

THE WEST DOMINATION TOWARDS THE EAST IN LIFEBOUY CLINI-SHIELD 10 ADVERTISEMENT: ORIENTALISM STUDY

Mirza Fathima Jauhar Kamalia

Faculty of Humanities, Airlangga University, Surabaya, Indonesia

Email: ima.kamalia@gmail.com

Abstract

Lifebuoy Clini-Shield 10 soap claims that its product kills the bacteria and protects the skin ten times better than any other famous anti bacterial soaps. The advertisement chooses to use the West researcher as the model who finds the new technology called as Activ Naturol Shield in order to attract and convince the buyers and use the East people as the object of the research. Furthermore, Lifebuoy Clini-Shield 10 is shown as the result of product by the West researcher and as the solution for the health problem. This study aims to explain the image of the West domination depicted in Lifebuoy Clini-Shield 10. This study will use the theory of Orientalism by Edward Said to answer the problem above. This study uses qualitative method supported with the data of the advertisement video, as the main source of the data, and some information from the website of the Lifebuoy Indonesia. The results of the study show that the West is depicted as the leader, the source of the knowledge and the inventor of the technology through the West researcher. As the effect, people will internalize the hegemony that the West is the most superior nation among the other nations whose people born to lead the world and the East will consider themselves as the inferior nation and must depend on to the West to solve every problem that they have.

Keywords: Domination, Orientalism, Superior, Advertisement.

I. Introduction

Lifebuoy is one of the famous brands of soap that has the vision which is bringing health and cleanness for one billion people. Based on the vision, Lifebuoy works with some world health experts to create an anti bacterial soap that effectively eradicates bacteria reputed as the danger for health. Then, the soap named as Lifebuoy Clini-Shield 10 is claimed ten times better than any other soaps to protect the skin from bacteria because of the new technology, Activ Naturol Shield. There are two variants of Lifebuoy Clini-Shield 10 which are -complete, the red one, and -fresh colored green. Lifebuoy Clini-Shield 10 is not only in the form of bar soap, but also in the form of liquid soap for bathing and washing the hands. This soap considered the right soap

for Indonesian people, especially the children, who are easily infected the sickness.

Because there are many children have diarrhea, dysentery and typhus in Indonesia, it makes the anti bacterial soap becomes the medium for both prevention and protection. As the consequence, people give more attention to the anti bacterial soap especially the soap contains Activ Naturol Shield considered as the best solution for the health problem that usually occurs in Indonesia by remembering the claim that it is ten times better to kill the bacteria and protect the skin that can attract the buyers. The writer chooses to analyze the advertisement of Lifebuoy Clini-Shield 10 soap since the advertisement chooses to use the model of a West researcher, the main researcher in

advertisement, who finds the new technology and chooses the East as the object of the research. Furthermore, Lifebuoy Clini-Shield 10 is shown as the product created by the West researcher and as the solution for the health problem.

Based on the problem above, this advertisement not only delivers the message to the consumer, but also delivers the hegemony about the position of the West who are higher than the East. Edward Said appeared with his theory, Orientalism, which is the persuasive way of thinking to believe and accept that there is the fundamental difference between the West and the East. These differences have done by creating the contrast image, personality, idea and experience between the East and the West. Furthermore, the West looks and assumes that the East as the Other whose existence must be regulated, controlled and determined by the West (Said, 2003:1-2). This study aims to explain the image of the West domination depicted in Lifebuoy Clini-Shield 10.

II. Theoretical Framework

Orientalism is a Western style for dominating, restructuring, and having authority over the Orient. The West is called as the -Occident and the East is called as the -Orient. The term Occident for the West and the Other or Orient for the East does not naturally happen but it is a man-made or hegemony from the West towards the East for spreading and maintaining the power (Said, 2003:3). The Orient has helped to define Europe (or the West) as its contrasting image, idea, personality, experience possessed by the East. In other words, there are binary oppositions defining the West and the East that refers to the identity stereotype between the West and the East. When the West is rational, virtuous, mature and -normal, then the East is irrational, depraved, childlike and -different. Based on those binary

oppositions, there are the terms -other for the East and -self for the West as the subject. Because the West considered as the subject, it makes the East positioned as the object in every field (Said, 2003:1-2). All of those characterizations and terms do not naturally happen as the result of the East's own effort but rather the whole complex series of knowledgeable manipulation by which the East was identified by the West (Said, 2003:40).

