

THE PORTRAITS OF INDONESIAN WOMEN IN ADVERTISEMENTS

Dewi Puspitasari

Dosen Jurusan Syariah STAIN Pekalongan

Rafila@yahoo.com

Isriani Hardini

Dosen Jurusan Syariah STAIN Pekalongan

Isriani@yahoo.com

***Abstract :** The rise of advertisings that manipulate the role of women in which women are not positioned properly has proven that television or any other advertising media have exploited women. Studies have shown that the image of women that has predominated in advertisements is of weak, childish, dependent, domestic, irrational, subordinate creatures, the producers of children and little else compared with men. Often, women are positioned as objects possessing some system of signs: the lips, eyes, cheeks, hair, thighs, calves, hips, breasts, etc, those things become the fragments of mark in the patriarchy media, which is used to convey a particular meaning. Women are still oppressed and exploited again by culture - a culture of patriarchal. Various issues affecting women today is believed due to the hegemony of this culture that dominates all facets of life.*

Keywords: *Women, Advertisings, Domestic, Patriarchy*

Abstrak: Maraknya iklan-iklan yang memanipulasi peran perempuan di mana perempuan tidak benar diposisikan telah membuktikan bahwa televisi atau media iklan lainnya telah mengeksploitasi perempuan. Penelitian telah menunjukkan bahwa citra perempuan yang didominasi dalam iklan adalah lemah, kekanak-kanakan, tidak mandiri, domestik, irasional, makhluk bawahan, produsen anak-anak dan sedikit lain dibandingkan dengan laki-laki. Seringkali, perempuan diposisikan sebagai obyek memiliki beberapa sistem tanda: bibir, mata, pipi, rambut, paha, betis, pinggul, payudara, dan lain sebagainya. Hal-hal tersebut menjadi fragmen tanda di media patriarki, yang digunakan untuk menyampaikan makna tertentu. Perempuan masih tertindas dan dieksploitasi lagi oleh

budaya-budaya patriarki. Berbagai persoalan yang dialami perempuan saat ini diyakini karena hegemoni budaya ini yang mendominasi semua aspek kehidupan.

Kata Kunci: Perempuan, Iklan, Rumah Tangga, Patriarki

An Introduction

I do believe that most of us have seen advertisements once in a while in our life, haven't we? Then, how many advertisements have you seen in this life? What do you think about this sort of word, 'advertisement?' Is it harmless? Is it harmful?

Well, a commercial advertisement (abbreviated as an "ad" in the U.S. and an "advert" in Great Britain), generally refers to a method of spreading information about a company's product. It is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Manufacturers have been trying to win people's attention to buy their products through these advertisements. No wonder, at this moment, the rate of advertising-scale is getting huger and huger. Let's say, in a television film, the one to two hours duration expands into three to four hours, due to the lots of advertisings.

Do advertisements only appear in television? No, they do not. The advertising messages sponsored by the sponsors could be viewed via various media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as websites and text messages.

According to data, the average person sees between 280 and 310 advertisements per day. Advertisements are quite important in manufacturers. They become great ways to make the viewers (people seeing the ads) aware of products, issues, and more. But even, has advertising become a problem to society?

The question might not be able to answer without any prior explanation. Advertisers or manufacturers come in front of a viewer's life in order to convince the consumer that their product will make a viewer's life hundred times better; and that some one's life won't be better until s/he buys the product. The advertiser's intentions are to try to get into people's mind and influence people's

thoughts and decisions. Advertisements like car, insurance, medicine, beverage, and political commercials often try to influence the consumer. In this case, we might say that advertising is harmful to society because of its strong influence. Why so? Since advertisements are everywhere people go. It's almost impossible to go anywhere without seeing or finding an advertisement. It is hard to ignore the regular information being thrown at people every day. Advertisers grasp our attention with their ads and they tend to persuade us to look at it. Usually, they use bright colors, big bold words and a lot of other "eye catching" effects. They know that the general population will eventually look at their advertisement by the attractiveness. We might also say that the advertisers can also influence people's thought subconsciously. In this case, if a company is advertising a fairness lotion which portrays smooth and good-looking woman, then, the consumer immediately thinks that this is a look-like lotion that they need to buy, but subconsciously they think that if they purchase the lotion, they will be as smooth and good-looking as the people in the advertisement.

