

AX Touch Perfume Commercialization of the Sensuality of the Female Body

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ABSTRACT

Most of the advertisements circulating in the mass media, both electronic and print, show a constructive tendency to direct female sensuality as a way of subordinating women to male power. Likewise, for producers and advertisers, as Baria puts it, the female body never subsides to offer lucrative opportunities. From head to nails, advertisers are highly sensitive to imaging engineering as they utilize interpretations based on the female body to define stereotypical identities. This article explores how the semiotic analysis of advertising looks at the form of commodification of the female body in the Touch version of the AX perfume advertisement that creates sensual images of the female body to capture public interest. This research was conducted by analyzing every part of the Touch perfume ad for Ax's version that aired on her YouTube channel to see all the symbols and markers it contained. Data collection was performed using observational techniques and literature studies. Advertisers make various commodifications of the female body in the Touch version of AX ads through attributes attached to it. This sensuality stems from the attributes attached to a woman's body image, through the clothes she wears, the body expressed, and her language. The camerawork, on the other hand, plays an important role in providing reinforcement in building the concept of sensuality in advertising. On the other hand, the ideology that emerges based on the representation of women in AX's Touch ads is a patriarchal ideology. This ideology itself speaks of the domination of male power over women. This is reflected in the way the female body, through its enforced commodification, becomes the arena of media-performed power struggles.

Keywords: *Commodification of the body, Sexuality, Female body, Ads*

1. INTRODUCTION

Advertising is one of the lifebloods of the television industry, and without it, the television industry would not exist. For producers, advertising is not only a means of promoting their goods and services but also instilling an image of consumers about the product offered. The

image built through advertising leads consumers to trust the products and ultimately encourages them to become loyal consumers of the products produced by these producers.

Now, advertising impressions don't just show products, they also place belief systems and specific values.

Products that are advertised and broadcast in the mass media acquire a certain value. At first, the basis of advertising was simply the need to promote a product, but now it has become a marketing exercise for a set of values and beliefs. Burton expresses and creates views, beliefs, and ideologies. Advertising in mass media cannot be separated from its role as a place of commercialization. In other words, the message being conveyed no longer advertises a product or service but is a place to instill a specific symbolic meaning [1].

Most of the advertisements circulating in the mass media, both electronic and print, show a constructive tendency to direct female sensuality as a way of subordinating women to male power. This is exactly what Prabasmoro said because the female body is valuable and has a high selling value, so they commercialize the body shape for maximum profit [2].

Likewise, for producers and advertisers, as Baria puts it, the female body never subsides to offer lucrative opportunities. From head to nails, advertisers are highly sensitive to imaging engineering as they utilize interpretations based on the female body to define stereotypical identities [3]. Female use begins with the assessment of women by using their physical appearance as the primary criterion. The impact of this is that advertisers use the female body as a tool to sell their products and the normal image of the beautiful female body. Ads are created using female models because women are seen as a form of beauty and attractiveness.

With all its beauty and charm, it makes a deep impression on the masses for the products advertised and turns them interested in the products offered. It is an aspect that is often exploited. According to Ida and Surya, sexuality is often displayed by attaching certain attributes to women, such as revealing, see-through clothing, which is visual in nature and can be seen as sexist to those who view them and may evoke desires [4].

In the advertising world, there are at least three elements. body language, sexually suggestive speech, and nudity. Attractions have a variety of potential roles. First, the sexual object in the ad serves as an attraction to attract attention and maintain that attention as long as possible. The first role, the sensual object of advertising, creates a fascination in order to reach the viewer's attention and maintain it indefinitely. The impression produced by Shimp is called Stopping Power, as ads often show attractive models in sensual poses [5]. The second role is to embed the memory of the message. In addition, the third serves to awaken emotional responses such as desire and pleasure. However, it also tends to generate negative emotions, which affects the audience's acceptance of the product.

One of the advertisements that clearly utilizes the image of the female body is the advertisement for the perfume brand AX Touch. The author chose to advertise AX

Touch perfume because the target audience for marketing AX Touch perfume is men. However, television commercials aired present women's social roles and status. The ad itself shows a propensity to exploit the female body. This can be seen from some advertising snippets and excerpts that portray women in their erotic expressions, attitudes, and behavior. There is a scene shown in. Based on this, the author would like to consider what is the sensuality of the female body in AX Touch's perfume advertisement.

AX's advertisement itself was chosen because apart from being included in the ranking of major brands (Top Brands), AX as a male-only product was ranked Bask, Direct, and Rexona Men, both of which are male consumers but does not use female figure to emphasize the masculine side of men. I explore the female image in advertising as a picture that accompanies the sensuality of the image that the ad wants to display.

2. SEMIOTICS IN ADVERTISING

The theory considered appropriate to use to look at the tendency to commoditize female sensuality is semiotics. The semiotic theory used to observe the commodification of the sensuality of the female body in the AX Touch perfume advertisement is that of Roland Barthes. In theory, semiotics is often used to look at the symbols contained in media (in this case, advertising) to gain a deeper understanding of the scope of reality and structure contained in advertising. This is, as Sobur [6] puts it, the meaning behind the sign, which is the reality itself so that the actual reality cannot be reached by the human senses.

