

WOMEN'S BODY COMMODIFICATIONS; POLITIC, POWER AND ISLAMIC RELIGIOUS VALUES IN IMPORTED SERIES DRAMA (Semiotic Analysis King Sulomon Series Drama/ Abad Kejayaan and Jodha Akbar on ANTV)

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Abstract

The rise of foreign series dramas (Turkey and India) on ANTV and the ratings were high enough to be a barometer that the market of series drama is still significant in this country. Industrialization media and modification could be the reason for the explosion of public interest. The problem appeared when the obscuration of religious values came into economic interest, and the impact of religious symbols used in the setting of the drama, they even mentioned the body of women who deliberately exploited in the form of movement, clothing, torture and sexual violence as well as psychological, all of this gives a chance in bandage of royal story full of political intrigue and love in a package that is a modification for viewers everyday. This study uses a constructivist paradigm with a qualitative descriptive approach and using a multi-level analysis. The technical analysis of media that will be used is semiotic analysis and hermeneutics. The object of this study are both series drama titled Jodha Akbar and King Solomon (Magnificent Century) on ANTV (total 59 scenes) by using purposive sampling as well as in-depth interviews with experts, educators and viewers of the drama. The research objective to: (a) understand the processes and patterns of message packaging that have constructed with symbols and signs in the scene of series drama by ANTV which contain the values of Islam, (b) determine the internal and external factors that affect the patterns of series drama packaging with the symbol of Islam and women's body commodification (c) know the system of signs and attributes that used in the scene, (d) determine who benefited and who is harmed as a result of the patterns of packaging, (e) finding a model of imported Islamic series drama packaging that contains violence, physical, psychological and exploitation of women's body. The benefits of this research are giving out an advice to the media about the importance of promoting public responsibility and the need of formulation or blueprint that contains the regulation of congruence on market regulation. Owner and media workers should unite between commercialism and idealism to develop the wisdom of the noble values on society. The result of this study is a model of imported Islamic series drama packaging that contains violence against women's bodies and the values of Islam.

Keywords: *Commodification, women's body, imported Islamic series drama.*

BACKGROUND

Amid the bustle of the progress of the mass media, modernity with a variety of advanced technology, television is now not only as one of the agents of change, but with capitalization and very rapid growth, television industry also included. Therefore, they are vying to win over the audience through packaged programs according to market demand. Therefore, this opportunity is used by the ANTV exploit his longing audience mostly about stories such a colossal empire or past that had triumphed. Even presented by ANTV to cure homesickness background royal drama, in which the mesh of sorrow, love, rivalry, power struggles, political intrigue and murder in order to smooth the lust of power. Jodha Akbar series that aired every day at 20:00 to 22:00 pm that presence is awaited by most of the young women and mothers with children and even toddlers. It also alter their schedules which

may have no other activities be watching the soap opera. By advertising and quizzes so much and views per day in less than an hour, is intriguing for the fans. And no less commotion on Saturday night the organizers of the program aired Bolly Star Vaganza whose purpose was to advertise the soap opera in order to achieve a high rating.

There was a blending and blurring between Islamic values and culture, so both these series also received sharp criticism. Magnificent Century already been reprimanded by the KPI from serving, but somehow the story until today the soap opera aired, and more fans. Television as one of the agents of change and education has been ruling out the meanings that free of interest; both economic and ideological. It's like postmodernism believed in the things that are on the surface and the style becoming more important and declaring a kind of "designer ideology". Or in the terminology Harvey (1989), "images dominate narrative". Society gradually indeed consume imagery and imagery signs for the sake of itself rather than for reasons of usefulness or because of the values that may have been buried in its simbolization form. Most important lifestyle and increasingly popular. What is special about the director is able to lift the traditional story that is the kingdom and culture but also slipped or instilling a culture of high hedonism at once cosmopolitan in the vortex of signs and meanings.

