

## FEMALE SENSUALITY ON SCREEN

Lontar: Journal of Communication Science, 2022

Vol. 10 (2), 2022

Copyright ©2022, Ade Naura Intania, Dwi Ajeng  
Widarini and Bayqui

This is an open access article under the CC-BY-SA  
license

DOI: 10.30656/lontar.v10i2.4759

<https://e-jurnal.lppmunsera.org/index.php/LONTAR>

Article History

Submission: May 26th 2022

Revised: November, 4th 2022

Accepted: November, 25th 2022

**Ade Naura Intania<sup>\*1</sup>, Dwi Ajeng Widarini<sup>2</sup>, Bayqui<sup>3</sup>**

<sup>1</sup>Prof.Dr. Moestopo (Beragama) University

Email: raraintania@gmail.com\*

<sup>2</sup>Prof.Dr. Moestopo (Beragama) University

Email: Fikom.moestopo@gmail.com

<sup>3</sup>Prof.Dr. Moestopo (Beragama) University

Email: Fikom.moestopo@gmail.com

[\*= Correspondent Author]

### ABSTRACT

Mass media is one of the important things in human life to get information and entertainment. Mass media, one of which is television, has been around for a long time and has used women as an attraction. Women are used for their bodies and sensuality in television programs to make them more attractive and serve as entertainment content. This study aims to determine the semiotic analysis of the exploitation of women's sensuality and to find out the semiotic representation of the exploitation of women's sensuality in the Tonight Show NET.TV program, especially the episode on February 21, 2020. The method used is Roland Barthes' Semiotics and the theory of Gender, Expression, and Feminism as the theory supporting this research. In general, the results of the analysis of this study found that the denotative, connotative, and mythical meanings contained in the NET.TV Tonight Show Program was seen several signs such as the appearance of female guest stars, facial expressions, and dialogue between the host and guest stars that showed sexual context so that the show is entertaining and funny. This ultimately represents the exploitation or use of women's sensuality even in the form of jokes or chatter. For that, great awareness is needed not to use women in the mass media industry, as well as to educate the public about gender equality

**Keywords:** Objectification, Sensuality, Television, Semiotics, Women

### ABSTRAK

Media massa menjadi salah satu hal yang penting dalam kehidupan manusia untuk mendapatkan informasi dan hiburan. Media massa dimana salah satunya adalah televisi, sudah lama dan banyak memanfaatkan perempuan sebagai daya tariknya. Perempuan dimanfaatkan tubuh dan sensualitasnya dalam program tayangan televisi agar lebih menarik dan dijadikan konten hiburan. Penelitian ini bertujuan untuk mengetahui analisis semiotika eksploitasi sensualitas perempuan dan mengetahui representasi semiotika yang dari eksploitasi sensualitas perempuan dalam program acara *Tonight Show* NET.TV khususnya episode tanggal 21 Februari 2020. Metode

yang digunakan adalah Semiotika Roland Barthes beserta teori Gender, Ekspresi, dan Feminisme sebagai teori pendukung penelitian ini. Secara umum, hasil analisis dari penelitian ini ditemukan bahwa makna denotatif, konotatif, dan mitos yang terdapat dalam Program Acara *Tonight Show* NET.TV ini dilihat dari beberapa tanda seperti penampilan bintang tamu perempuan, ekspresi wajah, dan dialog antara host dengan bintang tamu yang menunjukkan konteks seksual agar tayangan tersebut menghibur dan lucu. Hal ini yang akhirnya merepresentasikan eksploitasi atau pemanfaatan sensualitas perempuan walaupun dalam bentuk lelucon atau obrolan. Untuk itu, dibutuhkan kesadaran yang besar untuk tidak memanfaatkan perempuan dalam industri media massa, serta mengedukasi masyarakat tentang kesetaraan gender.

**Kata Kunci:** Objektivikasi, Sensualitas, Televisi, Semiotika, Perempuan

## INTRODUCTION

The media has become a foundation for people to look for information and entertainment every day. The community indisputably needs information, education, and entertainment from the media. This era of globalization makes the media develop rapidly and become more sophisticated every time, particularly mass media such as television. According to Cangara, media is a means used to convey messages from communicators to audiences, while the definition of mass media itself is a tool used in delivering messages from sources to audiences using communication tools such as newspapers, films, radio, and television. (Ardianto, 2014).

