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# PROCEEDINGS

## International Seminar

LANGUAGE MAINTENANCE AND SHIFT IV

November 18, 2014



Master Program in Linguistics, Diponegoro University  
in Collaboration with  
Balai Bahasa Provinsi Jawa Tengah



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### EDITORS’ NOTE

This international seminar on Language Maintenance and Shift IV (LAMAS IV for short) is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University on 18 November 2014.

We would like to extend our deepest gratitude to the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the Head and the Secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar: The first four papers are those presented by invited keynote speakers. They are Dr. Sugiyono (Badan Pengembangan dan Pembinaan Bahasa, Jakarta, Indonesia), Dr. Zane Goebel (La Trobe University, Melbourne, Australia), Prof. Yudha Thianto, Ph.D. (Trinity Christian College, Illinois, USA), Dr. Deli Nirmala, M.Hum (Diponegoro University, Semarang, Indonesia).

In terms of the topic areas, there are 21 papers in applied linguistics, 20 papers in sociolinguistics, 14 papers in theoretical linguistics, 18 papers in discourse/pragmatics, and 13 papers (miscellaneous).



SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT IV

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	Akmal & Maria Yosephin WI & Sri Wahyuni	THE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS CREATED BY STUDENTS OF BUSINESS ENGLISH CLASS AT PGRI UNIVERSITY SEMARANG. LEMBAGA PENELITIAN DAN PENGABDIAN PADA MASYARAKAT, UNIVERSITAS PGRI SEMARANG			
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	I Nyoman Udayana	INCHOATIVE VERBS IN INDOONESIAN			
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## COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA

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**Abstract**

*The objectives of this research entitled "Commodity Fetishism in Cosmetic Advertisement in Indonesia" were to find out how the phenomena of commodity fetishism appear in cosmetic advertisement in Indonesia and how consumers' responses toward the phenomena of commodity fetishism. The research method was qualitative-interpretative method using text-analysis. The instrument of this research was the writer herself. The data samples of this research were the cosmetic advertisements; those were facial foam and whitening/lightening cream advertisements from some common brands in Indonesia. Based on the data analysis there were some phenomena of commodity fetishism appear in cosmetics advertisement which marked by the appearance of models, male or female who had white skin, flawless, spotless and no acnes. It seemed that was the result of the usage the product. Then the phenomenon also marked by using some hyperbolic texts, for example "ganteng maksimal", "see results in 7 days or your money back", "tampil terbaik", "putih cerah hingga 3 tingkat" dan "kompli cerahnya". The results of the interview showed that the responses from the respondents dominated by the lack of consumers' credibility towards the products compared with the appearances in the advertisements. It could be concluded that the phenomena of commodity fetishism in cosmetics advertisements had a big impacts towards the people as the consumers and the viewers.*

**Keywords :** commodity fetishism, advertisement, semiotic

**INTRODUCTION**

According to Kamus Besar Bahasa Indonesia (KBBI), advertisement is defined as "sebuah berita pesanan untuk mendorong, membujuk khalayak ramai agar tertarik pada barang dan jasa yang ditawarkan yang dipasang dalam media massa" (*an information or message to persuade and urge the public in order to be interested in products and services, which were advertised in such mass media*). Nowadays, the advertisements, which were presented in both television and internet, were very attractive. First, the selected celebrities as model, setting of the scenes, story ideas, attractive dialogues, music, the applied science technologies, designed as fascinating as possible. It is expected to catch the viewers' attention, so they want to try to buy the products advertised. In addition, the language in advertisements has an important role, language is considered being able to persuade the viewers.

Most of the advertisements use language as the powerful means to introduce the products. The use of persuasive and communicative dictions often used in this case. Besides the persuasive and communicative one, the companies often use the role of images in displaying the commercials. Images have the centre role in constructing interpretation so that the advertisements have a deeper impression for the viewers or consumers. Is it true that language and images in advertisements are the representation of those products? Is it true that everything offered has the same as the reality or just the opposite? These two aspects are the powers for the company to create the public falsehood.

Based on the explanation above, this study is intended to find out how far the roles of language and images in advertising. This study entitled 'COMMODITY FETISHISMS IN COSMETIC ADVERTISEMENTS IN INDONESIA'. Concerning with that title, the writer would deal with semiotic theories by Yasraf Amir Piliang. He explains the critical commodity fetishism by Karl Marx. Commodity fetishism refers to a condition where an object has the false interpretation with the reality.

