

Women's Body Capital in The Modern Fashion World

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Abstract: The body of women in the modern fashion world is now not only present in the form of a subject, but also becomes an object. The female body has become a very exploitative realm for the modern fashion world. The movement as a tool to dismantle the old interpretation of something that is unfair because of the patriarchal culture, is the feminism movement. Women are still discriminated against and do not have the same rights as men for their private bodies. The awareness that women have today is a false consciousness, which in practice makes women feel ownership of their own bodies, can proudly show off their curves during fashion shows, photoshoots and so on. In fact, there is no awareness at all, what is protected here are not people who are proud to show off their bodies, no. However, what is defended from this research is the bodies of women so that there are no sexual crimes that are accepted by women. The data obtained were then processed with a qualitative descriptive approach with the subject of this study being the female body capital in the world of modern fashion. The theory used is the theory of Marxist feminism. The research uses hermeneutics which will interpret, provide understanding, and translate the capital of the female body in the world of modern fashion. While the validity of the data with data triangulation as a technique of checking the validity of the data that utilizes something other than the data for the purpose of checking or comparing the data.

Keywords: Body, Women, Fashion, Modern.

1. Introduction

A capitalism and politics that is manifested in the female body which can be seen through the modern fashion. Bartky, et al in Benedicta (2011:5) in their work entitled *Femininity and the Modernization of Patriarchal Power*, it is said that "surface too, and there is much discipline involved in this production as well" ornamented; then the use of make-up and the selection of clothes are all involved in the meaning of the female body. The women in this classification are female models whose bodies are wrapped in beautiful costumes for fashion. The female models will generally waddle to the music of fashion shows connoisseurs. In this case, women, especially in their body parts, are a big capital in the success of promotion by the owners of capital. Prabasmoro in Benedicta (2011:6) says, often in written language, a woman's body is depicted with parables, such as a Spanish guitar or an hourglass. Because it is cultured, the body also has a hierarchy of meaning, beautiful and not beautiful bodies, normal and abnormal, ideal and not ideal, and so on. Through this alone, there is discrimination against women's sexuality because they do not have power. Men are considered to have power or are considered superior as

connoisseurs; this will trigger women to think that it is worth fighting for. This, as stated in Kompasiana (2015), the capitalist system makes women (with all their psychological and biological aspects) as commodity objects, none other than because of the patriarchal ideology that is still firmly attached to it. Whereas there should be good relations between men and women related to body political power.

In the world of fashion, which aims to get the maximum profit, these industries are competing to present women with the 'ideal' body to bind fashion. The woman is made as perfect as possible according to the imagination and perception of fashion. Suara Merdeka in Benedicta (2011:6), also expresses the phenomenon of the strengthening of the commercialization of the female body as an object of the female body which has been considered as an object, a sight, even a decoration. The private parts of women that should be private rights, become something that is enjoyed by the public. Through this, women are not only seen as objects, but can also be seen as subjects in research.

2. Research Method

The type of research used is qualitative research which emphasizes the analysis of cause and effect, as well as analysis of the dynamics between observed phenomena, with emphasis on scientific logic. The object of this research is about the capital of the female body in the world of modern fashion by using a phenomenological approach. The theory used is the theory of Marxist feminism. The method used by researchers using purposive sampling. There is also data collection to obtain data that is relevant, accurate and reliable related to research. Collection data is intended to obtain materials with correct and reliable information and information to be used as data. Usually it can be through questionnaires, interviews, and observations. Data validity with data triangulation as a data validity checking technique that utilizes something other than the data for the purpose of checking or comparing the data.

3. Discussion

Women's Body Capital Women's

Body capital will be widely discussed in this study. Many things arise only from the capital of the female body. Because it is cultured, the body also has a hierarchy of meaning, beautiful and not beautiful bodies, normal and abnormal, ideal and not ideal, and so on. The appearance of women is part of the prestige. The independence and autonomy of women's bodies must be carried out simultaneously with women's efforts to interpret their existence during today's times in various interests outside the women's body. The problem of women's bodies is not only recent now but has been around for a long time. This can be seen from women and their bodies which are often featured in modern fashion from years ago. From long ago, beauty standards have been created that can be displayed in fashion. For example, the woman must be beautiful, the woman must also be tall, white-skinned, straight, and thick hair, beautiful thin lips, thin face, and slim body. Even though that thought is now starting to change, namely not paying too much attention, it still has the condition to look healthy as described earlier. However, it is not

as strict as before, which considers women outside the perfect to be considered not beautiful women, let alone selling.

Women are trying to change all that so that they can be equal to men. Because the woman's body seems to be used to get the coffers of profit for the fashion industry. With the appearance of a woman's body that is presented in a beautiful, sexy, and attractive way in fashion social media, fashion magazines, tabloids, electronic media, and other media, it has high selling power in the fashion world. Women's bodies, which should be private, have attracted the attention of a wide audience, due to their sexist attitude and patriarchal system. Therefore, women are usually analyzed as elastic bodies, standard bodies, imaginative bodies, and plastic bodies that are set to meet the standards set or are considered perfect like a barbie doll. Because the men who are considered the main in all this as explained at the beginning. Women are only used as mere objects, while men are always considered more dominant, even though this should not be the case. The female body was chosen for this study because it becomes an interesting discussion when examined from the point of view of modern fashion. Although this problem is not clearly visible, because it has been mingled for a long time and has long been consumed by people in their daily lives, there is no awareness of it.