However, even though technology has developed more and more and uses gadgets more than other electronic devices, people still use television media as one of the needs for source of information and entertainment at home. As time goes by, television entertainment programs must be more interesting than in previous times. The media clearly wants an interesting entertainment program in order to get a large target market. The world of television, which clearly uses technology, has influenced the way people think by creating a human *theater of the mind*. As stated by Baudrillard, the creation of reality uses a production model called simulation, which is the creation of real models without origin or initial reality. This is also called hyper-reality, through the simulation model, humans are trapped in a space, which they realize is real, even though it is actually false, virtual, or imaginary. (Noor, Firdaus, Wahyuningratna, 2017). Many television programs in Indonesia feature funny and entertaining shows, such as TV shows, talk shows, and stand-up comedy. In creating an entertainment program, the media must have a strategic plan to make it look interesting and liked by the audience.

In order to realize this, the media needs something to make an entertainment show look interesting to watch so that women become one of the choices. Women are used as a construction tool to attract audiences to watch a show on television. Utilizing women becomes one of the strategies for the media and increases the target market of an entertainment program. "In essence, women are represented in stereotypes that tend to degrade the position of women compared to men, as commodity objects, and tend to be exploited for their physical potential." (Noor, Firdaus, Wahyuningratna, 2017). There are many assumptions that women are creatures full of sensuality about their bodies and other parts that are considered capable of increasing sexual arousal. Exploiting women's sensuality has indeed become a way to gain profit for the media.

The media exploits the beauty of women to be displayed in an entertainment show as objects. The way women are placed in the show will not always be clearly visible, it can only be seen through the signs shown. Entertainment shows on television intentionally place *images of* women where sensuality is hidden but are able to influence the subconscious of the audience watching. This phenomenon is referred to as sexual embeds or subliminal sexuality. The media often shows the attractiveness of women who are only depicted as sex objects. Women's bodies are exploited for the benefit of advertising. According to (Hanifa & Author, 2020) "the representation of women is not always clearly visible, especially how women are placed as objects to fulfill men's needs".

This also happens because most of those who dominate the media, such as owners, writers, editors, and others are still dominated by men. Thus far, it seems that only a few women are willing to do something or demand things that are considered degrading to their image in the media. Not a few mass media display women's faces and bodies as entertainment and attraction,

for example in a magazine or entertainment program. Many women also play soap opera roles that are portrayed only as satisfying men. "The figure of women in such mass media certainly shows stereotypes that harm them. In TV, the image of women who don't work, as much as 65 percent of them are depicted as a *dura* (display or decoration), 34 percent as recreation and 1 percent as family", (Prasanti, 2012).

Referring to (Sukmono, 2012) In the cultural system of capitalism, the body with its various potentials of signs, images, simulations, and wisdom becomes a central element in the political economy because the female body (aesthetics, passion, sensuality, eroticism) is the *raison d'etere* in every commodity production. Women have always had their own stereotypes in social life, including in the media. The stereotype that a beautiful woman must be white, sexy, slender, and have long hair is the benchmark for the media to exploit women's sensuality in entertainment shows. With such labels on women, women can be exploited for their sensuality not only from their curves but also their voice, face, and other physical parts. Entertainment programs tend to show things that are very funny with the attitudes or words of anyone involved in a show. This is where women's sensuality is exploited by the media so that an entertainment show becomes more funny, entertaining, and clearly makes the audience laugh.

Mass media utilizes women as an attraction, as said by Wolf, women with their sexual appeal are one of the mainstay weapons of advertising to attract the attention of their communication targets. (Wahyuningratna & Saputra, 2017). Like one of the television programs on NET.TV, known as Tonight Show, often displays several shows that show that women's sensuality is exploited by the media. In one of the *Tonight Show's games* segments, *Look Into My Eyes*, there are often signs that women are used as objects to play the game. The *Look Into My Eyes* segment is one of the game segments that involves two people looking at each other face to face and staring into the eyes to stay focused on saying a word to a reference object. The hosts repeatedly said that the purpose of this game was to prove that a woman's eyes are capable of blurring the minds of men who stare at her.

The *Look Into My Eyes* game segment usually invites attractive female celebrities or sexy women. The hosts and guest stars may not realize that what they are actually doing is objectifying women, where the sensuality of the body and all other parts of women have been exploited. "It is evident that when women are socially stereotyped, their value is only seen in their sexual appeal, which lies in the beauty, smoothness, freshness, and plumpness of the model's body", (Rahma, Azizah Wiladatur, Cholis, Yusack Tri Nur, 2020). When watching the *Look Into My Eyes* segment, the hosts, guest stars, and especially the audience will not think that women are exploited because they have been influenced by their words, actions, and funny behavior. In the minds of the audience, it will be embedded that this is common when women are exploited to be used as objects of entertainment in a television program.

