

DISCOURSE OF INDONESIAN MEN'S BODY FIGHT IN MEN'S FITNESS CONTEST

Wacana Pertarungan Tubuh Laki-Laki Indonesia dalam Kontes Kebugaran Laki-Laki

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ABSTRACT

The men body is not only seen as a body. Currently, the men's body has been exploited by capitalism which rivals the popularity of the women's body which is usually exploited through beauty contests. The men's body, which is disciplined by fitness products, has now ventured into men's fitness contests, one of which is The New L-Men of The Year which has been transformed from L-Men of The Year. This is one of the annual fitness contests for Indonesian men which was stopped in 2014, and then re-held in 2018. This research seeks to unravel the discourse behind The New L-Men of The Year using the critical discourse analysis method by van Dijk. The unit of analysis for this research is online news on fimela.com related to the fitness contest The New L-Men of the Year 2018 period. The results showed that the discourse that emerged in the men's fitness contest through The New L-Men of The Year was a discourse on a healthy lifestyle. This healthy lifestyle is transmitted by the winner of The New L-Men of The Year as a health influencer who does not always highlight his six-pack, but can communicate and understand the digital world as a form of persuasion of a healthy lifestyle.

Keywords: *Discourse; Indonesian Men's Body; Fight; Fitness Contest; The New L-Men of the Year.*

ABSTRAK

Tubuh laki-laki tidak hanya dilihat sebagai tubuh. Saat ini tubuh laki-laki telah dieksploitasi oleh kapitalisme yang menyaingi popularitas tubuh perempuan yang biasanya dieksploitasi melalui kontes kecantikan. Tubuh laki-laki yang didisiplinkan dengan produk-produk kebugaran kini telah merambah ke ajang kontes kebugaran laki-laki, salah satunya The New L-Men of The Year yang bertransformasi dari L-Men of The Year. Ini merupakan salah satu kontes kebugaran laki-laki Indonesia tahunan yang sempat dihentikan pada tahun 2014, kemudian kembali digelar pada tahun 2018. Penelitian ini berupaya mengungkap wacana tubuh laki-laki di balik kontes kebugaran "The New L-Men of The Year". Metode yang digunakan dalam penelitian ini adalah analisis wacana kritis oleh van Dijk. Unit analisis penelitian ini adalah berita online di fimela.com terkait kontes kebugaran The New L-Men of the Year 2018. Hasil penelitian menunjukkan bahwa wacana yang muncul dalam kontes kebugaran laki-laki melalui The New L-Men of The Year adalah wacana gaya hidup sehat. Gaya hidup sehat ini ditularkan oleh peraih The New L-Men of The Year sebagai health influencer yang tidak selalu menonjolkan six pack-nya namun memiliki kemampuan dalam berkomunikasi dan memahami dunia digital sebagai bentuk persuasi gaya hidup sehat.

Kata kunci: *Wacana, Tubuh Laki-Laki Indonesia, Pertarungan, Kontes Kebugaran, The New L-Men of the Year*

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INTRODUCTION

The dominance of men over women in television services still places women as objects (Novarisa, 2019). Competition is one of the processes for sexual selection which includes the use of force or the threat of force to exclude same-sex rivals from mating opportunities (Andersson, 1994). However, in terms of the level of men competition directly decreases relative to the ancestral culture, although sports competition remains a way to gain rankings through intra-sexual competition (Dixson et al., 2018). Unlike women who tend to compete more, particularly beauty pageants. There is a major disparity between the faces of beauty-seeking contestants and average young women. So that physical condition is a crucial factor in the women's victory in beauty contests (Kim et al., 2018). Beauty contests reveal characteristics that straight men find appealing in their partners, even more so in their physical appearance (Shaiber et al., 2017).

Physical appearance is a way of demonstrating this modern life's individuality, independence, convictions, and self-confidence. Every culture has described how to bring out gender. For people, the typical image is macho, heavy body, rugged, drinking beer or vodka, hard, powerful, and aggressive; enjoy sports, rebellion, and adventure. Yet, the fact is the shift in desires and so are the acts in people (Pan & Jamnia, 2015).

Beauty is a combination of qualities, such as form, colour, or form, that is pleasing to the senses of aesthetics, particularly the eyesight. Women are the victims of our culture by the way their appearance looks. Media establishes a norm of beauty in society and becomes an absolute premise. Because the media have become absolute stereotypes, society has the impression that women are attractive because they have white skin, slim bodies, sharp noses, etc. There is, in truth, no utter beauty. A beauty pageant is one of a

variety of items produced by the media. It indicates that women are still pursuing the idea of beauty to be accepted in a patriarchal society. The idea of beauty itself becomes a tool to make women helpless and powerless (Fauzan, 2018).