METHOD

Paradigm and Research Approach

Approach or paradigm in this study using two paradigms: the first; Constructivists approach used as an approach to text analysis with the medium, and a critical approach (hermeneutics) is used to arouse the awareness of the audience, the impact of its impact on children and browse for meaning in usage of words and symbols ideology or religion that became media modification in order to sell the event program. The approach and methods used descriptive qualitative research so that researchers get the interrelation between the symptoms and obtain a complete description.

Analysis Table

No.	Issue Level	Analysis Level	Research Method
1	Discourse Practise	Meso	Depth interviews with viewers, teachers, and community leaders who are competent or academic observer
2	Text	Micro	Peirce Semiotic Analysis Peirce and Hermeneutics

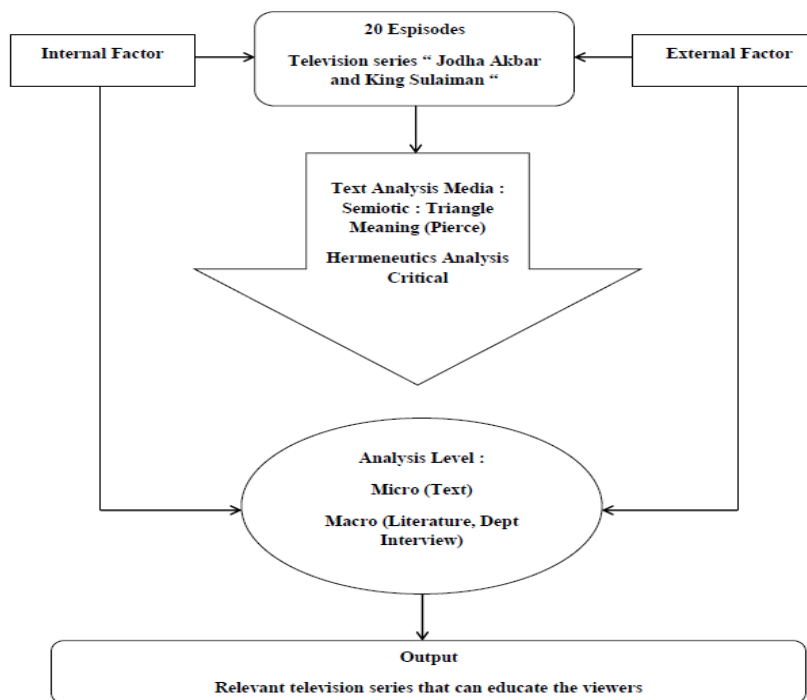
This study used a qualitative method that using research strategies Semiotic Analysis at the level of the text and Hermeneutics (Micro level), and the dept interview from the television serial observer, and education specialists (Meso Level). At the micro level: analysis focused on the use of the mark; Good words, scenes and symbols of Islam (the sentence toyibah, how to dress, and symbols such as Islamic values) that used in the figures in the title of the television series that aired in June 2015 through December 2015, respectively 10 episodes. In Meso Level: Dept. interview or an interview with a loyal audience to the two television series, teachers, media observers and education experts or psychologists and assisted with some of the literature and studies about the symbolic violence in the television series.

Sampling Technique that used in this research is purposive sampling technique, which is selected directly from the episodes that will be examined.

Secondary data collection is done by observation on each patron a few episodes of several television series on ANTV and primary data collection is done by in-depth interviews with a loyal audience, teachers, psychologists, theologian and experts who are competent in it, as well as reviewing the literature; books and studies.

Research Limitations

Limitations of this study is the researchers could not directly involved in the process of making a scene and editing as well as the overall watch every episode so it is likely that many violent scenes that escaped the attention of researchers.



