

# CHAPTER 1

## INTRODUCTION

### I.1 Background of the Problem

As written in Cosmoprof Asia (2016), Indonesian consumers today are increasingly willing to invest in beauty and personal care products in order to improve their overall appearance and grooming, due to exposure to international beauty and grooming trends via the internet, social media, and other mediums. In order to win the market, marketers create promotion and advertisement to attract the audiences. To break through the clutter of the ads is one of the key points to win the market. It can be done by various ways, such as create advertisement on internet, TV, billboard, and so forth.

More and more companies are realizing that branding their product in order to reach the right target group is their biggest challenge in today market (Keller et al., 2012). The development of advertisement is rapidly fast as it is supported by the printed media, television, radio, and online media. Especially brand such as skin care or personal care products which there are tremendous amount of products competing in that sector, it has to find a way to break through the clutter.

Furthermore, personal care or skin care segment often correlates to women more than men. According to Chris Bates, director of Bloke, a research agency belonging to 2CV as written in marketingweek.com stated “Masculinity has been redefined. Men are taking more of an interest in themselves, in home design,

cooking and other areas that have traditionally been seen as female". It can be seen men way of living in society is evolving." (Costa et al., 2010).

It is not only women who have the needs to look beautiful or proper. The tendency can be seen in men as well. According to Dano, Roux, and Nyeck (2003) as written in *Acting Bodies and Social Networks: A Bridge Between Technology and Working*, the male consumers are nowadays more aware of the beauty and the need of taking care of its body, making the cosmetic segment no longer a traditional female category (Pirani & Varga, 2010). Men become conscious and concern more of their appearance than before due to a lot of advertisements and globalization in shaping people perception and expectation in life.

If couple years ago men who cares too much of their appearance are called metrosexual, in nowadays, men who does not care of their appearance may be called outdated. Research called "The State of Men" by J. Walter Thompson (JWT) marketing company has done the test to 1,000 United States and England men from April 29th – May 2nd, 2013. The result of the research is that men nowadays feel the pressure to improve or make themselves pretty. The research finds out 54% of men nowadays use skin care product such as moisturizer and eye cream.

Furthermore from the research, 33% of men uses hair removal product, 9% uses foundation for their faces, 11% uses bronzer, and 10% engages in using concealer to hide flaws in their faces. For skin care treatment, 29% of men go to

manicure, 24% does facial treatment, and 13% engages in daily shaving eyebrows (Media, 2013).

Looking further, nowadays, there are a lot of blog, sites, vlogger, and e-magazines that mainly talking about skin care treatment or product for men, such as Man Face and Skin Care for Men, which indicates how men in nowadays era have been used to the idea of beauty or skin care treatment is not only for women, but also men. In 2012, according to Dove Men+ Care Brand Manager, Unilever UK, "Too many men are just stealing their wives or partners' products and using whatever is in the bathroom cabinet. Horrifyingly, some men are using hand cream, or even nothing, on their faces." (Mills, 2015).

## **I.2 Identification of the Problem**

In the age where men are concerns about their body and image in digital world, men have become more obsessed in getting the right fit body. Through those foundations, the word spornosexuality was come to surface from an English author, commentator, and journalist in culture, media, and masculinity named Mark Simpson. If in 1994, Simpson created an essay in the Independent which coined the term of metrosexual, now he has come with the concept of spornosexual. Spornosexual is the combination of sport, porn, and metrosexual. Simpson pronounced the metrosexual finally dead and superseded by the spornosexual (Olesker, 2016).

The metrosexual is defined as men who interested in fashion and the trappings of his own appearance; he liked to look good and feel good,

demonstrating that men could, unashamedly, be in thrall to their own image. And just as David Beckham was the standard-bearer for metrosexuals, Simpson holds up Real Madrid star Cristiano Ronaldo as the spornosexual icon (Cutler, 2017).



