

Abstrak

Susu hadir dalam ruang-ruang keluarga masyarakat Indonesia melalui iklan-iklan susu formula di televisi. Iklan-iklan susu formula selain menjual produk melalui gambaran yang ditayangkan juga menampilkan gagasan tentang apa, siapa dan bagaimana anak Indonesia. Penelitian ini berusaha membaca iklan-iklan susu formula yang ditayangkan televisi sepanjang tahun 2011 berkenaan dengan relasi gender dan gagasan kebangsaan.

Penelitian ini menggunakan pendekatan konstruksionis dengan metode analisis semiotik Roland Barthes guna membaca gambaran anak dan relasi gender anak yang terepresentasikan dalam iklan-iklan susu formula. Sebanyak 45 iklan susu formula dari 8 jenama yang tayang di televisi sepanjang tahun 2011 ditetapkan sebagai bahan penelitian.

Dalam proses pembacaan, terungkap tiga gambaran anak yang sering ditampilkan, yakni anak sehat, anak pintar dan anak idola. Ketiga tampilan anak tersebut disertai tebaran mitos tentang anak mandiri. Gambaran anak yang dikonstruksi tersebut merupakan sebetulnya gambaran baru tentang 'anak normal' di Indonesia. Anak yang berpenampilan mandiri, berasal dari kelas menengah urban dan bergaya kosmopolitan. Dalam iklan-iklan susu formula terjumpai sosok ibu masih ditampilkan berkenaan dengan peran domestik. Tampilan sosok lelaki telah mengalami modifikasi. Sosok ayah ditampilkan lebih akrab berinteraksi dengan anak. Perubahan tampilan itu, tidak serta merta mengubah stereotipe gender. Anak lelaki ditampilkan harus sehat untuk menjadi idola sementara anak perempuan harus pintar agar menjadi idola. Dalam iklan-iklan susu formula, anak-anak ditampilkan dalam keluarga dan sekolah. Mereka ditampilkan bersiap diri menatap masa datang dengan sosok perempuan ditempatkan sebagai penjaga gagasan kebangsaan dalam diri anak lelaki. Modifikasi tampilan gender berimplikasi terhadap gagasan kebangsaan yang disemaikan dan terekspresikan dalam tampilan anak. Gagasan kebangsaan yang sering muncul dalam iklan-iklan susu formula adalah gagasan kebangsaan bertipe 'informal' yakni kebangsaan yang dijalani dan dimaknai dalam dunia keseharian melalui bentuk-bentuk budaya populer. Dalam tampilan iklan-iklan susu formula terjadi sebuah perubahan nilai: dari keberanian berperang atau bela negara, berubah menjadi ke keberanian berinvestasi. Hal itu menandakan telah terjadi perubahan dalam idealisasi tentang kepahlawanan (kewiraan) yang sangat kuat semasa Orde Baru, menjadi idealisasi tentang kewirausahaan. Iklan-iklan susu formula mengintegrasikan gagasan 'anak normal' versi mereka dengan realitas keseharian masyarakat Indonesia, yakni pandangan yang masih menempatkan anak dalam sudut pandang orang tua.

Kata Kunci:

iklan susu formula, representasi anak, gender anak, anak mandiri

Abstract

Formula milk is present in the living rooms of Indonesian people through television commercials. In addition to selling products, the advertisements also sell ideas about Indonesian children; the most visible is about what, who, and how the identity of Indonesian should be. This study is trying to read the meanings contained in formula milk ads regarding gender relation issue and the idea of nationalism.

This research applies a constructionist approach with Roland Barthes' semiotic analysis method to read the portrayal of children and the gender relations of the represented children in formula milk commercials. A total of 45 ads from 8 brands that appear in television throughout 2011 is specified as research subjects.

The analysis uncovers three images of children that are often shown in the ads, i.e. healthy children, smart kids and idol children. The three images are supported by a myth about independent children. These images are represented as new portraits of Indonesian 'normal children'. Independent-looking children portrayed in the ads come from cosmopolitan-urban middle class. Mother figures are still shown with regard to domestic role while father figures have already been modified. Fathers are portrayed as having more intimate interaction with children. However, this modification does not necessarily change gender stereotypes. Boys should be healthy to become idol while girls should be smart to be so.

This study also found that children in the ads are often portrayed in families and schools. They are presented as preparing themselves to have a bright future with figures of women behind to guard the idea of nationalism in the life of their sons. This modification in gender relation implies the idea of nationalism that is embedded and expressed in the children's performance. The idea of nationalism which often appears in the ads is so-called 'informal' nationalism, i.e. nationalism that is lived and understood in the world of everyday life through the forms of popular culture.

This study also unpacks that a significant value change is depicted in the formula milk ads: from bravery to battle or defend the country to bravery of investing. This signifies a shifting in the idealization of heroism during the New Order to the idealization of entrepreneurship. In short, the ads integrate their vision about Indonesian 'normal children' with everyday life reality of Indonesian people's vision about their children, i.e. the world view that still puts the children under their parents' vision or guidance.

Keywords: formula milk ads, children's representation, children's gender, independent-looking children