Utilizing women's sensuality by constantly showing women in entertainment shows can potentially justify the audience's view that women are indeed objects that can increase sexual fantasies with their beauty and sensuality. Women in the view of men are sexual objects. "Women are presented in the media, but they are nothing but sexual objects for men", (Hanifa & Author, 2020). Because sensuality is one element that is easy to attract attention. Seeing the many media phenomena that utilize women's sensuality for their entertaining shows, the author is interested in analyzing the elements of exploitation of women's sensuality in a television show. The exploitation representation in question does not show violence but is wrapped in female sensuality wrapped in words, actions, and funny behavior.

This research wants to reveal the meaning behind every dialog, body gesture, and expression of the subject under study. The exploitation of female sensuality in television shows is something that is difficult to see directly with the naked eye because it is lulled by various jokes that are thrown. "The image of a beautiful female body has become uniform, namely white skin, straight black hair, long legs, and a long neck", (Prasanti, 2012). Advertisements, soap operas, both drama and comedy, and talk shows, will show women with similar body forms. So, we want to really analyze that women are often exploited for entertainment due to various factors. Women

are physically created to look beautiful and attractive and the stereotypes of the environment and media towards women are one of the factors.

In this research, NET.TV's *Tonight Show* program, *Tonight Show* is one of the evening programs that provide a variety of entertainment programs. information and entertainment. This program also invites various guest stars from many circles. Vincent Rompies, Desta, Hesti Purwadinata, Enzy Storia, and Marshel Widiyanto are the hosts who accompany the audience in this show. On November 4, 2019, *Tonight Show* moved to a new studio for the first time due to the old studio being used for NET's new program. As for the holy month of Ramadan since April 24, 2020, *Tonight Show* was replaced with the name Malam Malam which lasted 2 hours. Then, on June 1, 2020, *Tonight Show* returned to air in its prime time at 19.00 WIB.

*Tonight Show* has changed its airtime again since August 3, 2020, to 20.30 WIB. After going through numerous changes in broadcast hours, finally *Tonight Show* determines its broadcast hours, namely 21.30 WIB which will air every Monday to Wednesday. Starting April 3, 2021, the program will also be present on *YouTube* under the name *Tonight Show Premiere* which airs every Saturday & Sunday at 18.00 WIB exclusively on the *TonightShowNet YouTube* channel.

The author focuses the research on the *Look Into My Eyes* segment of the February 21, 2020 episode. This broadcast shows signs that show elements of exploitation of female sensuality when playing *Look Into My Eyes* games, where male *hosts* and female guest stars are participants in the games. There are many signs that show that women are objectified in this show, such as the appearance of clothes, body *gestures*, guest stars, and dialog that is carried out as if it makes men unfocused when playing *Look Into My Eyes* games. With the signs that the author will examine, the most appropriate method used is Roland Barthes' Semiotic analysis. Roland Barthes' semiotic analysis will help the author explain the signs that show an element of exploitation of female sensuality through denotative, connotative, and mythical meanings.

The focus of this research is on one of the segments of the *Tonight Show* NET.TV program, namely *Look Into My Eyes*, which is a game that will be played by guest stars and *hosts*. This research also aims to find out the semiotic analysis of the exploitation of female sensuality and to find out the semiotic representation of the exploitation of female sensuality in the *Tonight Show* NET.TV program *Look Into My Eyes* Segment Episode February 21, 2020. Several theories support this research such as Roland Barthes' Semiotics theory, Gender, Expression, and Feminism theories to explain more clearly how the exploitation of female sensuality does occur in the mass media by showing signs of the event.

## **THEORETICAL FRAMEWORK**

Women are often represented in stereotypes that tend to degrade women's position before men, as commodity objects, and tend to be exploited for their physical potential as well. (Noor, Firdaus, Wahyuningratna, 2017). Creating interesting entertainment programs will encourage the media to carry out any strategy so that the intended target is achieved. By exploiting women, especially the sensuality possessed by women, the media has long earned huge profits for displaying women's sensuality in entertainment programs. In the KBBI, the meaning of the word exploitation is explained as follows: Exploitation/ex-ploi-ta-si/ /*exploitation/ n* 1 exploitation; utilization: -- of *nickel in the area by foreign companies; 2* utilization for one's own benefit; exploitation; extortion (of one's labor): -- of *one's own labor is unbecoming.* (Cambridge Dictionary. (2021). <https://dictionary.cambridge.org/dictionary/english/sensuality> Dictionary, accessed Wednesday, March 24, 2021, at 02.01 WIB).