Women and Advertisement – A Historical Review

If we open websites, newspapers, or watch the televisions, we might see more women faces dominating the media. The facts show that women were dominating most advertisements and are still dominating up to present. What does advertising tell us today about women? It tells us just as did it 10 and 20 and 30 years ago that what's most important about women is 'how we look.'

The first thing the advertisers do is surround us with the image of ideal female beauty so we all learn how important it is for a women to be beautiful and exactly what it takes. Studies have shown that the image of women that has predominated in magazine advertisements is of weak, childish, dependent, domestic, irrational, subordinate creatures, the producers of children and little else compared with men.

Then, we have to take a look deeper backward. Historically, from decades, women became the second class object of advertisements. Men were number one. Women tended to be the object of sexual symbols. We are not able to deny that the sexism towards women in advertising has always been an issue in the history of most society in all over the world. Women have always been expected to fill specific gender roles as the cleaning,

cooking, or child-bearing sex machine. During the 1950s, however, sexism against women was something that was normal and expected by both men and women. Regardless of how insulting or prejudiced ads were towards women, people were socialized to tolerate and accept the female house-wife stereotype. Ads in the 1950s most commonly advertised wives who are being completely controlled and influenced by their husbands, feminine products to help impress their husbands, cleaning products, and endless cooking and references to the benefits of staying in the kitchen. This phenomenon occurred in most countries as well. What about at present? Today's society has most certainly changed, in which such discrimination is extremely discouraged and looked down upon.

In 1960s, Lucy Komisar (1971) refers to the images created by advertisers in 1960. Still, women at that era acted as a combination of sex object, wife, and mother who achieved fulfillment by looking beautiful for men. A woman at that time is not depicted as intelligent, but submissive and subservient to men. If a woman had a job, it was as a secretary or an airline hostess.

The changes appeared in advertisements in the 1960s and 1970s

were due to the influence from the Civil Rights Movement. The following were some of the rights women fought for:

- Access to equal educational opportunities.
- Equal career opportunities with equal pay.
- Ability to participate in organized sports.
- Freedom of choice (Abortion without interference from men, government, or politics).
- Opportunity to apply for graduate programs at the same rate as men.
- Ample day care for their children in order to allow single mothers to work.
- Creation of women's shelters for abused women and children.

Later, Courtney and Lockeretz (1979) examined images of women in magazine advertisements. They reported the following findings:

- Women were rarely shown in out-of-home working roles.
- Not many women were shown as a professional or high-level business person.
- Women rarely ventured far from home by themselves or with other women.
- Women were shown as dependent on men's protection.

- Men were shown regarding women as sex objects or as domestic adjuncts.
- Females were most often shown in ads for cleaning products, food products, beauty products, drugs, clothing, and home appliances.
- Males were most often shown in ads for cars, travel, alcoholic beverages, cigarettes, banks, industrial products, entertainment media, and industrial companies.

Among the stereotypes typically employed in advertising by the media are the ideas that women do unimportant things and a woman's place is in the home. The nature and development of these role stereotypes appears to be a function of cultural norms and socialization.

Kilbourne (1986) found that exposure to advertisements employing stereotypical sex roles for women resulted in significantly lower perceptions of women's managerial abilities than exposure to advertisements depicting women in professional type roles requiring such abilities. This is followed by Sullivan & O'Connor (1988) who found that there has been a 60% increase in advertisements in which women are portrayed in purely decorative roles. They also claimed that the woman's role in advertising is sexy and attractive.

A famous researcher who believed that gender relations are socially defined and constructed is Erving Goffman. It is believed that advertisements are in fact very strange creations, particularly as regards their portrayals of gender relations, and illustrated that the best way to understand the male and female relation is to compare it to the parent-child relation in which men take on the roles of parents while women behave as children normally would be expected to.

In 1979, Goffman conducted a confrontational analysis of visual images in print advertisements, and concluded that women are weakened by advertising portrayals via five categories: relative size (women shown smaller or lower, relative to men), feminine touch (women constantly touching themselves), function ranking (occupational), ritualization of subordination (proclivity for lying down at inappropriate times, etc.), and licensed withdrawal (women never quite a part of the scene, possibly via far-off gazes).

Through the study of magazine advertisements in 1979 and 1991, with random samples of print advertisements – it is concluded that there has been a revolutionary change in the workplace and in society since women began to come into the workforce. Later, women are not only gaining position in

workforce participation, but also are filling positions once held primarily by men. If women have changed and if society has therefore been altered, then it would seem that portrayals of women in advertising have surely also changed to reflect both the new social status and the new image of the American women.

