

of Indonesian women hospitality, with the display of Indonesian culture and art such as batik and several tourism spots like Bali Island.

Within the context of this advertisement display, beautiful and healthy women are symbolized by the winners of Miss Universe who regularly consume the vitamin drink. This proves that both women's body and Indonesian art and culture becomes the commodity to sell with the purpose to influence the public perception. Such a discourse authenticates that beauty and women's femininity cannot be separated from social and cultural construction.

3. Conclusion

Many television advertisements are created and developed by the industry of television media with various ideologies. These advertisements represent the culture and ideology of capitalism. The implied message in every image product would somehow give impacts toward the emergence of new lifestyle in a society, especially women in releasing their consumptive and hedonistic desire. The effect of television advertisement would turn to be negative if people (in this case women) are not able to filter it. If such a phenomenon is not well anticipated, other people especially teenagers would internalize the values for they tend to live by imitating what is presented in television advertisements. Subsequently, it can be concluded that women representation in this advertisement tends to visualize the gender bias toward modern women. Women are not aware that they have been used by enterprises for reckoning that such a standard is the urge for them to fulfill their needs (to be a healthy and beautiful woman). The global standard of beauty still applies Western version with bright skin and tall physical appearance, like what is presented in *You C 1000* advertisement. This somehow proves that women and their body image become the selling point of the promoted product.

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