Women's bodies and sensuality are considered capable of being a high attraction for a show on television media. The media makes women objects of entertainment by showing their sensuality as if women are indeed laughable entertainment material. Women are often used for their bodies, faces, voices, and actions which can be categorized as sensual, which will build the audience's view that women deserve to be the object of sensuality.

Exploitation of women in the media does not involve women who only participate in a show, but women can also consciously exploit themselves because of many life factors. But the difference is that women's interest in sensuality is not as great as men's interest, therefore women are often used as objects to display their sensuality to entertain. Referring to (Sukmono, 2012). The exploitation of women's bodies on television has touched sexual boundaries and has begun

to "dare", where taboo parts of women have disappeared when they have entered television shows and finally display parts that are considered of high economic value. The exploitation focused on here is the idea of how sustainable women are shown in a degraded position through sensuality

Women are considered creatures that only have the capital of attractiveness to be enjoyed. With women often featured to entertain in shows, it will further strengthen that there is exploitation carried out against women. This will also increase the acts of harassment and degrade women physically and non-physically, the media is considered to provide a strong reason that women's dignity is degraded. The body becomes part of the semiotics of capitalism's commodities that are traded for signs, meanings, and desires. *Gesture* is also a *signifier* with various positions and *poses* and with various assumptions of 'meaning'. (Ibrahim, 2003).

Sensuality comes from the word *sensual* or *sensuality* /,sen.sju'æl.ə.ti/ in English which means the *expression or suggestion of physical, especially sexual, pleasure or satisfaction*. As for what means sensuality is a physical expression, especially for sexual matters, pleasure, and satisfaction with something. Sensuality itself is some associations that lead to the behavior of building sexual images/fantasies expressed through clothing styles, facial expressions, attitudes, and behaviors of women with their bodies. (Wahyuningratna & Saputra, 2017). Sensuality is clearly related to sexuality which will lead to the senses, namely something that will arouse sexual arousal. Anything that stimulates pleasure can be referred to as sensual. For example, a person, an item, food, and so on.

The body and all other parts of women do not belong to women themselves, but have become an interest for the benefit of various parties, one of which is the television media. The word "sensuality" is derived from the word "*sense*" which is generally translated as "taste" (in a broad sense, especially the visual aspects of the artwork) in relation to artworks. Sensuality is something that is directly related to the senses. Padila says in (Wahyuningratna & Saputra, 2017) that women are closely associated with sensuality, whether through their curves, clothing styles, accessories, or the fragrances they use.

Women are closely associated with the sensuality of their bodies that can attract audiences to watch an entertainment program. Seeing the curves of the body, the clothes worn, facial makeup, and the voice when speaking are included in the sensuality displayed in the media. Referring to (Sukmono, 2012) Ibrahim said that there are signs of symbolic violence that appear in the form of the use of language and photos or images that appear in print or electronic media that position women in stereotypes of body and beauty, not brain. Not infrequently we find in printed and electronic mass media language or images ideologically containing meanings that are demeaning, judgmental and even insulting. In this case, women are always seen only from how sensual they are in the social environment and not seen from other parts such as intelligence, kindness, or other better things.

Slender curves, prominent breasts and buttocks, long hair and beautiful facial makeup are a reference for the media to make women objects of sensuality in entertainment shows. Particularly in entertainment shows that are aired only during the night hours, where those who watch are usually only men. The view that shows featuring women's sensuality are 'suitable' to be aired at night is to attract the target audience, one of which is men. Because obviously, men will be more interested in something that shows sensuality with the object being a woman. Piliang says in (Sukmono, 2012) The sexier, the more famous, or the more "daring" a cover girl is featured on a magazine cover, for example, then she will have a high currency in the libido market, which will then determine the price of her libido economically.

## RESEARCH METHODOLOGY

This research used the constructivism paradigm, where this paradigm assumes that reality is not singular. Reality or truth is interpreted by individuals and groups. Berger and Luckman have the assumption that reality is not formed scientifically or from the hand of God, but the reality is formed and constructed. (Butsi, 2019). So, each individual or group will respond to,

construct, and interpret reality differently. Because of course, everyone has a different educational background, experience, association so that they can interpret the reality around them.