The knowledge about the East is shaped and designed by the West to perpetuate the hegemony that the West is the superior and the East is inferior. The feeling of inferior that is deeply rooting in the East mind is used by the West to make the East fully depend on the West as like the East really needs the West. In this case, the East will think that they need the West to eradicate their ignorance and backwardness and also bring them to the civilization because the East is considered as a place isolated from the mainstream of European progress in the many fields especially science (Said, 2003:206). In other words, there is a strong relation between the knowledge and the power that can be separated from one another. The knowledge here functions to control, spread and perpetuate the power.

III. Method

This study use the qualitative method supported by Edward Said's Orientalism in analyzing the object. The source of the data is the object itself which is the video of the television advertisement of Lifebuoy Clini-Shield 10 aired in Indonesia. It is supported with the relevant books which are suitable with the study, both printed and electronic book, some academic articles and journals related with theory used in this study. The technique of data collection and analysis will be explained below.

a. The Technique of Data Collection

The data collection is done by finding and downloading the video of the advertisement for analyzing it. After that, the writer writes the narration of the advertisement down as the supporting data. Then, it is continued with finding some information of the product through official web of Lifebuoy Indonesia. It is completed with reading some books, either printed or electronic book, about the theory used in this study.

b. The Technique of Data Analysis

The writer looks Lifebuoy Clini-Shield 10 as the text consists of the voice and the picture that will be analyzed in this study. The steps in analyzing the data are observing the advertisement including the narration, the movement, the action and the position of the models shown in the advertisement. After that, the writer captures every part of the advertisement in order to make them easier to be analyzed. Then, the writer analyses every part of the advertisement by using Edward Said's Orientalism.

IV. Analysis

a. The Description of the Advertisement

The advertisement begins with showing the forest that will be visited by the researchers and the reporter by the helicopter. Then, it is shown that the West researcher sits on the front seat and says –the problem of health is more difficult to stop because the bacteria are getting strong while bringing the tablet in his left hand that shows the picture of an Asian girl who is sick. After that he says, –because of it, we create Lifebuoy Clini-Shield 10, ten times better protection from any other famous anti bacterial soaps. He shows the red and green soaps in the suitcase to the woman reporter next to him. After the helicopter landed, the West researcher comes out from it followed by the other two Asian researchers and the reporter behind him and walk to the forest. Then, the reporter accompanied by the

cameraman asks to the West researcher, –why it is better? When they arrive in front of the tree containing Activ Naturol Shield, the West researcher who stands in front of the other two Asian researchers answers, –Because of Activ Naturol Shield. The same secret used to protect the tree for hundred years. Then, he shows the yellow liquid called as Activ Naturol Shield that comes out from the tree. The yellow liquid visualized to blend in the soap and turns into the red Lifebuoy Clini-Shield 10 soap bar which lies on the West researcher's hand. He explains to the reporter beside him, –Protect the skin ten times better than any other famous anti bacterial soaps. Suddenly, the location turns into a big meeting room attended by many researchers. The West researcher stands in front of the big screen and continues, –and ten times better in treating your skin. The new one, Lifebuoy Clini-Shield 10. At the time, the picture of the Asian girl who is washing her hands appears in the wide screen followed by the emergence of the Lifebuoy soaps both liquid and bar. After that, the cameraman shoot the two West researchers who sits in front seat gives the applause followed by the rest of the audience.

b. The analysis of Lifebuoy Clini-Shield 10 Advertisement

1. The West as a Leader



Picture 1



Picture 2



Picture 3



Picture 4

The leadership of the West can be seen from the sitting and standing position of the researchers in the advertisement. Picture one shows the West researcher sits on the front seat of the helicopter which is flying to the forest. Picture two depicts the Asian-faced researcher sits on the back seat of the helicopter. From the sitting position depicted in this advertisement, it indicates that the West is more superior than the East.

