use women as object figures in the advertisement as long as the producer does not create terrible taste advertising for these women (Handoyo, 2019, p.141). Therefore, based on data from these three daily newspapers, in the 1970s, it shows that gender ideology has accompanied the advertisements in these newspapers.

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5. CONCLUSION

Advertisement exists as a persuasive means to invite and influence the public to buy the products it offers. So if they want to influence the consumers to buy the product, they must look for all means in marketing their products. When the Dutch government colonized Indonesia, it indirectly used the advertisement to notify the people of its regulations. Therefore, it is right to say that advertisement has become part of our culture. The problem is when advertisements, which are supposed to be a means to invite or attract people's interest, indirectly become a tool in degrading women. There is nothing wrong with using a female figure in an advertisement. However, sometimes the producers carry out commodification of the women's body and sexual attractiveness based on the gender ideology that has existed for a long time in society to make a profit. The impact is that it loses its essence.

Newspapers are one of the most critical media in the history of Indonesia. The vital role of newspapers in disseminating news to all corners of the archipelago is one of the driving factors for changes that occur in society. Newspapers drive the changes in a society in terms of economics and information and social and cultural changes. Many local daily newspapers in Medan around the 1970s, including Waspada, Sinar Indonesia Baru, and Analisa. These three daily newspapers always display advertisements in their publications. Unfortunately, these advertisements also perpetuate gender ideology in their marketing. When the global arena uses advertisement marketing tools with gender ideology, it will also reach the local arena.

Advertisement has indeed become part of our nation's culture. However, it is time for it to be a more sensitive means of communication and not to commodify one particular gender, in this case, women. The advertisement representations found in these three local daily newspapers in Medan in the 1970s show that the gender bias and exploitation of women's sexuality have been happening since a long time ago. It will continue to happen if the people in the advertising industry continue to regard women as commodities and political objects, not as subjects in determining change and history.

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