The approach and type of research used is descriptive qualitative, where qualitative research is research that stems from an inductive mindset, which is based on participatory objective observation of a social phenomenon. (Harahap, 2020). This research is descriptive, because it only explains or describes situations or events, besides that it does not test hypotheses or make predictions and also does not test theories. The data collected was in the form of text, colors, visuals in the form of photos or images and not numbers. As in this study, it will be focused on *audio-visual* data such as images or videos, which contain impressions from one episode of the *Tonight Show* on NET.TV.

Roland Barthes' semiotic analysis method is a way to find out how signs of exploitation of female sensuality are shown in the *Tonight Show* program. According to Barthes, the signs contained in an object have meanings wrapped in myths and ideologies. This sign concept is called connotative and denotative. Barthes explains that a sign consists of expression, relation, and content/signify or commonly called ERC. (Wibowo, 2013) Barthes writes: "Such a sign system can become an element of a more comprehensive sign system. If the extension is one of content, the primary sign (ERC) becomes the expression of a secondary sign system":

$$E_2 = (E_1 R_1 C_1) R_2 C_2$$

## RESULTS AND DISCUSSION

The analysis carried out in this study used the NET.TV *Tonight Show* television show *Look Into My Eyes* Segment dated February 21, 2020. This broadcast was researched through YouTube *Tonight Show* with a duration of 9:55 minutes. This research material used several images from the show, scenes that show elements of exploitation of female sensuality. Seven images of the scene were examined to explain how this show depicted the representation of the exploitation of female sensuality.



Figure 1. NET.TV Tonight Show Scene

This research was explained using Roland Barthes' Semiotics theory which focuses on denotative, connotative, and mythical meanings. The elements scrutinized were spoken words, images, movements, and facial expressions. Denotative is the most obvious sign of meaning, more clearly denotative is how a sign describes a particular object. In order to get a denotative sign or meaning, it requires E (*Expression*), R (*Relation*), and also C (*Content*). Thus, below will be described one by one each scene in the *Tonight Show*, especially the *Look Into My Eyes* segment by mentioning the signs, signs, and content in it.

The connotative is a sign that has met or interacted with the feelings, emotions of the reader as well as their cultural values. Therefore, connotative is a way to explain the sign that describes the object itself. Relatively similar to denotative meaning, in order to get a sign or connotative meaning, it requires E (*Expression*), R (*Relation*), and also C (*Content*). Using that, it will be possible to see and understand how the second signification of an existing sign is formed. Myths appear in texts at the level of code, and are messages in which ideology resides. Myths perform a naturalizing function, which is to make historical and cultural values, attitudes and

beliefs appear normal or natural. In explaining the meaning of the myth of the *Tonight Show*, it will be seen or clearly there are things that are "normal" in society about women, by explaining the dialog or expression in this show.

Starting with the appearance of Maria Vania who came in a tight gray dress, with the tight clothes worn, Maria's curves and sensual body parts were clearly visible. The breasts and buttocks looked very prominent and showed the sexiness of Maria's body in the show. Reporting from Liputan6 news, the explanation of the color of Maria's gray clothes also means that people who wear gray clothes are those who like to show off, even though the gray color symbolizes balance and is also neutral.

The myth that wearing clothes that show women's curves can be an attraction and more attention when it is shown in a television show. In (Melliana. S, 2013)Grinder also states that the success of a woman in a society that is more concerned with appearance will always be considered attractive. In the *Tonight Show*, it is very clear that all game participants who play are men against a woman, Maria Vania. The *Look Into My Eyes* game segment itself aims to find out whether it is true that a woman's eyes can cloud the minds of men. The myth that men will always be distracted by beautiful women who have beautiful body parts, in this case the eyes are included in the sensual body parts because they can distract men. Women's body parts have great potential to be exploited because they have high economic value in the media industry, even if they are as small as the eyes. Widyatama said in (Noor, Firdaus, Wahyuningratna, 2017)women are represented in stereotypes that tend to be degraded in front of men, namely as commodity objects and exploited only physically. The game *Look Into My Eyes* also shows that men are weak creatures when dealing with a beautiful and sexy woman, because the purpose of the game has explained that "women's eyes can cloud the minds of men".

From the explanation of the denotation and connotation meanings previously explained, there are expressions shown by Desta when playing *Look Into My Eyes* games that hint at something. From the first expression when he was about to play games with Maria, he showed a facial expression with bulging eyes and a long sigh as if he was nervous about playing games with Maria. Reporting from Kompas.com, a long sigh can mean that someone wants to feel calm when they are tense or anxious. The expression shows that he is very nervous or anxious about playing games with a beautiful woman with a sexy body, as if he knows it will be difficult to beat Maria when playing *Look Into My Eyes*.