Picture 1. Theoretical Framework

RESULT

Table 1 List of Serial or Episodes of Magnificent Century (Turkiye) on ANTV containing violence symbol; physical form, words, gesture, gender and values of Islam (Behaviour Guidelines for Broadcasting and Standard Broadcast Program)

Table 1A

No.	Episode 156 and scenes	Air time	Content	Status
1	Scene 1	August, 2015	Lies, treachery, love is blinding, lust and interests, the commodification of the female body.	Beware
2	Scene 2	August, 2015	Struggling for position, legalizing murder.	Danger
3	Scene 3	August, 2015	Fear, threat, the struggle of women	Safe
4	Scene 4	August, 2015	Happiness, treachery, the loss of a mother conscience.	Beware
5	Scene 5	August, 2015	Pride, arrogance, political intrigue, bad a power that is stored in the beauty, falsity.	Beware

No.	Episode 156 and scenes	Air time	Content	Status
6	Scene 6	August, 2015	Love, party, music, dance, body, gold, girls, worries.	Danger
7	Scene 7	August, 2015	Victory, pride, disappointment, resentment, scheming, threats, profanity.	Danger
8	Scene 8	August, 2015	Vulnerable love in brotherhood, a love triangle, political interest, political enemies, beauty, elegance, gold, silver, power, false happiness and suffering.	Beware
9	Scene 9	August, 2015	Love triangle, the value of affection, competition, women are used as a tool of power and a source of disunity, sadness and palaces.	Beware
10	Scene 10	August, 2015	Political intrigue, assassination plan, power, friendship.	Danger
11	Scene 11	August, 2015	Concerns, competition between children and fathers, family breakdown, grief of a mother, injustice.	Beware
12	Scene 12	August, 2015	Love, politics, distruction of friendship because of greed ruler, popularity.	Danger
13	Scene 13	August, 2015	Dream comes true, ingenuity and ruthlessness of women, the exploitation of women, political marriage.	Danger
14	Scene 14	August, 2015	Interrogation, intelligence, suspicion, fear rulers lose power.	Safe
15	Scene 15	August, 2015	Pain and suffering physically and psychologically disabled, jealousy, romance, anger, affection.	Beware
16	Scene 16	August, 2015	Anxiety, fear of loss of position, emotion, anger, loyalty, injustice.	Beware
17	Scene 17	August, 2015	Infidelity, forbidden love, passion, sacrifice, exploitation of women, liquor and court life.	Danger
18	Scene 18	August, 2015	Family problems, failure to households, anger, destruction of the family, the collapse of faith and power, liquor, women and disappointment.	Beware

Table 1B

No	Episode 164 / Scene	Air time	Content	Status
1	Scene 1	18 August 2015	A small family, love, marriage politics, suffering a daughter, waitress politics, political contracts, power and murder.	Danger
2	Scene 2	18 August 2015	The loyalty of a friend, loyalty, hatred, and suspicion.	Safe
3	Scene 3	18 August 2015	The position, strength, competition romance, children become victims, the people's support, position and influence.	Beware
4	Scene 4	18 August 2015	King restlessness, anxiety ruler, competition strength, dignity ruler, misery and greed, as well as the loss of confidence.	Beware
5	Scene 5	18 August 2015	Resentment, longing for a father, power has eliminated the love of a father, a mother suffering.	Safe
6	Scene 6	18 August 2015	Winning smile, satisfaction.	Beware
7	Scene 7	18 August 2015	Arrogant, ruthless and political intrigue a woman, treasure, throne and power.	Beware
8	Scene 8	18 August 2015	Panic, pain, and anxiety, tense atmosphere.	Beware
9	Scene 9	18 August 2015	Cheating and treachery.	Beware
10	Scene 10	18 August 2015	Carelessness, position, suspicion and remorse.	Safe
11	Scene 11	18 August 2015	Board meeting, corruption, lust for power, the elite competition, the pride, the closed eyes of the heart and popularity.	Danger