Woman and Advertising in Indonesia

Indonesia, as in America and any other countries has similar case for advertisement matters. Passing through the trend of advertising in the Dutch Colonials to the era of Independence, Indonesian society encompassed the long history of advertisement. The initial stage of it was started by the printed advertisements in newspaper.

The printed versions then were followed by the 'live' advertisements, as seen in televisions. Different from Western Countries, that had started this tv-advertisement in 1950-s, Indonesia started since August 1962, in which TV as a new media in Indonesia was acted as the new ways to place ads. In this year also, ads was the main source of the newspaper. 60 – 70% of media's profit was derived from the ads. This is the beginning of the booming of gigantic

numbers of advertisements in newspaper since.

The first national television in Indonesia TVRI was the star, along with the local newspaper as well. However, the end up of advertisements in TVRI in 1981 made radios turned to be the next stars. As we know, radios could not represent pictures of the product, however, the portraits of those products as advertised through the radio were transferred to the listeners' mind through the voices of the actors or actresses. This condition was not extended, as in 1988, there was a private television, RCTI and followed by other ones. The condition in these years led to small scale private televisions in small towns. But even, those big industries of television broadcasters did and do really get tremendous profits of the advertising matters, compared than both visual and printed media.

Television, in fact, is the most powerful form of mass medium. The characters and ideas presented in movies and documentaries deeply affect the beliefs, lifestyles, behavior and needs of the viewers. So is the case of TV commercials, which offer ready-made patterns to imitate and imprint them on people's minds. Barbara Pietkiewicz writes in her book entitled "Portraits of

Men and Women" "society perceives women the way they are portrayed on television. Today, however, in the era of uncontrolled commercialism, they are portrayed in a way, which is to increase the number of viewers or buyers of the advertised products. What about Indonesian's case? It is particularly same. As in Western, women are the main target audience for manufacturers; commercials are designed to sell products particularly to women.

What about the varieties of those all advertisements? Still, there are no differences between Western and Indonesian. How could this be? We might conclude that women are still the target of those who are oppressed by men. Let's have a closer look at the following case.

Our discussion starts on the print advertisement. The print ones in 1960-s samples presented show frequent gender displays in terms of function ranking, ritualization of subordination, relative size, feminine touch, licensed withdrawal, body display, and independence (self-assertiveness). The media-advertisements at present show the gender unfairness among women.

Two reasons exist for this gender-bias. First, most commercials advertise food and household chemicals, products

used in the women-dominated domestic realm. Second, most products, including the ones for men, continue to be bought by women, since they do shopping for the entire family (despite the movement toward equal rights). Advertising specialists are of the opinion that the easiest way to gain customers is to refer to the stereotypical order and hierarchy that are reflected in everyday behaviors, the division of household chores, and the rituals of social life. In fact, as many as two-thirds of commercials featuring women relate to caring about the home and family; the others typically present women as sexual objects. Women are featured in commercials three times as often as men and they are almost always shown in the stereotyped roles. As a result, despite the opinions that "advertisements do not create these stereotypes; they are only used to sell the products best", commercials reinforce the old, culturally imprinted stereotypes and create the new ones. What a really confusing matters, then.

Do women aware on this realism? That media keeps showing the discrepancy of women and men in representing them in printed and visual ones? As Rhenald Kasali stated, women are incredible potent of marketing. As the target of market, they have created loads

of new products, compared to men. That is why, if we might count, in reality, the number of magazines as well as tabloids are bigger compared to men's. This also happens to the other goods. From top to toe, women are the assets of beauty manufacturers.

Then, what is going on? Sometimes, without realizing it, women are threatened as objects only in advertising. The goods are made by using women's images, and the women as viewers are shaped in their mind to buy the goods. Through the presence of mass media, those goods are made to persuade women becoming capitalist. They only buy things without thinking the real benefits. Something or things that they do not need, actually, are made beautifully, here and there, hence women feel that they are obliged to own those goods.

Media directly or indirectly label negatively on certain characters of women. Women were and are identical to house-wife matters. It is a woman who likes spending money to buy things at home, it is a woman who takes care of details in the family. We might see from the ads in 1960-s, stating that it is women who like shopping, not men.