For the second Desta expression scene, it shows almost the same facial expression, but this time it can be interpreted as Desta feeling defeated when Maria uttered the phrase "Desta, how long is it? Only 10 seconds to play with me." The bulging eyes and eye movements that rotate up, to the right and left are because he is holding back his embarrassment because of Maria's statement and trying to distract his mind. Reporting from Tribun *Lifestyle*, looking up and to the right explains that someone is using their imagination and also that something is being hidden. Meanwhile, when someone looks up and to the left it means they are looking for a point to remember something.

The most obvious result of this research is the part of the dialog that is carried out by the parties in the *Tonight Show*. Many of the dialogs said by Maria Vania or the hosts have erotic or indecent meanings, although not explicitly said but there is a meaning of each word. Almost every scene analyzed has a sexual meaning in it when spoken, such as "Play on the table", which means how someone who performs sexual intercourse or acts on the table which ultimately makes the audience laugh because they know the true meaning said by Desta and Maria. "Jugs, Big, balls", these words also seemed to be deflected so as to make everyone in the show think of things that lead to sensual body parts. "Jugs", "Big", "Balls" are interpreted to mean the female breast or male genitalia. The phrase "Passed around" according to KBBI is the same as the word "alternate". In this case, Maria seems to be saying that the men who play games with her take turns but with a seductive tone and intonation of voice.

The dialog spoken by Desta when talking to Adithya "I know you are not focused", where in this scene Adithya loses playing *Look Into My Eyes* with Maria Vania. Desta made fun of Adithya to be unfocused looking at Maria, because he thought of something that made him unfocused. In

this case, what is meant is that Adithya could not focus because his co-star is Maria Vania who has a sexy body and is very intimidating to the men who look at her. Then, when Maria said "You're just showing off having long hair, but when it comes to strength you lose" to Adithya, it was as if Maria was making fun of Adithya who had long hair but was not as strong as his appearance made him out to be. Men with long hair are usually known for their scary stature, but because Adithya lost the game with Maria, she finally made fun of Adithya like that.

In the next dialog said by Desta "Dul, eyes, Dul", then Maria responded with "My eyes are up here okay." The sentence Desta said was a joke that was thrown to remind the next participant to focus on looking at Maria's eyes and not other parts of her body, implicitly her chest. Maria also responded to the sentence with a little teasing, as if the man sitting in front of her was tempted by her body. This illustrates the demeaning and biased view of men based on their bodies and sexuality as said by Maggie Humm. (Rochimah, 2018). Kurnia said that gender roles that stereotype feminine and masculine also affect how men and women are treated, where men are attached to being *macho*, brave, strong, dashing. While women are attached to being emotional, weak, passive, and relying on physicality such as curves and beauty. (Wahyuningratna & Saputra, 2017).

In the tenth scene, Abdul, an audience member who is a participant in the games, starts playing with Maria Vania. When he starts playing, Abdul looks down when dealing with Maria where it makes the hosts and the audience excited. Abdul's eyes were seen looking at the lower part of Maria's body, namely the chest, which made everyone there laugh and make fun of Abdul. It was clear that what Abdul saw was Maria's chest because Desta said something like "Her eyes are up here (While pointing his eyes behind Maria), once you look lower your eyes will laugh". The dialogue and events that occur in this scene show that women's bodies greatly influence the minds of men who should only look at their eyes, but it cannot be controlled because every part of the female body becomes sensual when displayed in the media which ultimately makes women a fantasized sexual object. At the same time, it seems to confirm that men cannot control themselves when looking at women.

In the last scene, a prize board will be played for viewers who play to get credit. Maria Vania will rotate the board, and she says "Do you want me to twist this quickly or slowly?". The sentence can be interpreted as a double entendre with a second meaning that leads to sexual acts. Although indirectly, this sentence sounds ordinary, the atmosphere and conversation created from the beginning has revolved around sensual and erotic things. The tone and intonation of Maria's voice also sounds seductive when she says it to Abdul, the audience member who has been playing *games* with her.

From all the elements such as Maria Vania's appearance, the dialogue conducted by the hosts and guest stars, the expressions shown to the camera and the audience, it is clear that women are in a degraded position when featured in television shows and women who are the center of attraction do not realize that their bodies and sensuality are used for the show. The myth of how women's beauty is very influential in this life, especially in the media and advertising industry where women are exploited as sensual objects. (Wolf, 2002) She says in her book *The Beauty Myth*, "The sexual revolution promoted the discovery of female sexuality; 'beauty pornography' - which for the first time in women's history artificially links a commodified 'beauty' directly and explicitly to sexuality - invaded the mainstream to undermine women's new and vulnerable sense of sexual self-worth."

