

Female Teenager's Perception toward Indonesian boyband's Masculinity in the 2010.,

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Abstract

This research figure out gender discourse which stored in Indonesian Boyband performance as one of the popular culture's text. The concept of boyband comes in different ages by the nineties till nowadays. Boyband phenomenon within popular culture opens up a new and important questions about youth cultures and gender terms. Masculinities is a social construction toward cultural stereotype for being men. Researcher uses the theory of symbolic interactionism to discover as female being create the worlds of of the experience structured, and given meaning. The process of female's perception while they become aware of objects and events which have been stored in male objects and also boyband. Research observes female teenager to interpret masculinities concept in general and specifically in Indonesian boyband. In this case, researcher use qualitative descriptive as the main method to discover the natural setting of research. Research have collected the data from depth interview, nonparticipants observation and library research.

This research found, that female have constructed and claimed the masculinity from the symbolic interactionism. They have built based on normative identification and gender visualization of the significant others included their chores parents, peer groups and siblings. Moreover the childhood games and media effect have strengthen the concept of being male and masculine. Mostly female teenager assume averagely Indonesian boyband nowadays are merely not masculine. This caused the masculinity concept in a boyband can be found from the members of the boyband in body language from the choreography of dance, the way they sing a song, the lyric, their facial expression, hair style, and costum's color.

Keywords : Boybands, Masculinity, Symbolic Interactionism, Female Teenagers's Perception

BACKGROUND

Boyband is a musical performance that consists of at least three young men who sing in harmony and have a dance choreography. Member of boyband usually do not play a musical instrument as part of their show. This is what gives the fact, that the boyband distinguish them from ordinary groupband which is usually use some help of instrumental music when they perform. Boyband in general has a genre of pop music, hip-hop, and R & B. Furhtermore, boyband has fans that refere to the younger generation and older women (Foster¹, 2012).

Driver (2008: 46) states boyband phenomenon within popular culture opens up a new and important questions about youth cultures and feminity. Currently, boyband as the existence of life has become a part of the audiences and the boy band's life, and then transformed into a culture. As expressed by Williams (in Subandy², 2007: xxv) the culture is a certain way of life for a group of people who apply in a given period. When some people like boyband, it shows that the boyband could be called as a display of popular culture. Film, drama, music and accesories are examples of Indonesia's popular cultural products (Susanthi ,2012). In the musical culture that evolved from year to year and generation to generation through the entrance on the territory many countries. Now a days, one fact describes that Korean pop is a teen center which is as a result of globalization (Nova³, 2012).

This reserach itself analyzes the discourse on gender-related to male masculinity in popular culture in the 2010's Indonesian boyband based on the perception of female teenagers. By figure out these two research Questions:

1. How the construction of the men's masculinity concept of female teenagers?
2. How perceptions of female teenagers towards the men's masculinity of Indonesian boyband in the 2010's?

Research purposes

Referring to the formulation of the research questions above, the purpose of this study is to understanding and describing the female teenagers perception of the masculinity concept as well as to analyze its concept toward to the Indonesian boyband in the 2010's.

Research benefits By understanding and describing the masculinity concept of the boy band in the popular culture phenomenon helps to see the construction of masculinity concept of female teenagers in Indonesia. And also, to help figure out the symbolic interactionism factors which are influencing the masculinity concept i in the female teenagers towards the Indonesian boyband in the 2010's.

¹ Niki Foster is an article writer through conjecture corporation, in her article titled " what is boyband" dicussing about boyband and dance music songs which is pr on 2012, accessed on 10 July 2012.

² Nyoman Lia Susanthi is lecturer in Seni ISI Denpasar who wrote article Korean Culture in Indonesia, accseed 24 May 2012.

³ Nova is wirter of article about gender in Islam University Indonesia – Jogjakarta at gender study , accssed on 20 July 2012.