Picture I.1 Metrosexual Icon (David Beckham) and Picture I.2 Spornosexual Icon (Cristiano Ronaldo)  
Source: google images

According to Netwon (2017), Simpson stated, "It is appropriate, given their delicious artificiality, that so many of the celebrity spornosexuals star in "constructed reality" TV shows." These men can often be seen wearing skinny jeans and tight fit neck-shirts to show off their bulging body. It is basically about men who go to the gym in order to post selfies of their beefy bodies on social media. This new term describes beefier men who are concerned about their physical image, spend lots of hours in the gym and treat their body as masturbatory aids (Bangeles & Serentas & Tik-Ing & Tarusan, 2015).

Nivea Men as men personal care product has been very active in associate their brand name with football as a favorite sport for men. Nivea Men International has associated with AC Milan football club since 2008 and has renewed the contract for three years upcoming partnership until 2019. Along with

that, Nivea Men International is also team up with Real Madrid football club for Spanish market started from February 22nd, 2013. Meanwhile, Nivea Men German is associated with Paris-Saint-Germain football club in February 2017.

In Indonesia itself as written in [www.niveamen.co.id](http://www.niveamen.co.id), they are proudly announce that Nivea Men Indonesia is also become the official sponsor for Real Madrid Football Club since July 25th, 2017. As for the brand ambassador, Nivea Men Indonesia gives the honor to the well-known football player from Indonesia, Bambang Pamungkas.

The reason behind the partnership with Real Madrid, according to Emilio Butragueño, as the ambassador of Real Madrid stated that Real Madrid and Nivea Men are both a well-known worldwide brands which similarly engages in the value of masculinity, faith, and commitment to bring out the best. Through the intensive training of Real Madrid, dirty skins, oily, sweat, and smell are issues they have to dealt with everyday, just like Indonesian men. Nivea Men can help all of those skin problems to make them focus on football.

The advertisement of Nivea Men Indonesia with Real Madrid is published in YouTube and TV. There are two advertisements of their collaboration on YouTube which entitled “NIVEA MEN Black & White Deodorant with REAL MADRID - #RealMen” and “Baru! Sabun Muka Cair NIVEA MEN: Oil Attack + Bright”. It promotes Real Madrid players that are using Nivea Men Black & White Deodorant and Nivea Men Oil Attack + Bright Face Wash.

The comments from both ads are also spread out positive vibes and people like the combination of Real Madrid and Nivea Men. The deodorant ads have

gained seventeen comments per November 18th, 2017 and all of it was positive comments. The facial wash ads itself has received fifty two comments per November 18th, 2017 with fifty one out of fifty two comments are positive. It can be seen from the below picture of comments from some people.



Picture I.3 YouTube comments in video NIVEA MEN Black & White Deodorant with REAL MADRID - #RealMen.  
Source: YouTube

Looking further, as we can see that Nivea Men is always correlate their brand with football. As Cristiano Ronaldo, a football player from Real Madrid is the icon of spornosexual, the researcher is curious to find out how the spornosexual is portrayed by Nivea Men Indonesia through the collaboration with Real Madrid Football Club.

### **I.3 Statement of the Problem**

Because the problem that has been described above, researcher finds out a problem that researcher would like to solve:

1. How does the portrayal of spornosexual in Nivea Men: Real Madrid Commercial Video Edition?

#### **I.4. Purpose of the Study**

1. Researcher wants to understand how spornosexual is portrayed in the Nivea Men with Real Madrid advertisement.
2. Researcher eagers to analyze and explore further about the sign or symbol and the term of spornosexual in the advertisement.

#### **I.5 Significance of the Study**

##### **I.5.1 Practical Benefit**

In my own words, practical benefit is the insight, information, or knowledge that can be gained from my research for practitioners. Researcher hopes this research can help Nivea Men to learn from their ads' analysis as an evaluation to create more engaging ads toward their target market. As for the marketing or advertisement practitioners, hopefully this study can be a way to improve their advertisement insight and knowledge for them to create more.

##### **I.5.2 Academic Benefit**

As the researcher understands, academic benefit is important for researcher development to be more understood of the things that I've been researched. Researcher wants to learn deeper about brand building as a whole, marketing, advertising, and communication. Researcher expects this study can be

used as reference for other people as well to improve their knowledge about advertisement and semiotic analysis, especially in terms of spornosexual.

