



## Effects of Cultural Capital in Communication of E-Commerce Sale Stock Ads

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### **Abstract**

Advertisement is a product of cultural media which is seen as a medium of hegemony and standardization of society. Sale Stock, online shopping app, showing an advertisement to the public that the author predicted as a product of capitalism media that builds simulations and standardizes Indonesian women's lives. The research aims to examine the influence of audience's cultural capital on two things, the perception form of perfectly beautiful woman concept which is delivered by advertisements and the interest of the audience in shopping practices using the e-Commerce Sale Stock application. The study used 65 respondents with differences in sex, age, level of education, type of work, and marital status. The study used data obtained through Google form questionnaire and analyzed qualitatively. The results showed that the audience's cultural capital combined with the process of decoding - encoding was able to change the meaning of the message in Sale Stock ad which distributed by the producer to the reader. It affects the audience's thought towards the perfect beautiful woman concept which was delivered by the Sale Stock ad. The audience's cultural capital also proved to influence the success of advertising in encouraging the audience to practice online shopping practices using the e-Commerce Sale Stock application. The Sale Stock ad is not only present as a promotional media and an invitation to use Sale Stock products, but also as a capitalist media product that is present as media forming of stereotypical lifestyle, profession and obligation, status, and simulation of Indonesian women's lives by consuming and generate profits for the producer.

**Keywords:** *Advertisement; Culture Capital; Woman's Consumption; E-Commerce*

### **Introduction**

The survey results of the Indonesian Internet Service Providers Association (APJII) in 2017 stated that internet users in Indonesia had reached 143.26 million. Half of the whole Indonesian population, 262 million people, already use internet in his life (APJII, 2017). The development of internet penetration in Indonesia coincides with the increasing growth rate of e-Commerce. The Central Statistics Agency (BPS) stated that the number of e-Commerce businesses increased by 17% in the last ten years, reaching 26.2 million units in 2017 (Abdurrahman, 2017). The data makes Indonesia become the highest e-Commerce country in the world.



**Figure 1. Growth of Internet Users**

Source: Data from APJII survey results, 2017



**Figure 2. Business Prospects of E-Commerce in Indonesia**

Source: www.kominfo.go.id, 2015

The emergence of e-Commerce makes it easy for consumers to get all kinds of goods as needed. The more people are familiar with technology, the more likely it is to do online shopping (Abayi & Khoshtinat, 2015, p.538). Some things are found as supporting factors and obstacles to online shopping through e-Commerce. The supporting factors driving people to practice online shopping are trust (confidence), risk (ALMowalad & Putit, 2013), comfort, convenience, simplicity process, time, best prices (Baubonienė & Gulevičiūtė, 2015, p.75) (Shanthi & Kannaiyah, 2015, p.20), benefits of goods, hedonic value (pleasure) (Topaloğlu, 2012, p.1), services, availability of goods, completeness of information, inconvenience in conducting face-to-face meetings on conventional markets, and time savings (Katawetawaraks & Wang, 2011, p. 68). Unsecured payment, delivery length, dissatisfactory product, spam or viruses on the applications used, gadfly email, the inability to use the technology, and the problems of technology are factors that become an obstacle to the realization of online shopping activities through e-Commerce (Katawetawaraks & Wang, 2011, p.69).

Advertisement is also one of the factors causing increased penetration of internet users and the practice of online shopping on e-Commerce. E-Commerce or online transactions were first introduced in 1994 when electronic banners were used for the purpose of promotion and advertising on web pages (Jakartawebs, 2017). As communication and persuasion media, advertising is present as a promotional tool, invitation media, in the form of billboards and notices of product (KBI, 2008, p. 572), which serves to inform people about the product or service being offered (Wicaksono, 2012, p. 149).