The human body is not free both the concept of the body and the concept of human sexuality are regulated by and follow the great force behind them. A great narrative about the body and also about sexuality that has been settled upon by cultures, consciously or unconsciously, has successfully dictated the point of view of individuals in terms of their body and sexuality (Habib et al., 2020). The ideal men's masculinity is developed in the Mister International competition.

Men's features indicate an evolutionary history of sexual selection by rivalry. Many of these characteristics are not appealing to women, so they do not seem to be sexual attractions or displays. And where masculine traits are desirable, they are usually more successful in gaining dominance. Male characteristics such as beards, deep voices, and elevated levels of same-sex violence are all but inexplicable as hunting adaptations. While women have unparalleled economic and political autonomy in many modern societies, their freedom to choose their mates has probably been more limited in ancestral terms. In the small, foraging communities in which modern humans spent much of their evolution, the ability of a male to attract and maintain mates was almost certainly more reliant on the plausible threat of physical aggression (Puts et al., 2015).

When viewed from the definition of conventional sexuality, the match is a mixture of the definition of femininity and the definition of masculinity, which also provides a different word for the idea of masculinity, which is considered metrosexual. The definition of masculinity, built by the quest for the ideal men in this universe, if analyzed by Herbert Marcuse's point of view, is, in fact, a definition of uniformity in the ideal men's body of the universe in one dimension.

In addition, the great story behind the creation of the ideal men in uniform is the project of the world's major capitalists to expand their markets, particularly for cosmetics and men's clothing (Habib et al., 2020).

The implicit masculine conception of oneself is not linked to external expectations but is positively linked to a variety of gender-related outcomes, such as adherence to masculine norms, the acceptance of conventional masculinity values, aggressive sexism, and sexism (Mattos Feijó et al., 2018). While the eroticization of masculinity in the men's body is increasing, the magazine still adopts the preferred masculinity image as a typical man in formal clothing (Khoo & Karan, 2007). The media also plays a vital role in the development of modern depictions of sexuality and gender, and also draws attention to androgynous, macho, feminine, girly, or rather sexy characters offered to their viewers (Mercer & Attwood, 2018). So, there is a change in the definition of masculinity to metrosexual. Metrosexual men are defined as men who pay attention to their appearance (Janowska, 2008), live in urban areas that have different self-care behaviour and clothes from men in general (Coad, 2016), where masculinity was originally synonymous with physical attributes such as men's physical power. Right now, masculinity is influencing the way people feel for themselves. It is therefore confusing for men to decide their position between the masculine and the metrosexual. In addition, the power of social media continues to construct the ideal concept of men.

Some of the characteristics of metrosexual men, like 1) New, typically single people who care about their appearance and their feminine side, 2) Take the time to dress up when going to such events, 3) Have a big income to look contemporary, in hairstyles, perfumes with the latest fashion trends, 4) Happy to be the object of women's attention, 5) (Waluyo, 2014). Activities that are often carried out by metrosexuals, i.e. 1) Maintaining personal hygiene with lotion and perfume and powder, 2) Diligently going to treatment places so that their bodies are cared for, 3) Collecting different types of items that have expensive values, 4) Fitness training in an elegant setting, good quality and happy to be appreciated, 5) Hanging out in a place with different values (Waluyo, 2014). These

characteristics indicate that metrosexual man often want to look good not only for work purposes but also out of their desire that everyone who sees them would like their appearance.

At the same time, the idea of masculinity is a position in the relationship between the sexes, the practice by which men and women express their positions in gender relations, and the effect of these practices on culture, physical experience, and personality. The portrayals of hegemonic masculinity propagated by contemporary visual culture are health, masculinity, and excellence (Engelhardt, 2018). Whereas men are synonymous with the idea of masculinity, which is seen as inherent, embraced, more normal, and avoids the social, science, and medical surveillance normally carried out by the women's body.

There was also an increase in all muscles, particularly in the circumference of the arm, which experienced a substantial increase since each arm exercise program has an active portion of the exercise and is typically performed in the last part of the exercise after the other parts of the muscle have been performed (Kardani & Rustiawan, 2020). The definition of body discourse is one of the principles developed in the online domain of illuminating how the dating website infrastructure tests the body and how gay men communicate with each other. How they numerically discuss and compare bodies online and are supported by the ideologies of hegemonic masculinity and body quantification leads to an appraisal and a desire for a fit body and discriminates against obese bodies in cyberspace and offline (Robinson, 2016).