Further, it also indicates that the West takes a step forward better than the East. The Asian researcher seems like the assistant of the West researcher who shows his invention—Lifebuoy Clini-Shield 10 soap—in the suitcase to the reporter who sits next to him that can be seen in the picture three. The Asian researcher helps his leader to bring anything needed. Being assistant means he has no power for himself to do something and must wait to be ordered by his leader. In other words, being assistant is regulated, ordered and determined by his leader. It indicates that the West researcher depicted as the leader who has the power towards his assistant to regulate, order and determine his assistant's action. It is strengthened in the picture four that shows the standing position of the West researcher who stands in front of the other two Asian researchers. It can be seen from the picture four that the other two Asian researchers are the weak partners for the West researcher. It is the same like what Said (2003) has said in his book—*Orientalism*--that the relationship between Occident and Orient is a relationship of power, of domination, of varying degrees of a complex hegemony (4). Ashcroft and Kadhim (2001) also added that --it refers to, but does not document, the material effects on the colonized of those techniques which construct them as inferior, dehumanized, infantilized (97). From the quotation above, it can be said that the past colonization affects the Asian researchers until they think that they are inferior and backward, in other side, they think the West researcher is more superior and has the higher position than them. When the feeling of inferiority has been constructed and internalized in the mind, the hegemony which said that the West is the supreme human and born being the leader to lead or take control over other people in the world appear like what Said (2003) said,

-Orientalism is never far from what Denys Hay has called the idea of Europe, a collective notion identifying

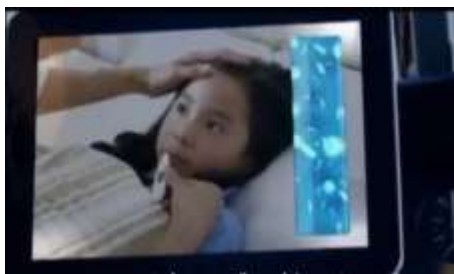
-us|| Europeans as against all -those|| non-Europeans, and indeed it can be argued that the major component in European culture is precisely what made the culture hegemonic both in and outside Europe: the idea of Europe identity as a superior one in comparison with all the non-European people and cultures (7).||

From the quotation above, the term superior has labeled for the West especially Europe, not only the identity but also the culture compared to the other nations.

2. The West as the Source of the Knowledge



Picture 5



Picture 6



Picture 7



Picture 8

Beside the depiction of the West as the leader, the advertisement also depicts the West as the source of the knowledge. Picture five shows the West researcher is the only researcher interviewed by the reporter. Picture five also shows that there are also the other two Asian researchers behind the West researcher but the reporter prefers to interview the West researcher than them. It indicates that the scientific reference of the knowledge comes from the West so it does not need any other reference. Since the West becomes the only reference of the knowledge, it can be said that the West is more rational, more logic and has the higher intellectuality compared to the East. Picture eight shows the audience of the meeting attended by the two West researchers. It is emphasized that the West is the source of the knowledge because the West has so many competent researchers. In this case, people will internalize the hegemony that the West is the producer of the knowledge that has the competent experts in various fields who can be the primary source and reference of the research. The East

researcher must depend on it so that their research can be called as the academic research and the result can be verified. It can be seen from here that there is the relationship between the power and the knowledge since when the East do not use the West as their reference, their research cannot be claimed or called as the accurate and academic research. Those two West researchers give applause in the end of presentation about the two Asian girls and the Lifebuoy Clini-Shield 10 soap. It means that those two West researchers think that the East should have been viewed in the frame like in the classroom, seminar and meeting. Moreover, it also shows that the East depend on the West to be disciplined and directed to keep their health as Said (2003) said,

-an assumption had been made that the Orient and everything in it was, if not patently inferior to, then in need of corrective study by the West. The Orient was viewed as if framed by classroom, the criminal court, the prison, the illustrated manual...is knowledge of the Orient that places things in Oriental in class, court, prison, or manual for scrutiny, study, judgement, discipline, or governing (41).||

From the quotation above, it can be seen which side can be considered as the subject or the object.