## METHODOLOGY

Due to the fields of this investigation was semiotic, so the method of this research was qualitative method especially interpretative qualitative. This method focused itself on the appearances of the signs and texts (Piliang, 2003:270). Textual analysis method is a kind of interpretative one. It would be used by the writer to analyze the data.

In the study, the samples of the data resource were taken from some cosmetic advertisements, which could represent as the data of the research. The samples were cosmetics advertisements including facial foams and whitening/lightening creams taken from some brands, which were familiar in Indonesia. For instance, Pond's, Garnier and Vaseline Men. The data collection technique used in this study was documentation study; it means the writer analyzes the samples, the commercials both from television and from internet. Data analysis techniques used componential analysis technique. The writer interpreted data from the signs and texts. Moreover, this investigation also involves social situations when the writer conducted interviews. The writer arranged the interview to the college students and community.

## LITERATURE REVIEW

Umberto Eco (1976:7) argues "... *semiotics is in principle the discipline studying everything which can be used in order to lie ...*". Previously, Ferdinand de Saussure explains in *Course In General Linguistics* (1916) in Chandler (2002:5) semiotic is *a science, which studies the role of signs as part of social life*. Semiotics studies the structures, types/models/, typology, also the relationships between the signs and its use in social life.

Signs here (in advertisements) mean language as linguistic forms, which used actively and dynamically with the results that a system that keeps creating culture differences through the consumption of the products based on the values of the signs. People do not buy some products by considering the fulfillment of needs anymore but buying the symbolic meaning of the commercials. In addition, advertisements usually put images besides the signs. "... *the signs in language context of advertisements can be described as the mental image of something actually not ...*" (Piliang, 2003:278). Heidegger in Levin (1988:119) argue that the images itself are not the images of the world but the world reputed and seen as the images.

Haug (1983:2) describes how commodity in capitalism community has directly connection with image domains; it means how the images used as tools to control consumers' interest. In economic production, Karl Marx elaborates the connection of commences based on utility values disturbed by commodities in capitalism. This relation named by Marx as *commodity fetishism*, which explains the particular social relationship among people, assumed in form of imager as a relationship among things. In case of commodity fetishism, an object in particular conditions has the interpretation differ from the reality. In commodity phenomena and the role of commercials, commodity fetishism defined as situations contain something with power or enchantment, which actually does not. Fetishism itself is attitudes consider a particular object reputed has magical power. While this term related to the term 'commodity', as the result, the meaning assumed is veneration toward some products because it has strong attractiveness.

Falsehood or fetish appeared in an advertisement has many types, methods, mechanism, styles, contents, and language. There are eight types of commodity fetishism according to Shut Sally, Stephen Kline and William Leiss, as follows:

- a) Products personification; the analogy of the products compared with human quality.
- b) Efficient, fast, economic, and rational works.
- c) Describing the final result.
- d) White magic; controlled by power.
- e) Black magic; the products controlled by anyone else.
- f) Self-transformation; the products have power to transform self, reducing worries, and changing personal effectiveness.
- g) Description of emotional satisfaction.
- h) Description of reaction toward the products.

Furthermore, Baudrillard (1988:170) proposed the theory of 'simulacra' as signs characterized the capitalism. Simulation is a type of sign, which appears in relation with the other signs and has no relation with the reality.

## DISCUSSION

The problem arose within the advertisements could be the credibility of information problem caused by commodity fetishism (blending between reality and simulation). Those problems caused the lack of consumers trust toward the products advertised and the company. In this study, the writer tried to explain and analyze the findings of the commercials contained commodity fetishism phenomena. The selected commercials were cosmetic advertisements in Indonesia in particular brands. In this study the samples of advertisements were facial form products and whitening/lightening creams, those are Pond's, Garnier and Vaseline Men.