Advertising also functions to distribute ideas sourced from producers to audience or advertisements reader (Morissan, 2010, p. 17). This has an impact on advertisement to have a major influence that encourages people to practice consumption, influence the behavior of buyers, influence the type of objects purchased, influence the media used to buy and influence the way of purchasing (Abayi & Khoshtinat, 2015, p. 532) (Cloud, Ismail, Majeed, & Ghazal, 2016, p. 22). Advertisement is also able to provide the best product reference to buyers (Hassan, 2015, p.613). Advertisement encourages consumption activities through the motivational and emotional influence of the audience of the advertisement on shopping activities (Abayi & Khoshtinat, 2015, p.532), even becomes a key role in buying decisions by consumers (Liaukonyte, Teixeira, & Wilbur, 2014, pp. 25-26). For the sellers, advertisement provides support for market position and recognition of the quality of competition (Punniamoorthy, 2017, p.113).

Advertisement is believed capable of forming a habit community (custom). This is because advertising is a communication medium whose distribution process is able to influence the behavior or thoughts of the audience and will eventually form a habit (Fiske, 1990, p.11). Advertising becomes a mirror and reflects the values, norms, and conditions of the people in a condition who are believe in the truth (Hadadi & Almsafir, 2014, p. 274).

Habit arises from public trust in the value of advertisements that are recognized as true and encourage people to do things or consume products or services as exemplified by advertising (Cloud,

Ismail, Majeed, & Ghazal, 2016, p. 27). People habit is formed when people consume the rules of life that are delivered by advertisements and practice them continuously.

Horkheimer and Adorno (2006) view the habits of the people as a result of adopting the values and norms that are delivered by advertisement. Advertisement encourages people to consume a type of commodity and classifies society into certain types (Horkheimer & Adorno, 2006, p. 42-49). The classification system is active when the people as a consumer practice the style that is created by the ad producer.

Although advertisement is proven to be able to encourage people to practice consumption of the products or services offered, it does not apply to every individual. Each message will be distributed through the process of encoding - decoding. Encoding means the message sender encodes information with a symbol or signal to the recipient of the message. While decoding means the process of interpreting messages by the recipient of the message. The encoding-decoding process makes the meaning of the message distributed by the producer not always the same as the meaning of the message received by the community.

Stuart Hall (2006) says that the meaning of messages is generated during the distribution process and is influenced by many factors such as delivery time, message recipient perceptions, message delivery agents, media, organizational relations, distribution methods, and individual recipients (Hall, 2006, pp. 163-165). This causes the ad does not always succeed in encouraging the audience to follow the instructions given or accept the solicitation offered.

Each individual has a different background, such as education, knowledge, beliefs, social relations, the economy, and ability. Pierre Bourdieu (1986) mentions the background possessed by each individual as the form of capital. Bourdieu classifies capital into three types, economic capital, social capital, and cultural capital (Bourdieu P., 1986, p. 243). Capital is seen as being able to influence all aspects of life including the point of view of thought (Bourdieu, 1986). Capital creates taste which then gives birth to habits. The impact of capital ownership by the people or community is that advertising does not always succeed in influencing people's thought and behavior. Thus, the capital and the process of encoding-decoding in the distribution of the message will be able to affect the success of advertising to influence the public practice of consumption.

*Sale Stock* is one type of e-Commerce marketplace in Indonesia. *Sale Stock* is present as a mobile-commerce startup that applies the cost-leadership principle and utilizes the power of media as a promotional tool to the sale of women's accessories (Salestock, 2016). Mission *Sale Stock* is present to the people of Indonesia to provide easy access to quality fashion for all Indonesian women through online technology (Yel, 2016).