No	Episode 164 / Scene	Air time	Content	Status
12	Scene 12	18 August 2015	Peace, loyalty, friendship	Safe
13	Scene 13	18 August 2015	Afterthought, happiness, zeal, war, anger	Beware
14	Scene 14	18 August 2015	Indecisive, the suffering, the sacrifice of a child for the power of his mother, political negotiations.	Beware
15	Scene 15	18 August 2015	Passion, revenge, power, luxury, order and loyalty.	Beware
16	Scene 16	18 August 2015	Anger, indecisive, interest and intrigue.	Beware
17	Scene 17	18 August 2015	Palace, greatness, war, anger authorities.	Beware
18	Scene 18	18 August 2015	Conspiracy, passion, harassment, women and goods.	Danger
19	Scene 19	18 August 2015	War, interests, political defamation.	Beware
20	Scene 20	18 August 2015	Harassment by the authorities, bribery, court castrated, extortion, suspicion, love, threats, murder.	Danger
21	Scene 21	18 August 2015	Political opponents, elite competition and those closest to the king, position, defamation, public opinion.	Beware
22	Scene 22	18 August 2015	Political conspiracy, influence, fear, treachery and political intrigue cronies palace, bribery, murder and gold.	Danger
23	Scene 23	18 August 2015	Fights, explanation, clarification, compassion, the destruction of the liver due to politics, divorce, a political threat.	Beware
24	Scene 24	18 August 2015	Alcohol, castles and bad people in it, coalitions and power.	Beware
25	Scene 25	18 August 2015	Fobidden relationships, treachery of the kingdom, the love of political engineering.	Beware
26	Scene 26	18 August 2015	Romanticism kings and princesses, messages of high-level literary works by the king, greatness of the king, political arrogance, love and beauty.	Safe

Table 1C

No	Episode 173 / S	Air time	Content	Status
1	Scene 1	24 July 2015	Jealousy and anger ruler, politeness and affection, loss of prestige of the ruler, the guilt, the murder of Prince Mustafa King, death everywhere, regret, suffering, victims of politics at the palace began to fall, sadness women and expulsion.	Danger

Table 2: List of Serial / Episode Jodha Akbar (India) on ANTV containing violence symbol; physical form, words, gesture, gender and values of Islam with guided by Behaviour Guidelines for Broadcasting and Standard Broadcast Program

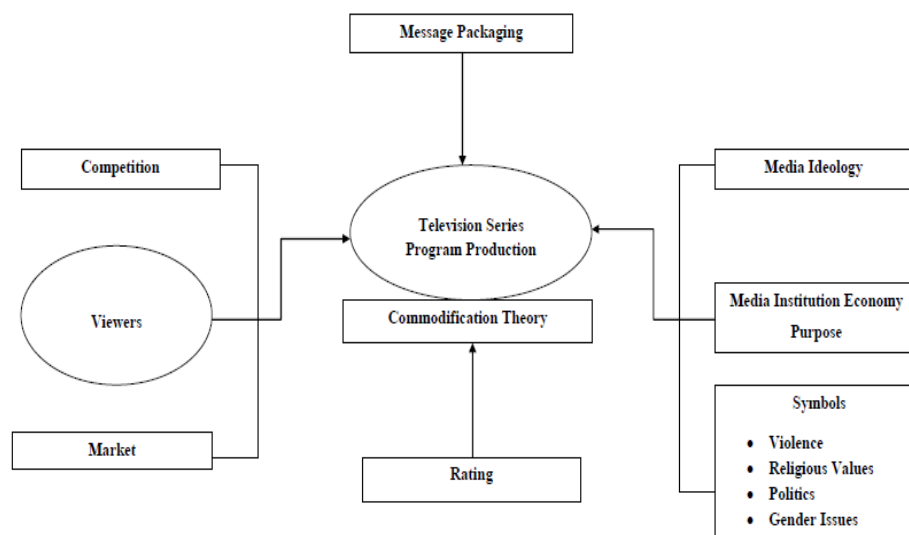
Table A

No.	Episode 267	Air time	Content	Status
1	Scene 1	3 February 2015	The struggle of a woman who has always been in a situation of conflict, sadness, hurt, disappointment, love, lies, jealousy, revenge, treachery, despair, strength and slump, the exploitation of women.	Beware
2	Scene 2	3 February 2015	Persecution by women to other women, treachery, power struggles, cruelty, a mother, grief	Danger
3	Scene 3	3 February 2015	Sorrow, sins and betrayal because of power, of love and hatred.	Beware
4	Scene 4	3 February 2015	Conflict of the queen at the palace because of	Safe