- 1) The first sample was Pond's Flawless White whitening cream. This commercial recognized by the text as the signifier which said "(see results in ) 7 days (challenge) or your money back" and "membuat kulit tampak putih, noda hitam dan bekas jerawat berkurang secara nyata dalam 7 hari" also added by the images of compared pictures of two woman faces (the same woman but different appearances). The first appearance before using the products and the second one showed after seven days using the products. It looked like there were significant effects of the products. In the contrary, if we dig it deeper, there was contradiction between first text and the second one. First text said that product will make our face becomes white in seven days but the second text explained the product maks our face looks white. We have to underline here that word 'looks' or 'tampak' characterizing the commodity fetishism. In the second text also said that product reduces the spot remained by acnes, just reducing not truly remove it.



Figure 1



Figure 2

- 2) The second sample was Garnier whitening cream. The signifier characterized by the picture of lemon in this advertisement. Lemon signed new formula of the product. The first text said “Garnier Light Complete – 50 % Extra Vitamin E & Extra Lemon & Perlindungan UVA/UVB”. The second text said “Putih cerah hingga 3 tingkat\* tidak berminyak seharian. Komplit putih cerahnya!”. If we connected the text with concept “Multi-Action Whitening Cream” of this product, clearly there was an inequality between the concepts and the texts. The concepts of whitening in this image also proved by the changing of face skin condition from less white become flawless. The concepts were opposed to the concepts “putih cerah dan tidak berminyak seharian”. Here there would be questions arose about what exactly the benefit of this product. Is it to make the face skin become white or just make it looks brighter instead of white or flawless? Or just to maintain the white-face-skin becomes brighter? Moreover, the concepts of lemon commonly describes as impurity cleanser especially oil, so that it became clearly that this product more intended to maintain the face skin brightness by cleaning the under controlled oil and reduce the spot.



Figure 3

- 3) The last sample was facial wash and moisturizer cream from Vaseline Men. In the picture, the members of Noah Band played role as the models of this commercial. They looked attractive with bright and clean face skin. Besides the image of models, there was the picture of the product, the facial wash and moisturizer. The text said ““Vaseline MEN Ganteng Maksimal – 2 LANGKAH BIAR LO GANTENG MAKSIMAL”. In this commercial, commodity fetishism truly arose. Falsehood emerged here covered black magic and self-transformation. It characterized by how this product persuades the viewers or consumers to transform to the other persons. In this case, the viewers promised by getting maximal result as the models got.

In analyzing commodity fetishism phenomena related to the social life, the writer conducted interview to find out the responses from the respondents about cosmetic advertisements. The interview contained three questions in Bahasa. The questions given definitely connected with the phenomena. The list of the questions served below:

- a) Menurut Anda apa makna /arti kata whitening/white yang terdapat dalam iklan atau kemasan produk kosmetik seperti facial foam (pencuci muka), cream (pelembab), hand and body lotion, bedak, lulur dll.?
- b) Apakah Anda terpengaruh/tertarik pada iklan-iklan yang menunjukkan efek langsung seperti pemutihan wajah dalam 3 bulan atau kulit yang menjadi putih dalam 7 hari atau menghilangkan noda/flek hitam bekas jerawat dalam satu minggu lalu Anda membeli produk tersebut? Jelaskan alasannya!

- c) Apakah Anda percaya dengan iklan tersebut? Seberapa jauh kepercayaan Anda (berapa persen)?

### CONCLUSION

The results of this investigation showed that the three samples, cosmetic advertisements, contained commodity fetishism phenomena. Fetishism or falsehood mostly signed by the models appearances both attractive male and female. Their face skins were flawless and this indicated the efficacy of the products. Further, fetishism emerged in the texts equipped the advertisements such as "ganteng maksimal", "see results in 7 days or your money back", "tampil terbaik", "putih cerah hingga 3 tingkat" and "kompli cerahnya".

According to the results of the interview, the response dominated by the lack of trust from the respondents towards the products even it had amazing advertisements. Amount of 62.8% of respondents did not trust at all, 20% of respondents were doubt because they have not tried to use the products and 17% of respondents trusted that the products as good as its appearances in advertisements. Moreover, amount of 74.3% of respondents ever tried to buy some products due to their interest in the advertisements but the remains, 25.7% of respondents did not interested in those commercials at all.

It could be concluded that commodity fetishism in cosmetic advertisements had a big impacts through the social life, the community as the consumers and viewers. People were persuaded to be interested in products advertised so that they were compelled to try to buy those products even the efficacies of the product were not as good as hoped.

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