RETHINKING MULTICULTURALISM: MEDIA IN MULTICULTURAL SOCIETY
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Sexuality in Underwear Ads

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Abstract

Advertising as an agent of capitalism has a variety of roles: to send the message and to give the effect expected by advertisers to the public. One way in which the advertising industry can continue to perform community hegemony is through the discourse of sexuality that exist in society. Probes into the existing ads, dress' ad is the most consistent in presenting elements of sexuality on each display ads. Sexuality in ad is very interesting to study. Because the clothing is not be separated from the human body is private, so it will always contain various elements of sexuality. Various elements of the human body in lingerie ads will be clearer when analyzed with different sexual information that be displayed.

Key Word: Sexuality, Underwear Ads

Introduction

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

Talking about sexuality is still taboo and less good in consumers, with a blatant take sexual imagery as consumed alone.
sexualized by capitalism through advertising to deliver elements of sexuality in advertising impressions. As Michel Foucault exposure, when repressed or undergo repression then everything about sex can be used as a commodity. Sexuality when it has become a commodity then it helped shape the image of the advertising community. And the fact that advertising that contains sexuality always be banned, but ads featuring images of sexuality are always the most desired product by consumers. Perhaps because of this, it's causing one and more encountered various ads that contained of sexuality in media, both print and electronic.

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

**Sexuality as a commodity**

The discourse of sexuality in society has been restricted by the power generation to generation makes the discourse is so interesting if in the media, especially in advertising. But before discussing sexuality in the commodity cycle, sex itself has meaning in Indonesian culture. A word related to sexuality is only sexual words, it's related to (male or female), or related to men and women (Laoli: 2007).

The Oxford English Dictionary describes sex as an organic part of a human being distinguished as male and female, they are seen nearly (Parrinder, 2005: 2).

However, sexuality in advertising is seen as a sex appeal that can affect the community to remember the ads for a long time so the are in high-level advertising sales. So, Baudrillard (2009: 186) sexuality is a part of the consumer society, which determine all the spectacular marker of mass communication. All information is seen around with a blatant take sexual tone. Of course at the same time sexuality is consumed alone.
Discussing the repression of sexuality by Michel Foucault (23 & 25), the inside of sexuality not only exist, but should not be present and immediately quelled as appearing in the action or speech. The hallmark of repression, and that’s what differentiates it from restrictions (sex should be eliminated), but also as a command to sex or otherwise no sex. Even, he states that sex is not unfettered precisely that between sex and no relationship repression might be just a barren paradox.

Michel Foucault in his thesis statement about the repression of sexuality really opened our eyes that there has been an emphasis on restriction the sex itself. So, the discourse of sexuality has been issues a long time. Then it becomes a natural thing when we talk about sex clearly, it will be a lot of scorn that will come to us. The phenomenon of the repression of sexuality in society is used by capitalism to turn it into a commodity, and advertising as an agent of capitalism then blend and mix the discourse of sexuality in the products they advertise. When subjected to the repression of sexuality, it is a taboo to talk about it so when ads with sexual themes appeared in television or print, our subconscious will quickly respond and save it. The sexuality influence people to buy a product, because it is actually a direction from the subconscious.

**Sexuality Main Parts Industrial Culture**

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

One of the Frankfurt School scholar, W.F Haug, in his work Critique of Commodity Aesthetic: appearance, sexuality and Adorno in Capitalist Society, describes the development of modern commodities in capitalist society, are directly related to the production of sensuality, that is how the potential sensuality of the body is used as a means of social communication commodities (Yasraf, 2006: 342). Haug makes it increasingly clear about the use of sexuality by capitalists to control
benefits, and it goes straight when sexuality plays a major role in
make the illusion and manipulation as a
animate people's tastes, especially the use of sensuality effects. WF
uses the term technocracy of sensuality to explain how cultural
masked by the values of sensuality, glamour and eroticism. So, it
sexual eroticism and sensuality brain, the brain and culture is fulled
various forms of sensual thoughts (Yasraf, 2009: 384)

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

History of Lingerie

Clothing is one of the primary needs of human beings since the
wearing. Early humans began to use clothing as a protective skin and
from the weather and insects. As an emerging culture system,
clothing is used as social functions. This function looks of clothing
as a marker of gender and social levels of society, from clothing
animal skins until the discovery of cotton fiber and clothing
able hand. After the industrial revolution, starting clothing made in
thanks to the invention of spinning machines and sewing machines.