In the form of video advertisements that aired on several television channels and youtube, *Sale Stock* invited its viewers to use the application as an online shopping media and consume its products. *Sale Stock* ad consists of sound media (songs) and moving images. The sound media used is a modification of the song titled *Seperti yang Kau Minta*, which was created by Pongki Tri Barata and sing by the late Chrisye. In the ad, song's lyrics were originally in the form "Maafkan aku tak bisa memahami maksud amarahmu, membaca dan mengerti isi hatimu. Aku tau ku takkan bisa menjadi seperti yg engkau minta namun selama nafas berhembus aku kan mencoba menjadi seperti yg kau minta". In the *Sale Stock* ad, it changed to "Wanita se-Indonesia Sale Stock hadir untuk semua gaya. Aku tahu ku akan bisa penuhi semua yang engkau pinta, dari tampil muda, dipuji tetangga, bikin suami bangga. Buruan download aplikasinya. Sale Stock inspirasi Gaya mu".

For 30 seconds, the *Sale Stock* ad shows footage of the lives of Indonesian women and their professions. Some of the Indonesian women professions which are screened are traditional dancers, housewives, Indonesian women as consumers of beauty salons, veiled Indonesian career women, Indonesian women as children who have good relations with parents (mothers) and neighbors, Indonesian women in community (having good relations with friends), Indonesian women who can make their husbands happy by their skill and achievement (being a traditional dancer) which they have, and shows on how to use the *Sale Stock* application through a *smart phone*.



**Picture 3. *Sale Stock* ad trailer**

Source: <https://www.youtube.com/watch?V=kAS3iOU9P2U>

With its main function as an advertising medium, which is to persuade, invite, and provide information to consumers, *Sale Stock* advertisement is seen as medium that aims to invite consumers, especially Indonesian women (seen from the ad song lyrics: *Wanita se Indonesia Sale Stock hadir untuk ...*) to use the *Sale Stock* application as an online shopping media. *Sale Stock* ads show that it can complement the needs and enhance the style of Indonesian women in terms of careers to the household (seen from the ad song lyrics: *Aku tahu ku akan bisa menjadi seperti yang engkau minta, dari tampil muda, dipuji tetangga, bikin suami bangga*). This is similar to the purpose of making advertising, namely as a introducing an item or product to the community (KBI, 2008, p. 572). However, advertising are not present to the public without implicit goals. Advertising as a product of a cultural industry is seen as being able to become a tool used by producers to generalize the appearance of society.

In the *Sale Stock* ad which mainly aims at Indonesian women, the producer invites the public to fulfill the form of standardization of Indonesian women's lives to achieve a *goal* possessed by perfect women as "appear young, be praised by neighbors, and make husbands proud". The standardization was built by the ad producers through the appearance and words contained in the *Sale Stock* ad. These things cannot be separated from the contribution of the media as makers of simulations (standardization) about Indonesian women by forming a measure of authenticity, truth, and a reality that deserves to be replicated and lived by the public through media products (advertisements). The measure of truth and reality is presented by the media without being accompanied by reality (Baudrillard J., 2006, p. 453), which is carried out through consumption practices. The purpose of the formation of this simulation is nothing but the profit that will be obtained by the ad producers which cannot be separated from the capitalist touch to the public consumption system (Baudrillard J., 2006, p. 42).

As a medium of distributing messages from producers to consumers, advertisements are faced with a variety of factors which will certainly influence the shape of the message being distributed. As a message that is not value-free, advertising is faced with media, ways of distribution, and the background

of each individual as the recipient of a message that affects the form of the message as a result of distributing meaning from producers to consumers (Hall, 2006, p . 163). This process is called *encoding - decoding*.

Based on the focus of this goal, the research focused on two things: (1) the influence of the audience's cultural capital on the form of audience perception on the discourse of perfectly beautiful women according to *Sale Stock* advertisements and (2) the influence of the audience's cultural capital on the audience's interest in practicing shopping online using the e-Commerce *Sale Stock* application after viewing the ad.

The use of e-Commerce *Sale Stock* ad is based on the background of increasing penetration of internet users in Indonesia and e-Commerce businesses in Indonesia. *Sale Stock* ad was chosen because it contains lyrics in the form of offers to fulfill all the needs of Indonesian women.