II. THEORETICAL FRAMEWORK

Rohim (2009: 76) argues that the theory of symbolic interactionism focuses on two things: first, human society can never be separated from social interaction. Second, the interaction within the community to realize the certain symbols tend to be dynamic in nature. This study examines female teenagers perception towards the concept of masculinity of men in the Indonesian boyband in the 2010's, which is a result of the process of interaction with the social environment that can be understood and interpreted as symbols of a men masculinity concept in Indonesia.

Griffin (2006: 57) states :

“interactionist claim that human intelligence is the ability to symbolically identify much of what we encounter. But symbolic interaction is not just a means for intelligent expression ; it’s also the way we learn to interpret the world”

Regarding to Griffin theories in interactionist theory referred above, here researchers assess the level of intelligence of the female teenagers towards the Indonesian boyband as a one important factor for them to identify the symbols of the concept masculinity .

Perception Theory

According to De Vito (2007: 81):

Perception is the process by which you become aware of object, events and especially not a passive process. Your perceptions result from what exists in the outside world and from your own experiences, desires, needs and wants, loves and hatreds. Among the reasons perception is so important in interpersonal communication is that it influences your communication choices.

May define here that perception is a process in where “one” is aware of an object and or subject, event, and especially not a passive process. Results of perception is compilation of phenomenon in outside world and from the experience, desires, needs and individual desires, including their preferences. While De vito (2007: 81) classifies 5 stages in the process of perception which Stimulation, Organization, Interpretation - Evaluation, Memory, and Recall.

Popular Culture

Fiske (in Subandy, 2007: xviii) states :

“popular culture is made by the people, not produced by the culture industry, popular culture is made by the people at the interface between the products of the culture industry everyday life.”

Popular culture is a result of the people creativity and their creation, it is not produced by the culture industry, popular culture is also resulted from the people

interaction by which various products of the culture industry in everyday life met and proceed.

Masculinity concept:

Pilcher and Whelehan (2004: 83) define:

“Masculinity is the set of social practices and cultural representations associated with being a man”

Can be stated here Masculinity is a rule and role in social practices and cultural representations associated to a man.

Types of Masculinity

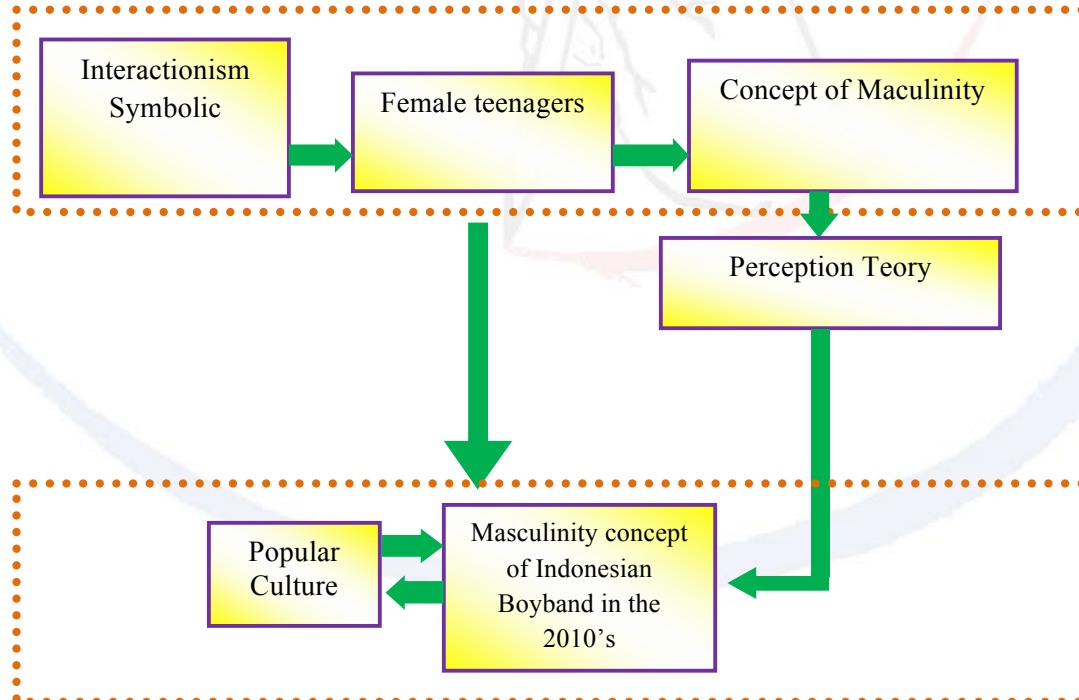
The types of masculinity according to Jewitt (in Kurnia, 2004: 22)