No.	Episode 267	Air time	Content	Status
			political interests, sadness, hurt, and disappointment.	
5	Scene 5	3 February 2015	Treachery, political intrigue, power struggles, lust, wealth, anger, sexual exploitation of women in ignorance.	Beware
6	Scene 6	3 February 2015	Sadness, defamation, disappointment king, traitor around the king.	Beware

Table 2 B

No.	Episode 317	Air time	Content	Status
1	Scene 1	10 March 2015	Anger, sadness, tension and exploitation of women.	Beware
2	Scene 2	10 March 2015	Competition and friendship united by suffering, disappointment, excitement, and a sense of trimakasih.	Safe
3	Scene 3	10 March 2015	Welcoming feast that begins with a discussion of the attitude of the King.	Beware
4	Scene 4	10 March 2015	Excitement, people, gossip, strategies and tricks of the King, exposing the crime.	Safe
5	Scene 5	10 March 2015	Suspicion, strategies women, arranged marriage.	Beware
6	Scene 6	10 March 2015	ower, conflict of interest, sadness, anger, loyalty and commitment.	Beware
7	Scene 7	10 Maret 2015	Ruthlessness, treachery, coalition and persecution.	Danger
8	Scene 8	10 Maret 2015	King maneuver strategy, deception, disappointment and sadness.	Danger



Picture 2. Television Series Packaging Model

DISCUSSION

Negative Impact of Television Series

The impact of television series on audience is a complex issue because it involves many aspects, both from the audience and delivering the message (the media). McQuail (2000: 423) classifies the impact of the media into the individual, group or organization, social institutions, the whole of society and culture. McQuail classifies the types of changes that affected the media as follows: media causes accidental changes, the media can cause unintentional changes, the media may cause minor changes (shape or intensity), the media can facilitate change (intentionally or not), strengthen the existins ones (no change), and prevent the change. In addition, the impact of the media can also be differentiated into the impact of different cognitive, affective, and behavioral (McQuail, 2000: 424).

Negative media effects become a central issue in modern society because of television that has such a close family, that television is a spatial reference or become a gathering place for family members. Television presence in strategic spaces; a living room, a bedroom, a lounge area in public institutions, and so forth. Therefore, control and analysis of a series of criticisms of the television broadcast program is absolutely necessary. Moreover, when television has become a 'surrogate' (surrogate parent) and 'substitute teacher' (substitute teacher), which raises concerns and at the same concerns (Ashadi Siregar, 2001: 78).

What is frightening, access to audiences, especially youth and children of the television series without a filter. This is what makes the position of television has been positioned as one of the "family" in home of the most dangerous because of its effects. Knowingly or not behaviors, such as adultery, violence, even criminal, much less to be taught by a television that is present in the midst of family life.

Hojjer (2000: 189) states that "television is the most popular story teller in modern time", in this context, said Hoijer, "television mediates reality and imagination." Therefore its presence in the family into something that seems like a necessity, given television has now become a kind of standard for family life. However television remains "alien" who does not understand the needs of the family members by giving the message that only preferred, but not necessary messages for positive education in the family.

Back to the matter of the television series effect, this article will only discuss the impact of television series that take place on an individual level that can occur in a variety of levels, ranging from cognitive, attitude and behavior (Potter, 2001: 268). At the cognitive level, television series created the effect of learning agenda, which led to the emergence of a certain trend. The audience seemed diframe and the setting: the television series what should they watch, the actor-actresses which must be favored, even songs that should be heard because it becomes a theme or soudtrack television series. Almost all television advertising television series that will be displayed in a similar sale manner. Series on television is generally always packed with a very sensual. Footage barrage with a popular series star makes the crowd loved it. Business television stations and PH knows very well how to take advantage of their weak condition of critical power. Fans of television series do not always know how to effect the media can influence them. Television series that which aired continuously over a period of time according to cultivation theory, for example, strengthening the influence of the due process of internalization occurs through a process of learning from what is sensed from the telenovela. Fans of television series feel as lost something very valuable when left behind one episode of the story, it is also indicated when held in-depth interviews on viewers of television series.