This will continue to exist and can even continue because the exploiters profit from the bodies of the models. Thus, the socialist struggle arose to free these models. Because it is undeniable as a source of profit for fashion, women are encouraged to do various ways to form an ideal body according to the conception of beauty constructed by capitalism, the result is still profit and women still do not have the freedom for their bodies. In fact, if you look at many fashions that have absolutely nothing to do with women's bodies, they still show the sensuality of the models in their fashion with the thought still to attract fashionistas to make as much profit as possible. It is very sad to see this, the sensuality of female models is used as a commodity of capitalism continuously, with little free space for these models to their bodies. In more detail, the body of the female models is the root of the problem of capitalism.

The struggle to end the power of capitalism, formed the struggle for socialism as well as for the struggle for the liberation of women against the rights of their private bodies. Fighting women's body capital that is used as a spectacle in the fashion world can be done collectively through organizations and movements for women's defenders. Also, with the awareness to fight against the enemies of the liberation of women's bodies, for example women who support sexists, fundamentalists, and bigots who can harm other women. With female models understanding that their bodies are their property, these women will work together with other communities to protect the women's bodies from becoming a property that can be regulated by the object of power of the fashion and the bourgeoisie. In addition, the hat is in the world of life, especially the world of fashion for the next generation that will continue to be maintained, just as something personal is personal too.

The World Modern

Fashion is always changing because fashion always wants new and different things. When this change occurs, if it is considered interesting, it will be followed by many people. Although fashion quickly fades and disappears, usually a few years later it will

reappear. Connoisseurs Fashion usually always look perfect in bringing the clothes they wear; they can even become the center of attention of many people because of their perfection. In addition to the socialites or the upper class, there are also many social statuses below who use Muslim clothing with brands certain clothing these brands are under brands the upper class. Many people buy fashion with brands, usually just for the sake of social prestige or just prestige to get status in the social environment. This is not spared from fashion that is carried out by using the capital of women's bodies to attract fashion.

The strategy in fashion through its products but also through branding. Branding in fashion is very necessary, because it is very related to the level of familiarity and selling power of the product or fashion brand itself. The more people know about it, the more the brand is known, and the effect is that more and more people will consume fashion. Connoisseurs fashion, namely through choosing a brand ambassador for fashion, to attract more fashion connoisseurs. In this case, the selection of someone as a brand ambassador is not arbitrary, usually one will be chosen from among high-end celebrities for exclusive fashion products. In this case, what you want to offer is the fashion product. However, the thing to think about besides the fashion product is the brand ambassador or model who will reflect the fashion product. In this case, it is seen again that the woman is functioning as a spectacle. In fact, without the woman, only the product can be offered. However, back again, if only the product is not properly layout, such as the presence of women who become the place for the product, it is considered less attractive and does not present the product.

Fashion branding by using attractive women's brand ambassadors can be considered a success for the fashion world. Through the proportions of the body and will spread to other centers of attention. Therefore, the women who become models are the result of strict elections. The basis of these women's body capital is the profit. From all observations and interviews conducted by researchers, it shows that modern fashion is very important to study. In terms of feminism and postmodernism, the diversity of women is to fight the domination of women's bodies. It is undeniable, in the industrial world that looks capitalist, there has been a lot of awareness about women's bodies which are considered ideal. Women also do not hesitate to make themselves look ideal, even in a way that endangers themselves even to gain the confidence to achieve success as desired.

The beauties that are considered ideal make women trapped and not free. Each woman's body is unique, and each has its own uniqueness so as not to get hung up on the assumption that the ideal woman is thin and white. Therefore, these women try to convince themselves that they can become someone who has qualities. And one of the sources of strength that is considered to add to that quality is the body which is used as a self-representation.

Marxis

Feminism Marxis feminism will involve many aspects, such as aspects of empathy, the real struggle for gender equality between women and men, and the elimination of discrimination. Like Wibowo in Maharani (2018:2), socialist feminists adopt the practical theory of Marxism, namely the theory of awareness of the oppressed groups. Gayatri in

Mahari (2018:3) also states, socialist feminism is a derivative of Marx's thoughts. Marx has much to offer feminism both in terms of his approach to the family and oppression, and in terms of his methods for understanding society. Socialist feminism itself supports the value of freedom of expression and the authority of women's bodies. This socialist feminism movement hopes that women can have authority by the bodies they have. Marxist feminism is more directed at eliminating women's economic oppression by removing the private property system, which is pursued by inviting women to enter the political sector, so that they become productive (producing material or money). This group also argues that the backwardness experienced by women is not caused by deliberate individual actions, but is the result of social, political, and economic structures that are closely related to the capitalist system.

4. Conclusion

Nowadays, a struggle is needed to build awareness that female models who are still objects of sensuality and exploitation of the fashion need to be carried out. Because it is not only physical violence that can be accepted by the female models, but also violence that occurs verbally and non-verbally. Therefore, a movement is needed to defend and protect women or the so-called feminism movement towards improving women's rights wherever they are. The existence of feminism is important to answer the problems that occur in female models. Let alone the freedom of the women's bodies, the freedom to choose alone feels very small. Therefore, there is a need for a feminist movement to be able to make women who are trapped in false consciousness have independence.

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