1. Gladiator-retro man: men who are sexual active and in control.
2. Protector-man: men who protect and maintain.
3. Clown of buffoon: the man who put the equations in the braid relationships, a sense of humor, and respect for women.
4. Gay man: a man who has the orientation of homosexuality.
5. Wimp man: a man who is weak, helpless and passive.

Psychological of female Teenagers

According Sinolungan (2001: 26) early adolescent phase (13/14 - 15/17) marked the maturity of sexual function and physical growth. In addition to the development of adolescent girls generally grow faster than the one-year teenage boy. Reffer to Indonesian society, based on reseacher understanding, early adolescent (13/14 - 15/17) can be called as a teenagers.

Theoretical Frame work



III. RESEARCH METHODS

Types of Research

This phenomenon described by qualitative research in which the nature of this research is descriptive. Neuman (2007: 16) explained: "Descriptive research presents a picture of the specific details of a situation, social setting, or relationship. It focuses on "how?" And "who?" Questions: "how in it happen?", "Who is involved". Further, it seeks explanation of female teenagers contracting the concept of masculinity, that is reffered to the Indonesian boyband phenomenon in the 2010's.

Interpretative approach used as a reserach method. Neuman (2007: 43) explains "Interpretative researcher say that to understand social life only if they study how people go about constructing reality". It aims to determine the social life in which built upon the people construct reality. Related to this research paradigm that female teenagers building a concept of masculinity on their construction of reality.

Location and Time Research

Research on female teenager's perceptions towards masculinity of Indonesian boyband conducted in Malang city, East Java province, Indonesia, on June-October 2012 .

Research Focus

The focus of this research in general is to define the realizing experience of female teenagers perception regarding to form of:

- a. Female teenagers perceptions towards man masculinity which is obtained through construction of symbolic interactionism of their environment.
- b. Types of man masculinity in terms of physical and nature's characteristic.
- c. Types of men those are not chagorized of masculine men in terms of the physical and the nature's caracteristic.
- d. Female teenagers perceptions towards masculinity of Indonesian boyband in the 2010's.

Sources and Types of Data

- a. Primary data obtained from interviews with informants who have been determined which particular characteristic.
- b. Secondary data, data which is analyzed by the researchers through books, journals, theses and articles on the internet related to this research.

Data Collection Techniques

a. In-depth interviews (Depth Interview)

In order to figure out facts of the pehonemenon of masculinity of indonesian boyband, researchers used in-depth interviews. By using this method this study acomplished the description of female teenagers experience regarding to the concept of masculinity which is explore from their perception through interactionism symbolic process.

b. Literature study

Researchers used several previous studies on the phenomenon of self-concept and identity representation to enrich this study analyses. Besides, some book references and scientific journals from various countries are used to strengthen the data.

Data Analysis Techniques

A qualitative method used for analysing the data, namely by describing, interpreting, and ultimately be concluded in written form systematic. According to Miles and Huberman (1992: 16), there are three lines of qualitative data analysis these are data reduction, data display, and conclusion

Validity Engineering Data

The credibility data managed by triangulation method, reffer to Mathinson (in Sugiyono, 2011: 241) which is stated: by using triangulation of data, the data obtained will be more complete, consistent and certain. Moreover (Sugiyono (2011: 242) triangulation data may done by collecting data from various techniques and data sources (A, B, C).