However, the information found on Instagram has created negative perceptions among users of Instagram. It was as if they saw that the competition consisted of homosexuals. This stereotyping started to emerge and to adhere to society. The men's contest is a venue for the same sex or gay men. Male pageants are a paying men's event or an escort. The Men's Contest is also an arena of photos. The explanation for attaching negative stereotypes is that the images posted on Instagram's social media show metrosexual men who have sex with homosexuals or gay men. This has culminated in the poor image of the Pageant

Male in the culture (Al-Hadad, 2017), one of the contests in Indonesia, namely L-Men of The Year (also known as LoTY) is a Men's Contest that aims to inspire Indonesians to adopt a healthy lifestyle through proper nutrition and regular exercise and is held annually sponsored by men milk producer L-Men.

L-Men is a supplement made particularly for men with ingredients that can render the body in its perfect form, has several varieties of milk specifically for its use, or supplements needed to make the body of a man more fit (Fimela.com, 2012).

The intellect of consumer capitalism has increased individualization, and the body is a place to create and reflect self or individual personality. The bodies and projects of the modern body are often closely linked to collective social norms and expectations, especially in the field of gender. In addition, attention should be paid to the role of health in shaping and educating our bodies' projects. In particular, with more and more people taking responsibility for their well-being, modern health standards will respond strongly (Shilling, 2012).

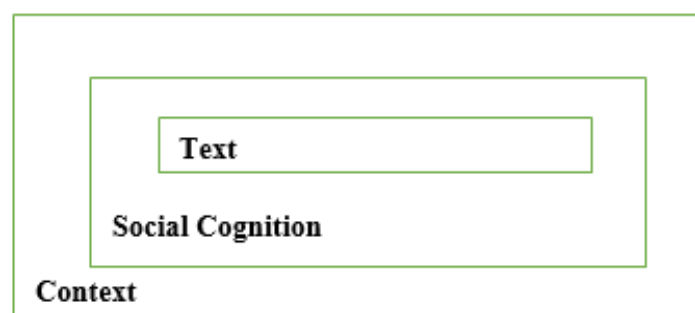
LoTY is also held as a tribute to L-Men consumers who are successful in shaping their bodies through a healthy lifestyle. And winners will be selected to represent Indonesia in international level events such as Manhunt International, Mister International, Men Universe Model, and The Best Model of The World. LoTY event was started from 2004 to 2014, after which it was confirmed that LoTY 2014 would be the last event. After that, Indonesia's representatives in the international contest were selected through the L-Men Awards.

After not being held for 4 years, finally, in 2018 the competition was held again. Based on this background, this study seeks to find out the discourse behind The New L-Men of The Year after a few years was not held. Foucault's theory of power is used. The idea of power is seen as having a close connection to knowledge. There is no power if there is no knowledge, and without power, there is no knowledge. But knowledge and control are not the same things. Awareness, on the other hand, has a powerful influence, and power requires awareness. Foucault's study of prison and sexuality shows how the transformation of the practice of punishment and the transformation of sexual activity results in more effective ways of handling populations and, at the same time, contributes not only to an expansion of information output but also to a whole new science.

METHOD

A qualitative approach is used as an approach in this research, and the method used is Van Dijk's Critical Discourse Analysis. Qualitative research is focused on using methods to examine and explain the nature of social or human problems experienced by other individuals or groups (Creswell & Poth, 2017). Van Dijk's study relates to textual analysis, focusing not only on the text, but also on a more detailed approach to how the document is organized, not only in individual relationships but also between people. As a result, an important point of the study is using these three dimensions as a fusion unit. The model of analysis is shown in the following figure 1.

Figure 1. Discourse analysis framework model of Teun A. van Dijk



Source: (Eriyanto, 2001)

Table 1. The textual structure on text dimension of van Dijk's analytical framework

Macrostructure
The global/general context of a text that can be found in a subject/theme departs from a particular text.
Superstructure
The frame of the text, such as introduction, material, closing remarks, and conclusion.
Microstructure
The local sense of a text can be seen from a combination of terms, phrases, and word styles used in a document.

Source: (Eriyanto, 2001)

One of the most effective ways of thinking about discourse is to understand that discourse is not just a set of signs or parts of a text but rather a mechanism that has been systematically used to construct an object that is addressed (Mills, 1997). In this way, Van Dijk dissects the components of this theoretical approach into three stages: macrostructure, superstructure, and microstructure.

In this research, the text has a framework that can be grasped. Macrostructure is an essential sense of a text which the subjects or themes can explore in a text. The superstructure is a discourse feature that refers to the context of a text, in which certain parts are already preserved and assembled. The microstructure is a discourse with meanings that can be interpreted as a word, a paragraph, a preposition, a sub-sentence, and images from a small part of a text.