The semiotics involved in advertising consists of language, body language, cinematography, background, music, sound effects, and the person playing the ad [7]. Television advertising, due to time constraints, usually maximizes the use of languages such as mottos, jargon, dialogue, and sentences. Ad time limits are usually a few seconds and the sign system is used to clarify the meaning conveyed. The creation of reality is done through the use of language, both verbal and visual, or through linguistic signs (symbols). Language can also be understood as a discourse in the discursing is considered art. In other words, advertising is the art of how people use words to sell [8].

Broad language is interpreted as a sign exchange, and this applies to both narrow language, verbal languages, both spoken and written, and all other sign languages [9]. Body language is the communication of non-verbal messages. Body language is the process of exchanging thoughts and ideas through which messages are conveyed, including gestures, facial expressions, gaze, touch, symbols used, silence, time, sounds, and body postures and movements. Advertisements often use body language to emphasize the delivery of messages

by advertising models to the advertised product being advertised.

3. RESEARCH METHOD

This study uses a semiotic analysis using a qualitative descriptive methodology. Advertising is a commercial message, semiotically said to have elements of sign and meaning. By looking at the cultural and ideological background factors that shape the appearance of the advertisement through visually visible signs, the display of AX's perfume advertisements can be studied and interpreted through context and significance. The collection method uses a literature survey method [10]. Library research is a series of data collections from various relevant literature, required for research [1].

4. THE COMMERCIALIZATION OF THE SENSUALITY OF THE FEMALE BODY IN ADVERTISING

Biologically, the physical beauty that women possess is the reason why many advertisements emphasize the female body shape as the main attraction of products. It will be an important factor in the improvement of the market economy. Advertising through the appearance of sexy female bodies is a political game that can be an effective tool for luring people as consumers and forcing them to consume the products advertisers sell. According to the description of the female model used, it uses a female model with a tall and slender body, and the purpose is of course to sell the product.

You can see that the sensual language of the female body in AX Touch advertising is no longer limited to body fragrance products for men. However, being an idea or idea that instills a particular ideology means placing a woman's body in AX advertising solely as an attraction for consumers to consume the various products her AX offers.

In their research, Ida and Surya define the concept of sensuality, which is currently being deployed in various mass media, but which is not clearly defined and formulated [4] However, looking at the reality on the ground, the correct assumption developing in society at large is that sensuality refers to behavior deliberately performed to induce images of sexuality in those who consume it. Visual objects are usually the most powerful in shaping our conception of sensuality. The action in question relates to an advertiser's efforts to expose the physical side that is commonly seen in women. Their physical aspect can be seen in their clothing, which is emphasized to give them a sensual impression. It has a great influence on shaping the female body. The concept of sexuality.

Based on the models of clothes worn by women in advertisements, the sensuality of women is very prominent. This can be seen in the curves of the body formed by the clothing worn, and the tightness and lack

of clothing worn revealing the breasts and thighs. , camera technology plays an important role. Camera technology has a tremendous impact on giving specific meaning to what the general public sees [11]. Camera adjustments, camera framing, and focus on the object being captured, can have certain effects on the viewer.

On a real-world level, the first thing you see when you look at a woman in an AX Touch ad is her clothes. In the advertisement, five female figures with backgrounds are drawn in a place like a cafe with a retro atmosphere. The clothes worn by the five women differed, with the first female figure being rather minimalistic, with a very wide V-neck collar showing off her cleavage and a mini dress in a sleeveless style. A second model display takes the form of a tank top with spaghetti straps with very little cleavage, paired with a miniskirt sized a few inches below the butt to reveal the model's breasts. I wear them on my knees. • High boots that make your legs look longer. Both the 3rd and 4th generation models use shirts that tightly wrap around the curves of the body by exposing the chest area. The 5th generation model wears a curvy tight tank top with a denim mini skirt.

In addition, using a certain shooting distance, for example in close-ups, can give the audience an intimate impression, in which the emotional attachment to the on-screen objects is felt closer. This is also what advertisers do with her AX ads. Some scenes in the ad are presented using close-up camera technology. AX Touch's ad shows sensuality through the camera's ability to target specific parts of a woman's body. As mentioned earlier, sensuality itself can also be created from certain exposed body parts.

In this respect, the exploitation of the female body can be readily seen in the clothing models used to shape the curves of the body. They are increasingly revealing specific body parts that are thought to show. Body parts include thighs, cleavage, and buttocks. These body parts can evoke the sensual side of women [12]. In this case, it is the camera's ability to take a particular photographic angle so that the spectator can enjoy the part of the body that can cause the sensual impression itself. because it can strengthen.

Taking pictures in advertising can also perceive a specific meaning in every detail of taking pictures of the object itself. It can be a long shot, medium long shot, medium shot, medium closeup, closeup, or extreme closeup. Then with camera movements like high angle, right angle, and low angle. Then add to the beauty of the ad itself with camera movements such as pan and tilt.