The results of the study are intended as a study that will complement previous research on the factors driving and inhibiting a person to practice online shopping through e-commerce. These findings were able to be reference to two related parties, especially advertising producers and the wider community. For ad producers, this research serves as a reference about community reality about shopping culture and e-commerce. It will be able to be used to create more appropriate media in encouraging Indonesian people to practice shopping through e-Commerce and generate greater income for the country. While the input for the wider community is as a *reminder* to be wiser in responding to advertising circulating around it in order to control the consumption practices of the Indonesian people which are getting higher compared to the ethos of production.

### **Research Methods**

The source of the research data came from the answers of 65 respondents who had watched the *Sale Stock* ad and filled in the questionnaire. Questionnaires are made used Google form application and distributed through social media in the form of e-mails or links. Each audience gets two types of questions, about self-identity and *Sale Stock* ad. Questions about self-identity in the form of name, age, sex, marital status, level of education, and occupation. Whereas questions about *Sale Stock* ad in the form of *Stock Sale* as online shopping applications, the types of media to watch *Sale Stock* ads, the frequency of watching *Sale Stock* ads, the ownership of *Sale Stock* applications on smartphones, the interest in doing online shopping practices using the *Sale Stock* application, the perfectly beautiful female concept approval that was delivered by *Sale Stock* ads, a sense of trust that the *Sale Stock* application is to be able to make consumers a perfectly beautiful woman, and the concept of a perfect beautiful woman possessed by the audience.

The selection of respondents and the distribution of questionnaires in the form of Google form are done randomly and using snowballing that rolls from one party to another with the aim of getting data variations. These step are stopped when it has reached the required data size.

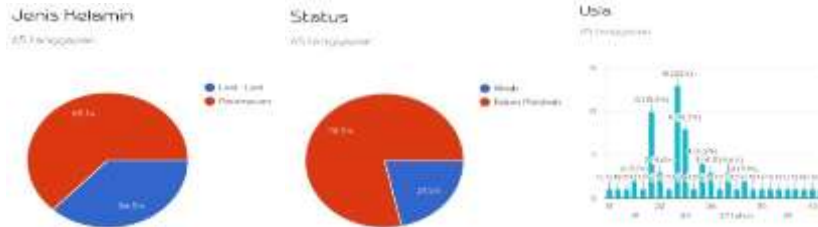
Data analysis was carried out by using descriptive interpretive method with the aim of getting the perceptions of each audience on the perfectly beautiful women concept in the style of *Sale Stock* ad and the interest of the audience to practice online shopping using the e-Commerce *Sale Stock* application after watching the ad.

**Result**

*Descriptive Statistics of the Audience's Background*

The audiences are dominated by women with a frequency of 63.1% and the rest, 36.9%, are men. The audiences' aged between 13 years to 50 years. The age with the highest percentage is around 21-24 years. 15.4% are 21 years old, 20% are 23 years old, and 13.8% are 24 years old. 78.5 % of the audiences are single (unmarried).

**Figure 4. Gender, status, and age of the respondent**

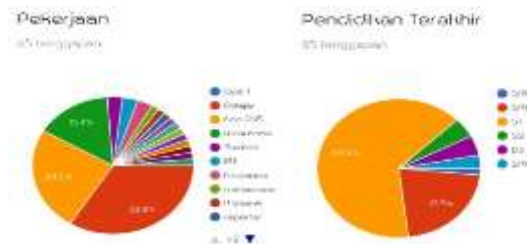


Source: Research data exercise, 2018

33.8% of the audiences were students, 15.4% were entrepreneurs, 24.6% were non-civil servant employees, and the rest worked as mechanics, private employees, freelancers, photographers, housewives, reporters, traders or entrepreneurs, and civil servants. 64.6% of the total respondents with the level educational background are bachelor, 21.5% are senior high school, and the rest are junior high school, vocational, diploma and master.

