

## FEMVERTISING AND THE NEW ATTITUDE OF MASCULINITY IN PINK PRODUCTS

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**Abstract.** *This study aimed to describe one of latest marketing concepts which is femvertising. This article investigated men's attitude on pink products in gender-based advertisements. This case doubted the male stereotype which was related to strong, handsome, and masculine. The data were collected from academic journals which became the bases of theoretical framework and from semi-structured interview with men to obtain the knowledge of femvertising effect on men's attitude which was traditionally described with hegemonic masculinity. The results showed that men's attitude on femvertising was described as new masculinity or as a different commitment in gender equality development.*

**Keywords:** *Femvertising, stereotype, hegemonic masculinity, gender-based marketing*

### 1. INTRODUCTION

Currently, gender issues have become a serious topic to be discussed in various contexts. One context that is often discussed by researchers is the marketing of gender products. Society requires cultural differences in gender where men must continue to highlight the masculine side, while women must continue to highlight the feminine side (Tanjung, 2012). Producers or marketers usually use culture to create advertising content that includes beauty, gender equality, human rights, health, the environment and others (Odillia, 2020). The selection of visual material in advertisements must be considered so that it contains content that attracts the attention of the audience. In this decade, issues regarding the extent to which gender stereotypes are present in advertising, and the transformation of gender stereotypes present in advertising have become the concern of researchers in the last two decades (Åkestam, 2017), Courtney & Whipple, 1983, Zawisza & cinnirella, 2010).

One of the latest trends in the advertising concept is to refer to the role of women, namely femvertising (Zotos & Grau, 2016). Where stereotypes of women are described by the use of various personality components; physical character; role; the work of portraying women persuasively used to attract viewers (Åkestam, 2017), de Mooij, 2019.). Currently, the concept of femvertising encourages men to buy products that are usually used by women (pink products). Where the targets in this ad are men who have money, look attractive, are trendy and always keep abreast of style developments (men masculine men) thus making them a promising market.

This study chooses to discuss the concept of femvertising and masculinity because the discussion of gender issues and problems is increasingly widespread and has now entered the domain of other disciplines such as marketing management. Research purposes this is to increase understanding of the changing concept of masculinity regarding the product of stereotyped portrayals in femvertising. Researchers use the concept of femvertising advertising in this research issue because in Indonesia itself it still adheres to a patriarchal culture that is still thick, so it is still used to gender differences, especially women.

### 2. LITERATURE REVIEW

#### 2.1 Femvertising

Femvertising is a term popularized by feminists to create increased women's empowerment against stereotypes and social norms in advertising around the world

(Åkestam, 2017; Loong Ing et al., 2020). The term femvertising is also referred to for advertisements that target women and challenge inequality and stereotypes (Pando-Canteli & Rodriguez, 2021). Femvertising displays the qualities of women's empowerment, feminism, women's activism or leadership and women's equality (Abitbol & Sternadori, 2018; Drake, 2018; Herby, 2016; Rodríguez Pérez & Gutiérrez Almanzor, 2017). (Skey, 2015). Femvertising is also used as a label for contemporary advertising which is used not to objectify women but to glorify women in advertising (Jacobson et al., 2018; Rahman et al., 2014).

Initially, femvertising was introduced as an advertisement with female models that contained messages to inspire women to be more confident as beings who have power for the world. But now, femvertising can be interpreted as a marketing strategy that is not only aimed at women but can also target men to use products consumed by women. This study uses deconstruction of the concept of beauty looking at male attitudes through femvertising.

## *2.2 Masculinities*

Masculinity is always associated with strength, independence, and an action orientation which can be interpreted as a value that has dimensions that are widely used as a measure of manhood in culture and are identical to male appearance in general (Carlyle, 1893; Wibowo, 2013). Masculine can also be said to be a value found in men, namely hard, strong and independent (Lucassen et al., 2008; Wibowo, 2013). Masculinity is basically a value that is close to male stereotypes (Wibowo, 2013). Masculine culture has reflected the success achieved by men, namely stability in money and having something that is dominant in society (Hofstede et al., 2005). Work is an important point for their lives, has high pressure, there is a big difference in job positions between women and men and there is recognition, progress and more challenges in their job satisfaction (Wibowo, 2013). So it can be interpreted that masculinity is not inborn but rather is a culture that displays values in male figures when they want to appear in accordance with their stereotypes, namely handsome, handsome, and want to be recognized in society because they are reflected as men who are well-established from an economic point of view.

## *2.3 Pink Product*

It is a product aimed at women so that it has characteristics according to their wishes and tastes (Freihat et al., 2021). In contrast to the product concept which is for men, namely where the product or service is expected to be able to provide final benefits such as price and characteristics according to their reasoning and logic, women are more interested in products that related to taste and affection which affect their moral and psychological side (Li et al., 2015). Women always feel compelled to buy products that are unique, have different advantages from other products, pay attention to packaging and shape (Hess & Melnyk, 2016). Products that women are looking for generally follow the times, diversity and are adapted to their needs and desires (Kadhim et al., 2016). One of the pink product categories is cosmetics and beauty products for the face and body.

## **3. RESEARCH METHODS**

This study uses a qualitative descriptive analysis method. Researchers used secondary data collected from 10 (ten years back) academic journals which became the basis for a theoretical framework that helped us gain in-depth insights into male attitudes towards femvertising in the use of pink products. By using qualitative research it is expected to be able to understand the meaning of constructed reality and how they reason with their everyday experiences and environment (Merriam, 1998), this is because people do not always know what the reasons are behind what they want and what they feel so they have a certain attitude (Jamal et al., 2009)

#### 4. RESULTS AND DISCUSSION

This study uses a qualitative descriptive analysis method. Researchers used secondary data collected from 10 (ten years back) academic journals which became the basis for a theoretical framework that helped us gain in-depth insights into male attitudes towards femvertising in the use of pink products. By using qualitative research it is expected to be able to understand the meaning of constructed reality and how they reason with their everyday experiences and environment (Merriam, 1998), this is because people do not always know what the reasons are behind what they want and what they feel so they have a certain attitude (Jamal et al., 2009).

#### CONCLUSION

This study aims to increase understanding of changes in masculine concepts related to the product of stereotyped depictions in femvertising. From the results of the analysis it was found that metrosexual men are synonymous with men who have money, are trendy, have good looks, like to pamper themselves, and are very interested in fashion and dare to fight against their stereotyped characters. Metrosexual men are targeted in marketing because they have a lot of money so they can afford to buy the products they want. Femvertising, which initially targeted women in terms of gender equality with advertisements featuring feminism, is now able to attract attention and bring male representatives to use products that women normally use to create value new masculinity values and resistance to hegemonic masculinity values.

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