At the level of attitude, media do the reinforcement to the public related to the life style of a television series. Through ads displayed on the sidelines when television seriees is airing able to anesthetize and influence the attitude of even the act of purchase of certain products, such as models of clothes, lifestyle and makeup. In this case the capitalist television series often means the manipulation of information products if only the quality of the product being advertised does not correspond to reality. Even through these ads the media can be an agent of socialization which is quite important nowadays. Imagine, a lot of significance has changed in the community related to "beautiful", "success", "cool", like what was instilled by the television series. Impersonation or imitation of what they watch, from empathy to the excessive appreciation over the story as if real.

For example, the television series effect on this change of attitude is the audiences favored under the guise of religious television series audiences who favored higher resale value when using labels religion. Production House (PH), which produces the event using the logic of creativity so as to change the secular commercial impression into a visible display of religious like the above two television series. Ironically, entertainment packaging guise of religion is not recognized by the people themselves. They are generally neutralized with religious symbols which tends to look religious. Everything has melted in the television industry because managers vying to make the products which associated with religion as their orientation to gain more profit.

Media Literacy

Various conditions telenovela which unsafe as described above it is time for the audience to be critical. Critical by increasing sensitivity and awareness of media, which is reinforced by the knowledge, the ability to behave, to the action or action (eg campaigns antismoking, writing letters to the editor criticizing the television series, through KPI provide feedback. It is emergency for children and youth, including concern is the problem of distribution which gives protection to children. The law of media distribution (distribution law) should be made to prevent children under the age of "media crimes", especially pornography and physical violence.

Media literacy in practice can be done by limiting access to the media and select the contents of a healthy media. Media literacy also means that one must understand the ins and outs of the media, including in relation to this television series. Teens need to understand that all the series is designed to create an agenda for the audience, about what is important and unimportant, which should be highlighted and which are obscured. Teens also have to realize, its programs and its television presence is never apart from the various interests in behind. The media also has the potential to form the lifestyle of the people, both positive and negative.

CONCLUSION

The ultimate objective of this study is to provide the answers to research problems. By this, based on analysis and interpretation on the subject of the research results obtained the following conclusions.

1. At Level Micro (Text Analysis) using Charles Sander Peirce semiotic analysis and based on the constructivist paradigm; has been found the violence in form of signs (words, meanings, symbols, settings) that mengkaburkan Islamic values, political intrigue, commodification and used approach to hermeneutics has been discovered about how the text speaks to us, where the text can be expressed as a tool for interpreting the action.
2. In Meso Level (Analysis of the relationship between content and social context based on in-depth interviews); found the television still holds a central position and helps to build the behavior and as an alternative that affect the viewers frame in order to understand the real world and its environment. Media ownership (owner), the content, and the political economy of the media is still a major issue for the trend got the seriousness of the Government, the community (especially parents) and Peoples Organization (KPI, MUI).
3. Finally, and most importantly, questioned the independence and functions of media education in the era of openness; as well as the media are required to function optimally in educating the public.

Suggestions

1. KPI (Indonesian Broadcasting Commission) is expected to play an optimal role as a function of control over broadcast content for broadcasters.
2. Emphasizes the need for public accountability (public responsibility) and the need for formulation or a blueprint that contains the regulation of congruence on market regulation.
3. Owner and media workers should unite between commercialism and idealism to develop the wisdom of the noble values on society.
4. The fourth important thing is; promoting awareness to women about continuously going dignity itself and how noble their presence in this world, so that they are no longer exploited and into the

net industry from every inch of his body for the sake of capitalist interest.

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