Source:

<http://darkofjoker.blogspot.com/2010/11/uniknya-iklan-iklan-tempo-doeloe.html>

This ad represents a mother who invites the readers of the newspaper who has similar problems of broken radio to come to “Toko Asia”. Why should be a mother/woman? This is quite fascinating, giving message implicitly that a woman is identical of having pleasure at home. The offers of fan, refrigerator, radio, tape recorder, piano, sewing machines are for women. While staying at home, women does cooking, washing, or listening the radio. If the house chores are done, a woman is expected to accompany the spouse, entertaining the children as well (probably by playing the piano in that era). If there is something wrong with the machines, women can't repair them, therefore they need help from the stores.

Similar ad also comes up below, mentioning a product of cooking – oil. Stating that a woman is obliged to be able to cook, the ad represents a woman as a

housewife, who must prepare food for the family. Women should be smart in cooking is presented in this ad. The slogan, in big attractive words, ‘Palmbloom, margarine yang dipakai istri-istri bijaksana’ gives a proposition; saying that those who are belonged to good-wise wives are those who are able to cook. What about those who can not cook, then?



Sumber:

<http://darkofjoker.blogspot.com/2010/11/uniknya-iklan-iklan-tempo-doeloe.html>

Have a look at the right corner. A woman in special cloth namely ‘kebaya’ represents a condition at that time, that in that era (1960-s) women were normally dress in particular cloth. The stereotype of a good housewife in this ad is someone who is good in cooking, and she should stay at home, serving the family, making his family happy through the cuisine. The implication that a woman should dress neatly, do some make up at home to please the husband is symbolized in this

advertisement. Still, this ad indicates that beauty is number one for a woman.

Woman’s hair is the asset for manufacturers to sell their products. Without a doubt, we surely know this ad, the shampoo that also exists at present. Sunsilk, is the kind of hair treatment, which was advertised firstly in printed advertisement in 1960-s. The ads come up in the pictures of women, with neat hair.



Source:

<http://macammacamsaja.blogspot.com/2010/12/iklan-tempoe-doele.html>

The previous ads are in contrast to the next advertisement, showing two men in ties. This indicates that men are the ones who work for the family, while women are the ones who must serve the family, doing the duties of mothers.



Source:

<http://macammacamsaja.blogspot.com/2010/12/iklan-tempoe-doele.html>

Since the earlier days, women have been already shaped by culture. In Java, for example, we can find the facts from some stories, on how women were not allowed to have an education, power, and other rights, including should place themselves as what is popular as 'konco wingking' or the ones who accompany husbands in family issue.

Ads in later years, in 1970-s still illustrate the same function of women as pictured by the following pictures. The image of mother/woman as the one who is responsible for taking care the dirty clothes of the family is shown by the ad of Rinso. A smart mother is the one who is able to wash the whole family's clothes, tidy up them and the symbol of clean is identic to white colour. We do believe that we do not have problems in agreeing that white is clean, however, the representation of a woman in the left side

of the ad is still implying that a woman is the one who responsible for the house chores. Whenever she make up the house, a woman is expected to me good looking, means also making up herself. The portrayals of girls also represented here. On the right side, we might see how the girls are holding a bucket of flower and dress neatly. Isn't it the symbol of differentiating the scope between girls and boys?



Source:

<http://www.djadoelantik.blogspot.com/>

However, as time develops, the term of marginalizing women are reduced. Now women may freely express their ideas, creations, and abilities. The modern style, still, imitates reality and the elements considered being modern, extravagant, and highly popular at any given time (such as the liberated and independent woman). Women are not as marginalized as before, there are some ads stating that women are adapting the modern era. Then again, whether we

realize it or not, women are still oppressed and exploited again by culture. The style of advertising might be defined: one relates to tradition and is based on the stereotypes created by this tradition. The tradition reminds us to the culture of patriarchal. Various issues affecting women today is believed due to the hegemony of a patriarchal culture that dominates all facets of life.

The portrayal of women in the mass media, is still dominated by the violence against women, while women are still reporting on progress is below. The selection of sources in reporting on women's issues also led to establish more men, and ignore the existence and capabilities of women. The number of informants interviewed by the media shows a lot more of men in numbers than women's. This can be seen in the ads of present ad of Rinso. Still, women are represented as the ones who are responsible at home. The type of setting, the appearance.