IV. MAIN RESULT

General description of Boyband In the 1960s, there were boyband music group which was called "The Jackson 5", "The Osmonds", and "The Monkees", "Rock and Roll" subsequent periods seize "power" them through timeless music of "Elvis Presley" and "The Beatles". In the era of 1990s "New Kids On The Block (NKOTB)" and "Boyz II Men" initiated the birth establishment of a new generation in the genre of music which is played by a boyband. Continued boyband namely "Backstreet Boys (BSB)" and "N'Sync", "Boyzone", and Great Britain has, "Take That" and "Westlife".

While in East Asia: Japan and South Korea lead this era. When in the early 2000s there was "F4", the Taiwanese boy band that is able to be followed by all thier fans across Asia and they are also sing the soundtrack for the Disney movie, Lilo & Stitch. Nowadays "Super Junior", "2PM", "Arashi", "SMAP", and "SHINee" are being a music center in ASIA.

Defining the Masculinity Concept of Female Teenagers

This research data showed that female teenagers construct the concept of masculinity that was originally based on the stage of sensory stimulation when they are stimulated by the symbols of men when they were childhood. Masculinity concept symbols consists of physical differences, the nature of the criteria, the role responsibility of a father, and difference game for boys and girls. From those factors female teenagers organize the concept of masculinity included into aspect of the organization by perceptual rules, that can be seen in the tendency of male physical characteristics in common when they are still small differences from their father and mother, from playmates, of books and an impressions of music. It is also looking at the organization by schemata by seeing elements of nature such as the similarity of responsibility which is different with teenage girl looks like not so restrained. While the organization by script seen from the behavior of their day-to-day. The previous

description may happened because the concept of masculinity is a traditional belief, behavior, values and attitudes associated with being a man in a public forum. In addition, masculinity also based on the biological, physical, psychological, and sociocultural characteristics of a " man ". The researchers divided the result of the concept of masculinity into two categories, these are namely the nature of masculinity and the physically of masculinity.

Female Teenagers Perception on the maculinity concept based on the nature aspects.

Based on the data compiled, the female teenagers those are between 13 s / d 17 year old describe that the nature related to masculinity of men, as follows:

Table 1 : categories according to the nature of masculinity in terms of female teenagers :

a. Gladiator retro-man (male dominant)
b. Protector man (male protector, hero, and was responsible)
c. Clown of buffoon (gentle man and entertainer)

Source: Data processed by researchers

Female Teenagers Perception on the maculinity concept based on the physical aspects .

Table 2; Category masculinity physically by female teenagers perception

a.Laki male athletic (athletic men) c.laki berkulits male brown (tanned skin downloading)
b. tall man (tall men) d.laki gorgeous men (bishounen)

Source: Data processed by researchers

Female Teenagers Perception on the concept of less masculine men of based on the nature aspects.

Table 3 : category of the concept of less masculine men of based on the nature aspects.

1. Humorous man (Clown of Buffoon)
2. Passive men (Wimp man)
3. Gay men (Gay man)

Source: Data processed by researchers.

Female Teenagers Perception on the concept of less masculine men based on the physical aspects.

Table 4 : less masculine men carphcter based on ysically aspects

man using a make-up
man having bangs and long hair

Source: Data processed researchers.

Early Defining of female Teenagers towards Indonesian Boyband in the 2010’s.

The existence of a boyband namely “ SM * SH” came over after the existence of the vacuum world boyband . This study finds Indonesian boyband often called as a

plagiarism of Korean boyband. Since the appearance of boyband "SM * SH" it then start sprouting follows by some boyband such as "XO IX", "3G", "The hitz", "Mr.bee", "xib", "Dragon boys", Maxfive etc. Therefore boyband "SM * SH" can be said here as a pioneer the developing of Indonesian boyband in the 2010's. K-Pop Music Trend (Korean Pop) that hit the Indonesian young people today are quite phenomenal, it can be seen from the number of boyband group in Indonesia, but the this research found that all informants mentioned "SM * SH" is a boyband that first appeared at the beginning of the 2010's.