Wolf explained that along with the development of the revolution, knowledge has been discovered about what female sexuality is like. Women's beauty can be used for many things, one of which is "pornographic beauty", and with this knowledge, women's sexuality is finally utilized and displayed explicitly, which will clearly demean women themselves. The myth of female beauty cannot be separated from the appearance of the female body, which has become a "paradise" for the media industry. By showing Maria Vania, the show will be more interesting by just presenting her. The most interesting thing about Maria Vania is her body, her movements, and her words that always display or show eroticism. This is not only purely from the female guest star, but the parties around her also support the existence of funny but sexual or erotic chatter or jokes. The appearance of the clothes worn by Maria Vania has a denotative meaning, namely that the *dress* worn is a gray *dress*. The connotative meaning is how the meaning of the gray color itself

means neutral or balanced, but for people who like to wear gray clothes, it is a sign that they like to show off. While the myth is that with the gray dress, Maria Vania wants to show or show off her sexiness when she is in a show.

The physical attractiveness of the body and face is considered more important for women, and is considered more critical so that women tend to be rejected if they do not look attractive. When referring to the practice of objectification, the meaning of one's body is more easily observed from the outer aspects of the owner of the body, namely its physical appearance such as skin color, sensuality, or certain body size. (Melliana. S, 2013). The body and face that are considered ideal will usually be a feature in women's appearance, this is what is often shown in television, movies, and magazines regarding women's appearance.

There is a term phallogocentric according to Maggie Humm, which is the depiction of women's bodies (their bodies and sexuality) based on a demeaning and biased perspective based on the male perspective. (Rochimah, 2018). This often happens in the world of mass media and television, where women become the party that is denigrated because of the body and beauty that complements a woman and is considered a media attraction.

Desta's facial expression as the host in this program has a denotative meaning, his eyes glaring at the audience, sighing, taking a breath, then the direction of his eyes looking up, and to the side. The connotative meaning of sighing and taking a deep breath is someone who is tense or anxious and wants to feel calm. The connotative meaning of eye movements that look up and to the right side means that someone is using their imagination or something is being hidden, while looking up and to the left means someone is trying to remember something. And the myth of Desta's expression can be explained that he feels nervous or anxious when he is about to play *Look Into My Eyes* games with a sexy woman, this can be seen from how he breathes in and out and the way he moves his eyes.

**Table 1.**  
**Dialogue in the Scene**

No	Denotative Meaning	Connotative Meaning
1.	("Play on the table"): They will play games with a sitting position and a table between them.	This phrase is interpreted as a sexual joke which means performing sexual acts on the table.
2.	("Jugs, Big, Balls"): These are words that are thrown in response to the word reference in the <i>Look Into My Eyes</i> game.	The word "Jugs" can refer to a sensual body part of a woman such as her breasts, the word "Big" can mean that the size of a sensual body part is large. Then "Balls" is interpreted as a part of the female or male body that has a ball-like shape.
3.	("Passed around"): Maria Vania's response when she would take turns playing games with the other guest hosts but with a word that sounded like a joke.	"How come I'm being passed around like this?" is referring to the sexual context of taking turns doing sexual things with different people.
4.	("My eyes are up here"): Has a meaning to remind the other person to focus on Maria Vania's eyes and not on other body parts.	A teasing sentence to keep men from constantly looking at their breasts while playing games.

Myth (whole dialog): How humans will always be interested in discussions, chats, talks or in this case, jokes that have a sexual context. Likewise with the audience who watch it, some sexualized sentences uttered by the host and guest stars in the show always made the audience laugh as if they were very funny.

## CONCLUSIONS

The representation of denotative, connotative, and mythical meanings in this show that women's sensuality is exploited for the media are related. It can be seen from the color of the dress that Maria Vania wore, Desta's facial expressions when talking with Maria Vania, and hearing the

dialogue or words uttered by the hosts and guest stars with underlying sexual context. Women's sensuality cannot be separated from the beauty and body of a woman. This is utilized by the media industry as material to attract audiences, increase their target audience and so forth. Women with beautiful faces and sexual bodies become a prototype for the media to be displayed as objects, which are none other than sex objects. Although the *Tonight Show* displays entertainment, the fact is that the entertainment is formed from content by taking advantage of women and eventually displaying erotic or sexual actions, words, and jokes. Patriarchal ideology in the media industry turns women's bodies into objects and commodities that are worth selling.