Source:

<http://indonesiaindonesia.com/f/129413>

Some other products reflect the "mirror of stereotypes". There are wives and mothers whose actions directly introduce us to advantages of a given product, housewives who, following an expert's advice, successfully try out a new detergent, friends as a "champion" in whiter washing, cleaner floors, or children with better washed blouses, who shares her method of success with others. As an esthetical or sexual object, women become more beautiful, thanks to beauty products they have just used or more professional because of her choice in deodorants. She is capable of demonstrating sexual desire openly, and successfully, due to her beauty and charm achieved by using the advertised product.

The typology that divides women into mothers/wives will most likely persist for a considerable amount of time. Moreover, each of these conceptions is seldom blended with each other. Women who find fulfillment in a professional career and women presented as sexual beings are never seen in laundry detergent or margarine commercials. In another ads, there are also the pictures of 'traditional' women, who are usually filmed without make-up, dressed in baggy clothes in pastel colors, and typically at home (in a kitchen or bathroom), or in exceptional cases, in

shops. In Indonesia, there are also the stereotype of it is women who should do the massage of the men, if the men were sick. It's shown in the ad of 'balsem'. The monotonous and same stereotype of advertisement has happened from the past to the present. The same case also happened for tea products. The Sariwangi is one of the examples. To have a cup of tea in the middle of the night, a husband who works in front of computer commands the wife to make a cup of tea. This symbolizes the domestic area of women, kitchen properties.



Source: www.maribicara.com

The principle of "identifying with the commercial's character" is employed in such cases. Commercial characters must not "be better than we are." On the other hand, modern women wear make-up and sexy clothes, they are dynamic and shown in non-domestic settings. Commercials highlight particular differences between men and women as in some accounts.

That location and placement often differentiate the sexes in commercials. Women are stereotypically placed in areas "appropriate" for a wife: a closed kitchen door, bathroom, children's room, or a shop. Men, however, are found on the couch, in an office, or in a open space. Men are identical to those who think.



Source: <http://buavita.co.id/>

Relationships with people are another category of sex differentiation in commercials. In opposition to men, women are always shown as emotional, open, talkative, and prone to feelings of envy. For the case of detergent, for example: Authors of detergent commercials often employ the use of envy: if a woman performs her chores better than other women, it upgrades her in the eyes of her female friends, her mother-in-law, and, of course, her husband. Such an image is quite controversial and female audiences often oppose it. At present, fewer commercials utilize this type of scenario. Gender roles

are also distinguished in presentment of groups and communities. In

Commercials also distinguish gender in professional activities. For example, one commercial advertises a vitamin formula to "increase intellectual activity" by presenting a man having meeting with the office-team. Women are hardly ever shown as being professionally active, and they are seldom associated with intellectual activity. Glasses are viewed as a symbol of a woman's intellect. Promoting a product, however, may only be achieved by having it presented by a well-know woman (an actress, journalist, or singer).

Although men are occasionally presented in washing machine ads, they are hardly ever shown in those on laundry detergents. Common ad in detergent commercial shows a typical one: a male reporter visiting housewives and asking them to show him the results of their last wash. The loads typically include husbands' shirts.

We are taught social roles in early childhood. Much work on this subject highlights the fact that stereotypical behaviors are enforced according to the same, unchanging ritual: fathers and sons get dirty together, and together, they avoid entering the kitchen, a space

reserved for the grandmother, mother, and daughter.

Mothers are never shown as those who explain things about the world or influence their children's intellectual development. Take a look at the ad of Sunlight, which is identical to kitchen, that is usually depicted to the world of women. The use of cartoons still implement the stereotype of men as leaders, the ones who explain things. This can be seen from the figures of the cartoon, added by the sentence of 'Aku Mr Gelas akan menjadi pemandumu di tempat ini...', which says that that is the men's position who will be the guide of the program.



Source: <http://www.sunlight.co.id/>

From the past to the present era, women's role has been limited to feeding and supplying the family with clean clothes. There are no women's games, unless washing clothes or baking a cake are considered games.

The exploitation of female's body obviously degrades women, but it is considered as a normal fact taken for granted by the actors. This is why, what

is considered ordinary and common leads this to be a too far habit. The emergence of patriarchal culture is being claimed by feminists as the root of women's captivity in uttering freedom. The rigors of competition and stereotype of women as weak creatures make women more marginalized. That misrepresentation will be very widespread in use in many areas of development, including the efforts to introduce the gender concepts as being promoted today.