### **I.5.3 Social Benefit**

As in brief words, social benefit provides the information or benefit for the favor of general public as a whole. The social benefit in this research is to give public the information of message objective of Nivea Men with Real Madrid advertisement. It can also give the public a clearer picture of the new term, spornosexual.

## **I.6 Organization of the Study**

### **CHAPTER 1 – Introduction**

The introduction chapter consists of six sub-chapters in it, which is Background of the Problem, Identification of the Problem, Statement of the Problem, Purpose of the Study, Significance of Study, and the Organization of the Study.

The background of problem describes advertisement nowadays and its role in shaping people perception about a brand or product. Furthermore, skin care product which once has correlated more to women is now can be refer to men as well. As the trend of metrosexual has finally faded, the researcher wants to explore further about spornosexual, the replacement of it. The identification of the problem stated out about Nivea Men as they always engage their brand names with football club or football activities. As in Indonesia, it is collaborated with



Real Madrid and created YouTube advertisements that worth to be analyzes the sign and meaning of masculinity behind it.

In the statement of the problem, the curiosity comes out from researcher to find out the sign of spornosexual as portrayed in Nivea Men with Real Madrid advertisement. The purpose of the study mainly talks about the purpose of this research, which researchers wants to find out the representation of spornosexual in Nivea Men with Real Madrid advertisement and to explore further about the sign, symbol, and the term of spornosexual. The significance of the study is all about what researcher and public will gain from this research, which is divided into three branches, academic benefit, practical benefit, and social benefit. Lastly, the organization of the study is the summary of all researcher have written down in chapter one as a whole.

## CHAPTER II – Research Object

The object of this research is two YouTube advertisements of Nivea Men with Real Madrid.

## CHAPTER III – Literature Review

The literature review in third chapter mainly focuses on the theories, research approach, models for this research. The researcher will describe the concepts related to the topic as a basic in answer research question in chapter one in detail.

## CHAPTER IV – Research Methodology

Research methodology reveals the method for this research, research variable identification, sub-variables, data gathering technique, descriptive method, primary and secondary data, and validity and reliability test.

## CHAPTER V – Research Findings and Discussion

### V.1 Research Findings

As the most important chapter in this research, this chapter will explain the result findings from information or data that researcher has been researched before by documentation, interview, and so forth.

### V.2 Discussion

The discussion will mainly provide analysis of the data that has been obtained by researcher. The result of the analysis will provide a clearer picture of the real situation that being studied.

## CHAPTER VI – Conclusion and Suggestion

### VI.1 Conclusion

The conclusion may answer the statement of the problem that has once stated in introduction chapter. The conclusion is supported by the data and its results that has been calculated and analyzed in fifth chapter.

### VI.2 Suggestion

The suggestion is basically the opinion of researcher and recommendation for future research as a suggestion for practitioners of what to research and improve.

## I.7 State of the Art

Researcher uses several previous thesis related to skin care product or semiotic analysis or spornosexual as reference and to enhance the analysis of this research:

Table I.1 State of the Art

<b>Title</b>	<b>Authors and Years Published</b>	<b>Methods</b>	<b>Summary Overview</b>	<b>Differences</b>
Representation of Masculinity in Men Toiletries Advertisment (Study Semiotic Study of TV advertisement in Vaseline Men Body Lotion 'Pemotretan (Photography)' version and Vaseline	Yoga Pradipta Ramadhan, University of Indonesia, Communication Science, 2012	Semiotic Analysis by Pierce	The representation of masculinity is defined by the portrayal of body posture, intonation, proposition of color, gesture, setting, location, and camera angle.  In both of Vaseline Men ads, masculinity is stereotyped as athletic, sporty, and confidence. The result of his research in the ads is also tell that men around 20-30 years old, SES AB, who engaged in	The product that being assessed in Ramadhan research is Vaseline Men while this study will mainly focus on Nivea for Men only.  Ramadhan research analyzes Vaseline Men ads by using two different products, which are body lotion and face moisturizer.

