

## BODY AND LIFESTYLE AS AN ADVERTISING STRATEGY

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**Abstract :** Advertising is known as a communication medium that provides information or rather persuade the target audience to buy the products offered, but behind that submitted information and persuasion, advertising can also affect people's lifestyles. Various strategies and means of persuasion of advertising, in addition to the appeal of a woman's body that has been commonly used, some ads that use a form of male body as an element which is highlighted in persuading the target audience. Through visual observation of the ad footage milk supplement for men on television and analysis through various levels of meaning, to know how the ads tend to construct lifestyle target audiences. The results show that this ad approach the ideal male body shape and setting an upscale lifestyle as persuasion. Means of persuasion such as this turned out to be used to target specific segments of the single men of the ordinary classes and ordinary-looking, but dreaming to reach the upper class lifestyle. Such an approach is supported by the trend of ideal body building lifestyle prevailing in society. The aim of the study is to peel visual meaning shown in the ad as well as an understanding of the use of lifestyle as a strategy of persuasion in advertising.

**Keywords:** *Advertising, Body, Lifestyle*

### 1. Introduction

For most young men, healthy lifestyle with exercise is often a trending topic at the moment, though marked by the appearance of body building places that are often referred to as "Gym" stands for Gymnastics. To obtain the ideal body necessarily having to go through an exercise routine without breaking, set a measured: nutrition, because getting the ideal body cannot be achieved in a short time. There is a problem of being overweight as often consuming junk food that is also often advertised, there is also the issue of weight is considered too thin, less muscular. Television as the most effective advertising medium among existing conventional media, because there are visual elements that move, color and sound, so it is the closest representation of reality. In TV commercials there is a product that can form the body to be ideal immediately if consuming it, with a belly shaped "six-pack" that is popular today. Advertising has a significant role in the formation of a lifestyle that is constructed in the image and spectacle. Conscious or not, at any time the viewer is always treated to commercials, reminded repeatedly and indirectly asked to buy the products on offer, there is even a sort of necessity to be a reflection of something like that offered by the ad. Unconsciously viewers feel part of a group of people who use these products. What a human life is controlled by advertising watched on the sidelines of the news or movies are being watched.

## 2. Theoretical background, research questions

The existence of advertising in the media gave us a kind of independent reality related to our own lives, the ad created a world that is constantly experienced as reality [5]. Products are made to produce or buy feelings. You do not simply buy the product in order to be part of groups that represent, naturally you have to belong to the group, and therefore you buy the product. This is how the ads maintain their grip [5]. Lifestyle is something that is offered in advertisements. When buying products with certain images, then we create ourselves, our personality, our qualities, even the past and our future [5]. Lifestyle meant is the concept of classification societies in certain classes according to the "style, manners, or how to use the goods, place and time, typical of certain groups of people" [2], which makes human beings tend to be positioning itself on style they are interested, of course, once supported by other factors that support it (capital, objective condition, habitus, disposition, practice). Man is a body, which reflects human existence. Contemporary man has been possessed by capitalist idealism in view of perfection of the body in certain sizes that have become common agreement, "So it is not surprising that almost all times a good conception of the body is always changing along with the development of cosmetics discovery, which ultimately led to beautiful conception of the body as a result of engineering with cosmetics "[1]. Social body and the various perceptions of the physical body are constantly changing, and can be very diverse. Every different culture also has other bodies. From here we can see clearly that the physical body is social properties [4].

How are body and lifestyle used for advertising strategy?





## 3. Methods


Sampling and criterion: the study focused on L-Men advertisement, dairy products specifically for men's health, Mass Gain version 2015, which is taken from television advertising as study materials for reasons such ads have a high enough frequency appears on television compared with product advertising other health milk.

Visual analysis of the samples above using a matrix table symbolic meaning of each scene is associated with a theoretical frame. Visual signification use denotation-connotation as proposed by Piliang: "Advertising has a complex levels of meaning, ranging from explicit meaning, that meaning is based on what appears (denotative), as well as a deeper meaning, pertaining to understandings ideological and cultural (connotative) "[3].

#### 4. Analysis, discussion

**Table 1.** Visual Matrix Analysis[6]

Visualization	Symbolic meaning
	<p>Denotation : A woman who became the center of attention, wearing a diamond earring</p> <p>Connotation : The western stereotypes of beauty and the luxury.</p>
	<p>Denotation : Two men, looking for a woman who wears diamond earrings, then the woman let go of her earrings to the pool. The two men vying to dive to get the earrings at the bottom of the pool.</p> <p>Connotation : ordinary and good looking face has the same opportunity.</p>
	<p>Denotation : Men with ordinary face, but have the ideal body, succeed to get the woman's earrings.</p> <p>Connotation : when someone has an ordinary face, but he has the ideal body shape, he can win the competition</p>
	<p>Denotation : the man's body is very close to a woman's, his face is close to the ear of the woman whose face seemed to be smiling.</p> <p>Connotation : The man with ordinary face but has the ideal body managed to win the competition, as well as getting the woman.</p>

	<p>Denotation : Slim body then turned into a muscular and "Six Pack" shape stomach.</p> <p>Connotation : The ideal body shape is the key to success</p>
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In contrast to the crowded public swimming pools, exclusive swimming pool is more an arena to show off the body rather than swim. Eurasian face, popular stereotype in Indonesia, western-type face reflects the upscale, luxury, glamor. Diamond, the most expensive gems among gemstones. Men with a ideal body, slim muscular with a "six pack" on the abdomen, the ideal shape which admired by women.

L-Men above ad featuring elements of the marker as an image of a man with three conditions: thin, medium and muscular and slightly overlapping rows of the left rear towards the front right (denotative), based on the composition, this ad has a strong connotation of changes body shape skinny guy (rear left position = past) becomes more "macho" (front right = now). L-Men advertising create a group of men who are obsessed with a lean and muscular body shape. The group of people with a certain economic capital capable of buying the product L-Men and is able to exercise to the gymnasium, a group that seeks to build and maintain the ideal image of a man's body, by maintaining the existence of class in a classy places.

This ad is trying to persuade consumers to buy their products by selling illusions naturalized through the shows that offer ideal image of male-bodied, with characteristic of this "Six Pack" illusion has been drugged viewers resulting in a desire and willingness to be the ideal stature rather than on functionality and usefulness. Although viewers are aware the actually it is not milk than shaping the body, but regular physical exercise and sustained by a particular method, however the consumer led to believe that the L-Men were able to help accelerate the formation of ideal body. This advertisement bridging the dream of single young man with ordinary face and underweight body, but eager to get a beautiful, sexy and rich woman. This insight is used by L-Men advertisement to target segments of the population in Indonesia.

## 5. Results/finding/conclusion

The body is formed in such a way that meet the tastes of observers, as the prevailing culture in the community. Physical exercise tend to torture themselves by consuming elements believed to accelerate the formation of the body to be ideal. Opinion about the

ideal body shape makes the people eager to get it, so that the body no longer belongs to the soul. The body becomes a social body. Something that looks not necessarily what it seems, so sharp and intense media serves a selection of content to be viewed, ads offering all things should be purchased, with idealism constructing society, ads media create a culture of consumption that is deliberately constructed through the process of the creation of a difference, image, style and lifestyle. Ad spending created a culture that is driven by a passion and dream, than a necessity. Society is conditioned not only to buy goods, but also to buy an image, an illusion, and lifestyle. Ads constructing lifestyle as a strategy to bridge the dream target audience. Ad offers all the options that seemed perfect, but all the decisions on the consumer, whether the consumer spending based logic needs or just buy the illusion.

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