The concept which basically emphasizes on increasing women's participation in the development through equal partnership approach of men-women, should gain momentum through electronic media (TV), but in fact shows a somewhat different picture; television ads have contributed to the idea of encouraging affirmation of the role of women which is more domestic in nature. The bad sides of television advertising is partly due to the various stereotypes that created by the ad itself, which later will create to a kind of reinforcement. According to some theories, this activity of advertising persuasion is an activity that is potential to create a false image.

The problem that often arises regarding women in society is that women are considered marginal in the production sectors, this is by using the

argument that women are marginalized in this field because of the dominant spectacle.

The marginalization of women in this field and the domination of women as objects of exhibition often become a major ideology in the media; that women are marginal and subordinate ones, in the masculine culture (working class) but women are shaped by the ideology of patriarchal society to become dominant in the field of subordinates, as an object of consumption and as a subject of consumption as well.

During this time, media holds a huge role in the socialization of values in society, including in the sexual area. The exploitation, both unconcealed and vulgar; and the refined artistic, in modern society appears so apparent. Women are positioned as objects possessing some system of signs. The lips, eyes, cheeks, hair, thighs, calves, hips, abdomen, breasts, all of those things become the fragments of mark in the patriarchy media, which is used to convey a particular meaning.

The example of ads of shampoo reflected from past to present still symbolized women as sexual objects and subjects to be exploited. If the hair is the object of the ad, why must the model

dressed in one piece short cloth showing the other part of the body, then?



Source: <http://www.sunsilk.co.id/>

All the fragments of these signs mean as if representing the totality of body and soul of women. The media describes through the advertising the feminine traits attributed to women themselves. For example, the need to consider the emotions more rather than the mind, the graceful gestures not being rough, and the social role that women should work in the realm of household (domestic domain) - not in the public domain, which has long established by the community. The coverage of women in the media still highlights the role of women in the domestic field rather than the public one. In fact, there are women who are qualified in the various fields in the public, not just skilled to play its role as a mother and wife.

Conclusion

We see in our everyday social life, consciously or unconsciously, we may find ads performing gender

discrimination. The development of mass media is becoming more and more important key ideological investment in the community. The ads are not only trying to influence the consumer to use the product, but also full of gender bias. In delivering his message advertising has always adjust to social and cultural conditions that the target product. Almost every ad now always associate the character icons that have images in advertising them.

Women are an alternative choice as an object that can create attraction and reflect the image. It can be seen that just to advertise an electronic products such as televisions, women also be casting a rather sensual costumes, or even representations of television commercials that showed women wore tight, and with an erotic dance emerged as a companion product.

There is also a candy advertisement identified with a tango dance, which showed women with a variety of erotic poses.

Women have indeed become an inevitable phenomenon in the commodities arena advertising communications. Women have become a means for the actualization of the attractiveness of the product value. A product which in fact have a common

function, has communicated no longer functional but has been shifted to the concept of gender. Femininity often become a means to make products have a certain value. 'Male', 'masculine', 'exclusive', Intrepid has become an idiom that is owned by commodities such as cigarettes, supplements, perfumes, herbal / strong medicine man, automotive, and others. As for soap, shampoo, household and kitchen appliances to electronics are often interpreted as a commodity that is close to the area of femininity. Women are now misled by advertising. Women in advertising has been the victim of the capitalist patriarchal culture behind containing only.

The rise of advertising that exploits the role of women and that women are not positioned properly should not be happened since this will lead to harass women themselves. All the advertisements as mentioned above has proven that television or any other advertising media have exploited women. It can be said that those have abused women. The media has already being familiar to things that have been long adopted, which continues to develop sexual exploitation of women in the ads (especially television).

Actually it is less appropriate to be used in promoting a product. Exploitation

of women in television advertising is a phenomenon that will never stop in an era. It will always be present over and over through ages, and this is our task to be very wise reacting this phenomenon.

Women should be improved by increasing the capacity of skills, knowledge and access to information technology. This will strengthen their ability to cope with negative images of women in the media both nationally and internationally, for most women, especially in developing countries are not able to effectively access electronic information channels that increasingly widespread. It is very important also to develop the right and good culture from early years of our children, hence, the wrong concept of woman's role might be reduced or abandoned.

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