Perception of Female teenagers towards the concept of masculinity of Indonesian boyband in the 2010's.

This research found that some female teenagers claimed that several members of the boyband in Indonesia is now far from the concept of masculine. Most of them see their idol masculine only one or a few is member of boyband. This is because the industry creates myths about sex in the repertoire of popular culture texts, like Illich (1983:3) argues, "Industrial society creates two myths: one about the sexual Ancestry of this society and the other about it's movement toward equality". Researchers classify that the non masculinity of men support by some factors of the boyband in indoensia that is from the aspect of nonverbal communication, for instance body language aspect that makes boyband in Indonesia look less masculine. In addition, in terms of dance, the concept of Korean Male, color of clothing, hair styles, lyric of the song and how they sing the song. This result alike with the opinion of Hardjana (2003: 22) which is stated that verbal communication can-shaped body language, signs / sign, actions / deeds / action or object.

a. Dance choreography

Fisher (2009:7) In many cultures, there is no stigma about a dance is to be feminine or homosexual, but for men who dance as a celebration of history as a warrior legally, beautiful movement, which make interest-motion movement is considered as a poem and as unusual things that can affect an art. Some Indonesian boyband dance moves from the perceived lack of power and impressed "letoy"⁴ actually have a point in common with dance moves that looks feminine because it resembles a semi-ballerina.

b. Male Concept Korea

From the findings of the data we found the informants stated that the Indonesian boyband imitate Korean boyband concept in the way of emulate, hair styles, accessories are worn, and the kind of songs sung.

⁴ Letoy is a word to describe someone who is is weak, has no spirit, powerless, and this word much used in Jakarta.

c. Song Lyrics

Man in a boyband would look less masculine if the concept of the song and the way they performed the song it is not fit with the audience preference, since masculinity is not only idea of personal identity, but this is potraying social relations. Western culture identifys masculinity as a denial of emotions and feelings, but more represents emotions as anger side, this way more acceptable as a concept of masculinity for men.

d. The costum's color

Its found also that some informants refer to the colorful costum of the Indonesian boyband might be adressed as less masculine compare with solid color.

Furthermore, clothing for men in general are not as bright colors or clothing used by the women.

e. Hair do

A hair can be a stereotype of men being masculine and feminine, the informant perceptions of masculinity in Indonesian boyband hairstyle diverse, there is a band there are feminine yet masculine,. Most of them use models and straight long hair, and painted a variety of colors which looks like with the character of women's hair.

V. CONCLUSION

1. Female teenagers construct masculinity obtained from the process of symbolic interactionism which built from the normative identification and visualization of gender on significant others as well as the pattern of the family, and the media. Their perception of masculinity in common physical traits of men, then the elements of masculinity itself for example in terms of the nature of dominance, responsibility, courage, and protection, as well as the movements of the body.
2. The characters of masculine by nature are dominant (retro gladiator-man), male patron (protector-man) and men being gentle (clown of buffoon), while physically character reffer to men who athletic, tall, brown-skinned men and bishounen.
3. Less masculine male characters in nature is a humorous man (clown of buffoon), passive males (wimp-man), and gay men (gay man), while in terms of physical are a man with make-up and bangs.
4. The female teenagers generally considered that most the indonesian boyband in the 2010's is less masculine. Several factors can be seen from the body language that include dance choreography, energetic dance moves considered more masculine than the limp gesture. As well as the song lyruc, it would seem too masculine if not show the emotions like talking about feelings. While the visualization of a boyband masculine look when wearing dark colored clothing tends than bright colors, has a crew cut hair than long hair and bangs.

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