Table 2. Discourse elements on van Dijk's discourse structure

Discourse Structure	Observed Matters	Elements
Macrostructure	THEMATIC Theme/topic brought forward in a text	Topic
Superstructure	SCHEMATIC How a part and order of news are being schemed in an intact news text	Scheme
Microstructure	SEMANTICS It is meaning that wants to be emphasised in a news text by giving detail on one side or making an explicit form of one side and reducing other sides. SYNTAX How a sentence (form, arrangement) is being selected. STYLISTICS How a word is chosen as a part of news text RHETORICS How and in what way an emphasis is conducted.	Background, details Sentence form, coherence, preposition Lexicon Graphics, metaphor, expression

Source: (Eriyanto, 2001)

The unit of analysis in this research is online news which is from digital media related to the fitness contest The New L-Men of the Year 2018 period which existed from the above-mentioned elements (macrostructure, superstructure, and microstructure). Digital media has many benefits in transmitting news to viewers, one of which is the pace of news that greatly exceeds traditional media, such as newspapers. News analysis of online media is shaped by the politics and political economy of the media, which can be seen from the media's news frame (Sadono & Fensi, 2015). The selected online news, namely fimela.com. Fimela.com is an online media

platform exclusively for Indonesian women who are modern and highly mobile. This is because the survey reveals that there are now 8 million Indonesian women using the Internet, but there are no online media that cover women-friendly topics such as Fashion & Beauty, News & Entertainment, Family & Relationship, and Work & Lifestyle as a print magazine (Fimela.com, 2020).

Result and Discussion

Based on the data collected on fimela.com regarding the fitness contest "The New L-Men of the Year 2018 period", the data is presented in table 3 and table 4.

Table 3. Analysis of fimela.com on May 3, 2018

Discourse Structure	Observed Matters	Elements
Macrostructure	Thematic	The New L-Men of The Year, a search event for inspiring Indonesian men has entered the final round.
Superstructure	Schematic	A new concept to find an inspirational men figure as a health influencer, which is expected to inspire men in Indonesia to live a healthy lifestyle.
Microstructure	Semantics	The man who is looking for is not one with a six-pack, but one who has communication skills understands the digital world and is committed to living a healthy lifestyle.
	Syntax	Selection of the word "Health Influencer"
	Stylistic	The word "Health Influencer" appears four times
	Rhetorics	Jesaya Christian as L-Men Brand Manager appears in pictures and statements appear in the news

Source: (Kusumastuti, 2018a)

Health influencer and capitalist industry

The New L-Men of The Year contest, which was held again after not being held for 4 years, has become a contest to find inspirational men as health influencers. The New L-Men of The Year chooses a man who can have a positive influence in inspiring other men to adopt a healthy lifestyle in Indonesia.

Healthy lifestyle trends are very important and must be implemented in daily life, through adopting a healthy lifestyle, enhancing people's quality of life, and preventing different diseases, and healthy lifestyle trends can be accomplished by fitness sports activities in the gym (Maysizar, 2019). Health and wellbeing are related to the potential for achievement, as mental and emotional health issues interfere with learning and also contribute to poor academic results (Richardson et al., 2012). Health is associated with people's socioeconomic status (SES) and lifestyle. Lifestyle has had major positive effects on both physical and psychological wellbeing. In addition, lifestyle has mediated the relationship between socioeconomic status (SES) and health (Wang & Geng, 2019).

Health influencer is a new name in the rise of L-Men of The Year to become The New L-Men of The Year. Through health influencers, L-Men as a capitalist industry takes advantage of its existence for capitalist efforts. Even though he has changed to a health influencer, the champion figure of The New L-Men of The Year is still a magnet as

well as a medium in bringing out a picture of the ideal body of a man.

On the other hand, the champion figure is also not only a model, or just an ideal men figure seen from body proportions, not seen from a six-pack stomach. However, the champion figure of The New L-Men of The Year must also be able to inspire other Indonesian men to cultivate a healthy lifestyle through the ability to communicate, understand the digital world, and have a commitment to living a healthy lifestyle. Health influencers sought are inspirational men aged 16-35 years, who come from various professions, such as doctors, lecturers, television journalists, social activists, edupreneur, travelpreneur, bankers, content creators, Human Resources Managers, entertainers, and model.