In the first scene of the touch version of the AX advertisement, a man in a white shirt and denim pants enters a retro cafe. The camera technology used to take the photos is in the form of an Extreme Long Shot (ELS) when launching the ad impression. ELS itself is a shooting technique that covers a very wide area, with

the intention of including the elements around the main subject in the frame. It shows a female model cast instantly staring at a male model sitting with a sensual look as if seduced by the intoxicating scent of a man wearing a suit.

In the next scene, the man sits and opens the map while pointing at it, and a woman in a mini dress sweats as the man touches the map with the curve of his finger. Taking pictures using Extreme Close Up (ECU). The ECU itself is a shooting technique that focuses on exposing only certain parts of the body that are considered attractive. It looks seductive and arousing because the clavicle is one of the most easily irritated points on a woman's body. In the next scene, the man raises his hand and the next camera is a medium close-up of her, her second female model with her hair flowing as if touched by a man. It continues when you are staring at a man with a sad look. The man stopped raising her hand and she bit her lower lip a little as if to show that she was seduced by this man and that he was sexually attracted to her.

In addition, the camera captures the facial expressions of women who are swept away by the smell of men. This expression can be seen on all the female faces in the AX ads, but the second and fifth models are the most prominent. This expression can be seen from the way he looks at the man with sharp, seductive eyes, closing and opening his eyes. Slightly gaping with the typical glossy look of a person. In this case, the camera angle used to capture this look is Medium Close Up (MCU). The MCU can clearly capture the facial expressions of women [11]. The five women appeared to have sharp eyes, and when looking at the man, the second woman seemed to bite her lower lip slightly, suggesting that she had been seduced by the man indicates.

Lip biting is another facial expression that is considered to give a sensual impression to women. One of her sensual and alluring expressions is biting her lower lip. This expression is usually performed by women as a sign that they have been seduced or that they want to seduce the opposite sex. [12] described as referring to a sensual look that indicates power.

According to Pease, the lip-parting expression is more sensual when associated with the lip-parting expression associated with the expression when a woman experiences an orgasm during intercourse. As the man in the ad licks the envelope with a seductive gaze, the camera immediately captures the woman in the tank top with a sad expression, writhing, looking up, closing her eyes, and biting her. In the ad, she licked her lips as if she were being "licked" by a man, and enjoyed the man's "licking" so much that she hugged a fifth woman, apparently reaching an orgasm. Even with the camera angle using the ECU, the woman's chest is completely visible and she gets excited when touched by a man, so her nipples are hard. Breasts are a part of the female

body that are believed to be able to bring joy to those who see them, especially men [13]. Additionally, Entwistle in Fitriana [14] states that "the female breast is the most sexual thing." Breasts are the most sexually suggestive part of a woman's body.

Seeing this fact, the resulting gestures and facial expressions of the women strongly indicate a sensual impression in the AX Touch ad. Supports the concept of sensuality when talking about all the actions performed on them. Sensuality and the commodification of the body are very closely related to AX's female figure. Increasing commercialization can be seen in attempts to use the female body shape as a sweetener and adornment in advertising. By the way, AX, which is a perfume product, uses men as its main segment instead of playing the female figure as its main target.

According to Foucault [12], the female body is considered 'other'. This means that the female body is judged to be different from the male body, with women having certain body parts such as breasts, hips, and buttocks that protrude more than men. This is what makes the female body subject to exploitation. Any part of his body that is considered different from that of a man is considered for sale. As such, the media, especially advertisers, often use the female body as a visual object. In relation to patriarchal societies, the sociocultural construction of the female body is used as a tool to maintain male power and dominance over women [15]. This dominance can be seen in the power of the media to position women as objects to satisfy men's sexual desires.

Foucault in King, 2004 argues that female body parts are likened to 'others'. That is, male and female bodies are considered different because female bodies are considered to exhibit prominent body attributes such as breasts, hips, and buttocks.

Broadly speaking, the concept of sensuality built on the Touch version of AX's ad is very thick with patriarchal ideology. You can see what is being done. [14] states that within the context of advertising, the female figure becomes an objectified figure in order to present a woman who enjoys exploiting her body. The five female figures presented in the Touch version of the AX advertisement assume that women have an image of competition, that is, that female figures exist only as objects to satisfy men's desires. appears to strengthen [16]. In relation to the aristocratic social order, the sociocultural structure of the female body is used as a tool to maintain male power and dominance over females [15].

5. CONCLUSION

Advertisers make various commodifications of the female body in the Touch version of AX ads through attributes attached to it. This sensuality stems from the attributes attached to a woman's body image, through the clothes she wears, the body expressed, and her

language. The camerawork, on the other hand, plays an important role in providing reinforcement in building the concept of sensuality in advertising. On the other hand, the ideology that emerges based on the representation of women in AX's Touch ads is a patriarchal ideology. This ideology itself speaks of the domination of male power over women. This is reflected in the way the female body, through its enforced commodification, becomes the arena of media-performed power struggles.

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