Since the West researcher becomes the only one source of the knowledge, he can be called as the subject. It can be seen from the picture six and seven that shows two Asian girls, the one who is sick and the one who uses Lifebuoy Clini-Shield 10 soap through the wide screen in the large meeting. It means that the West researcher acts as the subject of the research while the two Asian girls act as the object of the research. They are regarded as the thing to be observed, learned, and researched as what Said (2003) said -the Oriental is depicted as

something one judges (as in a court of law), something one studies (as in a curriculum), something one disciplines (as in a school or prison), something one illustrates (as in zoological manual) (41).|| -The Orient is taught, researched, administered, and pronounced upon in certain discrete ways (2003:202).|| From the quotation above, it can be said that the position of the East is only -something|| need to be studied, researched and disciplined by the West. The West does not treat the East as the living thing or human but only treat the East as the inanimate thing. In this case, the West researcher depicted as the one who observe the East (the two Asian girls) who cannot protect themselves from the bacteria. The West researcher acts like the one who teaches and disciplines the East who does not know how to wash the hand appropriately in order to be avoided from the bacteria which cause the disease.

3. The West as the Inventor of the New Technology



Picture 9



Picture 10



Picture 11

Another image shown in this advertisement is the West as the inventor of the new technology. It can be seen in picture nine that shows the invention of the new technology called as active naturol shield that has protected the tree for some hundred years. It means that it can also protect the human from the bacteria ten times better than the rest of the other anti-bacteria soaps. This new technology then shaped into the soap that can be seen in picture ten. This soap is on the hand of the major West researcher that emphasizes the soap is his invention. Moreover, it also shows that the West is the independent people that can invent the best quality soap to protect the skin from the bacteria. In the other hand, it indicates that the East can do nothing to solve their problem but depend on it to the West. The East is in the position of dependency towards the West as Said (1989) said in the term of “fixed in zones of dependency and peripherality (207)”. Besides, the independent West who invent the new technology through the exploration and take the benefit from the nature strengthens their position as the inventor by the statement in the narration of the advertisement, “because of it, we create Lifebuoy Clini-Shield 10, ten times better protection from any other famous anti bacterial soaps.” From the statement said by the West researcher above, it indicates that he is stronger than the East who is weak and needs help from the West like what has been said by Said (2003), “...the Orient was weaker than the West,

which elided the Orient’s difference with its weakness(204).” In this case, the East is also positioned as the consumer of the technologies that have been invented by the West. It is strengthened with the statement in the official web of Lifebuoy that said Activ Naturol Shield technology has been patented by the West as their invention so that the other people cannot claim the technology as their invention. The West’s decision to patent it affects the East becomes the real consumer of their technologies. In other words, there is a commoditization to make the technology has the exchange value or economic value. From the explanation above, hegemony that appears in this advertisement is the common belief that the West is the centre of the civilization since the civilization is related to the invention of the new technologies. Because there is the difference of the development of the technology, then there is a classification which state has already developed and which state has not developed yet.

From the explanation above, it is inferred that the image about West depicted in Lifebuoy Clini-Shield 10 shows the superiority of the West towards the East. It can be categorized as racist and ethnocentric. It is because the depiction of particular race—Europe or West—is always depicted as the best race that has some supremacy compared with the other races as Said (2003) said “...every European was consequently a racist, an imperialist, an ethnocentric (204).” In other words, this advertisement perpetuates the belief that the best people in the world comes from the West and, as the effect, the East will adore more everything about the West including their physical, behavior and invention. Besides, the feeling of inferiority will grow stronger for the East as the result of their past history—the West’s imperialism towards the East especially third world countries (Said, 1993:xii). Here, this not only support this assumption and belief, but also spread

them in order to perpetuate it advertisement in elegant (not aggressive and controversial) ways that can be accepted by the people.

V. Conclusion

Advertisement is the right medium to strengthen the ideological construction to the audience's mind. Lifebuoy Clini-Shield 10 advertisement tries to strengthen the depiction of the West that has more power and higher position than the East. The advertisement shows that the West is depicted as the leader, the source of the knowledge and the inventor of the technology through the West researcher. As the effect, people will internalize the hegemony that the West is the most superior nation among the other nations whose people born to lead the world. In this case, the West depicted as the superior in the academic field which shows the West as the producer of the knowledge having many the experts in any field who become the primary reference in the research. In other words, the West turns into the subject that treats the East as the object or inanimate living. Besides, the West also depicted as the centre of the civilization considering that the civilization is linked to the production the new inventions. As the effect, the East will consider themselves

as the inferior nation and must depend on to the West to solve every problem that the East has. All of these things will refer to racist and ethnocentric for the West.

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