## REFERENCES

### **Books and Journals:**

- Ardianto, E. (2014). *Komunikasi Massa: Suatu Pengantar*. Simbiosis Rekatama Media.
- Butsi, F. I. (2019). Memahami Pendekatan Positivis, Konstruktivis Dan Kritis Dalam Metode Penelitian Komunikasi. *Psikologi Perkembangan*, 2(October 2013), 1-224. <http://ejurnal.stikpmedan.ac.id>
- Hanifa, I., & Penulis, M. (2020). Eksploitasi Sensualitas Tubuh Perempuan dalam Iklan Cat Avian Versi Awas Cat Basah. *Jurnal Audiens*, 1(2), 176-181. <https://doi.org/https://doi.org/10.18196/ja.12020>
- Harahap, N. (2020). *Penelitian Kualitatif*. Wal Ashri.
- Ibrahim, A. F. (2003). *Jürgen Habermas*. Teraju.
- Melliana, S, A. (2013). *Menjelajah Tubuh Perempuan dan Mitos Kecantikan*. PT LKiS.
- Noor, Firdaus, Wahyuningratna, R. N. (UPN V. J. (2017). New Era Boots Di Televisi. *Ikraith Humaniora*, 1(2), 1-10.
- Prasanti, D. (Fakultas I. K. F. U. Y. B. (2012). Tubuh Perempuan Tambang Emas Bagi Media Massa. *Jurnal Observasi*, 10(1), 75-84. <https://media.neliti.com/media/publications/220518-tubuh-perempuan-tambang-emas-bagi-media.pdf>
- Rahma, Azizah Wiladatur, Cholis, Yusack Tri Nur, U. M. (2020). Eksploitasi Tubuh Wanita dalam Iklan Dolce&Gabbana. *Jurnal Audiens*, 1(2), 168-174. <https://doi.org/https://doi.org/10.18196/ja.2019> Eksploitasi
- Rochimah, T. H. N. (2018). *Pertarungan Wacana Tubuh Perempuan Dalam Media*. Buku Litera Yogyakarta.
- Sukmono, B. D. (2012). *Eksploitasi Tubuh Perempuan di Televisi Sebagai Ironi Kepribadian Indonesia*. 4(1), 15-25.
- Wahyuningratna, R. N., & Saputra, W. T. (2017). Ragam Representasi Iklan Sensual Di Televisi ( Kajian Semiotika Roland Barthes ) Diversity Of Sensual Advertising In Television ( Roland Barthes Semiotics Study ) Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik UPN " Veteran " Jakarta. *Jurnal Ilmu Komunikasi*, 5(2), 1-13. <http://journal.unla.ac.id/index.php/dialektika/article/view/272>
- Wibowo, I. S. W. (2013). *Semiotika Komunikasi – Aplikasi Praktis Bagi Penelitian dan Skripsi Komunikasi Edisi 2*. Mitra Wacana Media.
- Wolf, N. (2002). *he Beauty Myth: How Images of Beauty Are Used Against Women*. Morrow.

### **Website:**

- Cambridge Dictionary*. (2021). <https://dictionary.cambridge.org/dictionary/english/sensuality> Kamus, diakses Rabu, 24 Maret 2021 pukul 02.01 WIB.
- Kompas.com. (2017). Menarik Napas, Menenangkan Diri. Lusiana Kus Anna. <https://health.kompas.com/read/2017/03/31/161300323/menarik.napas.menenangkan.diri> diakses Rabu, 7 Juli 2021 pukul 23:04 WIB.
- Liputan6.com (2019). Jangan Salah Pilih, Ini Makna Warna Baju yang Kamu Pakai Sehari-hari. Afifah Cinthia Pasha. <https://hot.liputan6.com/read/4050788/jangan-salah-pilih-ini-makna-warna-baju-yang-kamu-pakai-sehari-hari> diakses Senin, 21 Juni 2021 pukul 20:10 WIB.
- Tribun Lifestyle. (2020). Tes Kepribadian: Ekspresi Wajah&Tingkah Laku Seseorang Ternyata Dapat Ungkapkan Perasaan Dirinya. Anugerah Tessa. <https://www.tribunnews.com/lifestyle/2020/04/01/tes-kepribadian-ekspresi-wajah-tingkah-laku-seseorang-ternyata-dapat-ungkap-perasaan-dirinya?page=3> diakses Rabu, 7 Juli 2021 pukul 23:08 WIB.