Egyptian society has been using underwear made of linen since 2000
example structure and is used for daily wear. For formal occasions,
pleated skirt shaped ridden, while the nobility adding
and linen robes and jewelry. Once the importance of underwear,
there is some backup in the tombs of the pharaohs. Ancient Greek
they did not use the underwear; they wear chiton, a piece of woolen
without stitching brooch pinned to the bone / gold / bronze called
himation. Upon their new robes called himation. Ancient form of clothing
modern underwear is used by Roman. In the era of Queen
remaining, undershirts were used. Overall, socks and underwear (drawers)
made by hand from wool, cotton or silk. Colors used to be limited
to white. While in America before the civil war, underwear was flannel drawers along the knee.

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

**Sexual Information on Advertising**

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

Spearheading the success of an ad is when the message consumer and making advertising products as a commodity in society. Book itself has a variety of information that should be communicated to the consumers. One type of information readily accepted by common people is the advertising is sexual information. Sexual information according to Scherer (1994) is any representation that describes or shows sexual behavior, or motivation, and it gels together in various ad elements.
images or non-verbal acts (Reichert & Lambiase, 2003: 13). So that the
form of sexualities in advertising merge into one in the overall
image conveyed by the advertisement.

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

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

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

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

Sexual referents: Teasing allusions and references to the objects and events
that have meaning double intender and sexual innuendo, also includes
facilitating factors that enhance or contribute to the sexual meaning as
music settings, lighting, design elements, camera and editing techniques.
In advertising, sexual referents can be defined as the elements of the
message (visual or verbal) that serve to get sexual thoughts. Although this definition can include all kinds of sexual information, but it is intended to refer cases of sexual innuendo and allusion. Sexual referents differ from other forms of sexual information because they rely on the receiver to interpret the message. In this way referents play on sexual mind of the audience, and this conflict implicit in making ads.

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

Sexuality on Underwear Ads

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

The term “expose” on underwear ads through various types of information is not free of sexual content in commercials such as sexual behavior, physical attractiveness, sexual referents and sexual embeds. Speaking of nudity in advertising, it will show the amount of clothing used by the model are minimal, and underwear ad would include nudity. The clothing using the model is very open and almost nude, so it made sexual stimulation for the recipient. For example, Klein ads, where men and women models make such movements that would take off their panties (see figure 1 and 2).
Furthermore, it's about sexual behavior in advertising. Sexual behavior itself has two aspects, aspects of interpersonal interactions and group interaction. For example, interpersonal interactions, including eye contact or movements and provocative teasing, can lead to sexual stimulation. The first aspect can be seen from eye contact several models Calvin Klein of men and women who are so seductive and provocative in meeting incentives for the receiver (see Figure 3 and 4).
The second aspect is group interaction, the simplest example can be done by holding hands or holding the body together of one to another. As an example can be seen in one of Calvin Klein ads featuring two models (two male and two female) next to each other holding the body (see figure 5).
Physical attractiveness is sexual attraction that can be interpreted as hairstyles, beauty skin, to the beauty of the whole body that can lead to sexual stimuli. All underwear models have physical attraction, because underwear ad showing overall physical beauty that may be covered only a small part by underwear product itself. Sexual referents in underwear ads concentrate more on satire and the factors that enhance or contribute to the sexual meaning as music settings, lighting, design elements, camera and editing techniques so that it is more implicit. Examples can be seen in advertisements Man Sport GT underwear featuring a soft touch text capital where the text is loaded insinuation that by wearing the pants the male genitalia is protected and stay smooth (see figure 6).
While the factors that increase sexual meanings such as figure shooting techniques of the model can be found in almost all underwear ads. Lastly, is sexual embeds that plays on the subconscious recipient of sexual information displayed little. So the highlight sexual symbolism that represents sexual attraction like sexual acts, characterized by both pictures and hidden words. This sexual symbolism contained in Calvin Klein ads where we can see the model touch himself (see figure 7).

**Figure 7.**
Conclusion

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

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

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

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In Indonesia, conflict between Acehnese and non-Acehnese, Maduranese and non-Maduranese, and Ambonese and non-Ambonese has been the most vulnerable population to violence and destruction. Several studies on ethnic conflict have highlighted that women and indigenous people are often not able to escape the violence and destruction. In Sierra Leone, Kosovo, and other places, it has been documented that women are often not able to escape the violence and destruction. Research has shown that women and indigenous people are often not able to escape the violence and destruction.
Multiculturalism and diversity were criticized by the leftist critics and the right wingers alike. For example, in the UK, multiculturalism is criticized because it allows for and even encourages the growth of minority cultures to the extent of putting obstacle to possible interaction between members of different cultural collectives or groups. In other words, the points of cultural interaction have been minimized, if not blocked.

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

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