<p>Men Face Moisturizer 'Gym' version</p>			<p>busy lifestyle are also care about their skin daily routine.</p>	<p>While this study will focus on ads that starred by Real Madrid, a football club from Spain.</p> <p>Ramadhan study dedicated to answer representation of masculinity in ads, while this study will reveal the portrayal of spornosexual in ads.</p>
<p>Does Size Really Matter: The Rise of Spornosexuals (Paper/ Journal)</p>	<p>Klemens Ismoyo Djajapura, Communication Science Faculty, University of Indonesia,</p>	<p>Qualitative: Content Analysis, Observation</p>	<p>Concept of masculinity is not static and it changes due to social pressure and changes in society with media as the agent. Men are striving to increase their muscularity as to attract the opposite sex.</p>	<p>Djajapura paper is not a research. It is a compilation of information that she is gotten from doing documentation. In contrast, this thesis is going to proof the sign</p>

	2016		However, some studies have shown spornosexual (muscular type) is not the ideal body preferred by women.	of spornosexual through advertisement video.
Constructio n Identity of Metrosexua l Male in Advertising (Semiotics Analysis Ad Pond's Men Energy Charge Version of Men Today)	Windy Evy Christina Sitinjak, Sitinjak, Communic ation Science, University of Pelita Harapan, 2017	Semiotic Analysis, Qualitative Descriptive, Content Analysis.	Pond's Men Energy Charge (Lelaki Masa Kini version) is made to create new identity of metrosexual man. The ads create 2 kinds of metrosexual men, which are the metrosexual who bold to be different and the perfectionist metrosexual. The first type is a contradict from the men in war era while the perfectionist metrosexual is from the combination of social identity men and women, which turns out to be men who put a lot of	The differences of Sitinjak research from this study is the difference in brand name, which this study focuses on Nivea for Men, while Sitinjak was written about Pond's Men.  The Sitinjak study is mainly discuss about construction identity of metrosexual, while this study is about the new trend after

			<p>attention in their skin and body. It is occurred due to the demand from work, environment, and economic status. Overall, the ads are shown the ideal man nowadays which have to be confident, since the word confident was said 4 times in the ads.</p>	<p>metrosexual, which is spornosexual and the portrayal of it.</p>
<p>Spornosexual: A Case Study</p>	<p>De Mar Bangeles, Warlito S. Serentas, Lezlie Jean A. Tik-Ing, Mary Ann E. Tarusan, Psychology Major, University of Mindanao, Philippine</p>	<p>Qualitative: Case Study through interview</p>	<p>As an individual the spornosexual strives to obtain the most attractive and appealing physique, the desire to show off and let people see them as a superior individual. As studies show how physical attractiveness affects the sexual appetite of an individual, spornosexuals obtain</p>	<p>This case study research wants to find out the true nature of spornosexual, what triggers them to become one, and what they experience in everyday routines. While this study will be the continuation of this previous research by</p>

	s, 2015		the advantage by increasing their physical appeal, as well as gaining confidence by augmenting popularity by creating a public image of “hotness” and gaining praise for being visually arousing.	assess whether the trend of spornosexuality has reflected into the advertisement nowadays as well.
Representasi Konsumerisme Pada Lirik Lagu Belanja Terus Sampai Mati (Analisis Semiotika Charles Peirce Tentang Konsumerisme Pada Teks Lirik	Heri Wibowo, Communication Major, UNIKOM, Indonesia, 2013	Qualitative: Semiotics by Peirce	The representation of consumerism can be seen in the lyrics contained words “shop, fatigue, satisfaction, pride, arrogance, evil persuasion, passion, sacrifice malignancy, urban life, and continue to shop until death.” The analysis is done through tricothomy of Peirce.	Wibowo research focuses on the representation of consumerism through the song lyrics. This research will expose the portrayal of spornosexual in the advertisement. The similarity lies on the similar

Lagu Belanja Terus Sampai Mati Karya Efek Rumah Kaca)				execution tools, which is through semiotics by Peirce and trichotomy model.
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