This effort is seen as a breakthrough against discrimination in society. Where the fitness contest is always aimed at those who come from a certain profession. From Foucault's perspective, The New L-Men of The Year contest is also a movement for equality regardless of social status. That way, this effort at the same time becomes some knowledge for other men through the imagination of themselves. The knowledge that is built by The New L-Men of The Year contest becomes a force for men to be stimulated and finally the knowledge that is built penetrates deeper into their minds. After the knowledge is formed, the men try to imitate what health influencers do in a healthy lifestyle, one of which is by consuming L-Men products.

Figure 3. L-Men Brand Manager, Jesaya Christian



Source: (Kusumastuti, 2018a)

Table 4. Analysis of fimela.com
 on May 4, 2018

Discourse Structure	Observed Matters	Elements
Macrostructure	Thematic	Having a healthy body with a beautiful shape is everyone's dream, but unfortunately not many know how to get it
Superstructure	Schematic	the finalists of The New L-Men of The Year also shared about their healthy lifestyle
Microstructure	Semantics	Healthy living is not just about having an athletic body
	Syntax	Selection of the word "Makan (Eat)"
	Stylistics	The word "Makan (Eat)" appears five times
	Rhetorics	Nico, one of the 12 finalists for "The New L-Men of The Year 2018" appears in pictures and statements appear in the news

Source: (Kusumastuti, 2018b)

The power in the body that is not only seen as a mere corpse, is maximized by L-Men as a capitalist industry in persuading men who want to look masculine with an ideal body like an L-Men champion. This imagination is what L-Men wants to create for men through the champion figure of The New L-Men of The Year so that men can be motivated to get their ideal body. With satisfaction, it is hoped that men will remain loyal to L-Men, not only through conventional advertising but also through the existence of health influencers or the champion figure of The New L-Men of The Year.

The men's body as a power in persuasion

Having a healthy body in a good shape is everyone's dream, but unfortunately not many know how to get it. Healthy living

is not always about being athletic, either. Whereas in fact, living a healthy lifestyle can be started in simple ways, and it does not have to be expensive. The selected program can be done easily to do it, relatable. For example, when you just work out, you do not have to go to the gym or outside the home because at home it can still be done using makeshift tools.

Until now people think that health comes from outside only. In fact, it is not just a matter of exercise and eating. Stress is also very influential on healthy living. Especially for young people today, pressure can come from anywhere. Besides, there are still many perceptions of a society that think a diet should reduce eating. Eating is still in the same portion, but the type of food must be chosen accordingly.

Figure 4. Nicolas Wilmy, One of the 12 finalists for "The New L-Men of The Year 2018"



Source: (Kusumastuti, 2018b)

The health influencer that was raised by The New L-Men of The Year contest is also a bridge in providing complete information about health as a form of power that L-Men has as a capitalist industry. Of course, the men body is still related to the discourse of a healthy lifestyle. Where there are still many people who have several views that to carry out a healthy lifestyle and get an ideal body is a difficult matter, and it costs a lot. In fact, L-Men back opens that to get an ideal body does not only come from what we eat, but also work out, even to the condition of each person.

When exercising, the choice to go to the gym or go outside is seen as not a must. Because exercising is seen to be done at home and can still be done using makeshift tools. This is a kind of effort that moderate exercise and by consuming L-Men products can make the men body as ideal as desired. So that the image that emerges from the champion figure of The New L-Men of The Year contest becomes a fantasy that by only consuming L-Men products and exercising at home, other men can form an ideal body like the body of a health influencer L-Men.

The continuity of holding The New L-Men of The Year contest every year is seen as an effort to provide space for men to show their existence in society, amidst the proliferation of beauty pageants that have placed women as objects that are more often seen in society in the exploitation of the body.

The male side who is more concerned with appearance, wants to appear in society, wants to be the centre of attention, is one indicator of a metrosexual impression. However, by carrying out the concept of fitness, the metrosexual impression is more side-lined and emphasizes the masculine of a man without losing the metrosexual impression.

In addition, The New L-Men of The Year contest is seen as an effort to prove men's dominance in equalizing men's and women's positions in competition with the body by promoting the concept of a healthy lifestyle.

Conclusion

Based on the data analysis that has been done, the researcher concludes that the discourse that appears in online news is a discourse on a healthy lifestyle. That there has been a shift in the concept of men body fighting in The New L-Men of The Year contest in adopting a healthy lifestyle. The champion figure that has been raised through the representation of men who were previously athletic has shifted towards the ability of men to persuade or in other words as influencers without eliminating the representation of the ideal men's body, even though it doesn't have to be a six-pack. The body is still used as a force that becomes a medium in persuading public knowledge, especially men, about body image. Men's fantasies about the pleasure they feel through

an ideal body are continuously cultivated not only through the image of the body in the media, but also through men's verbal and nonverbal communication skills in influencing other men through the manifestation of health influencers.

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