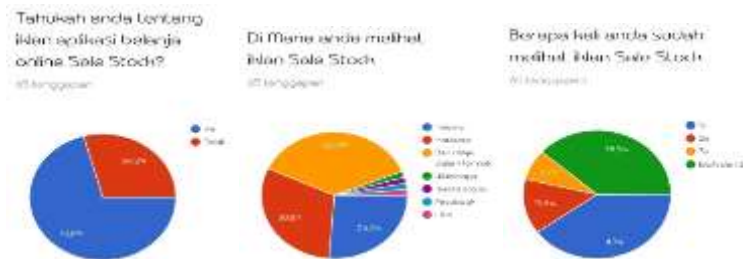
**Figure 4. The respondent's last occupation and level education**

Source: Research data exercise, 2018



*Frequency of Watching Stock Sale Ad*

70.8% of audiences claimed that they had watched the *Sale Stock* ad before filling out the questionnaire. Even though 36.9% of audiences claimed that they had just watched the *Sale Stock* ad at the first time on the page that was given, but 30.8% had watched the ad on social media like *Youtube* as online advertising, 26.2% on television, and the rest on social media such as *line*, *whatsapp* and *instagram*.



**Figure 4. Frequency and media of watching e-Commerce Sale Stock ads**

Source: Research data exercise, 2018

### *Audiences' Perception of Sale Stock Advertisement*

Of the 24 male audiences, 21.5% (7 people) agree on the concept of perfect beauty woman which was delivered by the Sale Stock ads (appearing young, praised by neighbors, and making her husband proud). The approval of the concept was based on various reasons. 4 respondents approved the concept with additional reasons and the last three respondents approved without any reason. 4 respondents agreed on the concept presented with additional reasons which consisted of (1) agreed because appearance influenced the beauty of women, (2) agreed with the concept as long as the user remained polite and were within their limits, (3) agreed because according to him, women are creatures who like to travel, shop, and gather friends so that the concept of beauty is very fitting and (4) agreed because the concept is very good and according to him, the majority of Indonesian women want to have such a measure of beauty.

78.5% (17 people) of male respondents did not approve of the concept of a perfect beautiful woman which was delivered by *Sale Stock* ad. Disagreement is because they have a different concept of a perfect beautiful woman.

According to them, the concept of the perfect beautiful woman is divided into two, beautiful based on physical appearance and beautiful based on character. Beautiful women based on physical appearance is when it looks cute, has shoulder-length hair or veiled, dresses *naturally* (doesn't use excessive makeup), attracts attention, and is able to mix and match clothes according to body condition. While beautiful women based on character are women who are wise in making decisions, *sholeha* (obedient to religion), smart and knowledgeable, have strong self-confidence, have kindness, and have high moral standard.

The concept of perfect beautiful women according to male respondents is almost the same as the concept held by female respondents. According to female respondents, perfectly beautiful women are women who are wise in behaving, have good self-control, are able to fulfill obligations in domestic areas and careers, excel in education, be independent, not consumptive and even as productive parties, stay in themselves, well behaved, and have the beauty of the heart that comes from good faith.

From 65 ad audiences, most of them rejects the concept of a perfect beautiful women which only shown from the outside appearance. Although a small portion of audiences agreed if the concept of perfect beautiful woman performed by the ad is true (look young, praised by neighbors, makes her husband proud), but such respondent has additional criteria to enhance the concept of perfect beautiful women who delivered by an ad. Audience combined the concept with additional criteria derived from their thoughts, cultural background and knowledge, levels of education and beliefs. The higher education and knowledge they obtain, the more extensive and complex the concept of beauty that they have. The concept of beauty is no longer just about face beauty and body beauty, but the personality and character of women.

Of the total audience, 66.1% said that they did not believe that the Sale Stock products would be able to make the women who used it turn out to be perfectly beautiful women like the Sale Stock ad offered (looking young, praised by neighbors, making husbands proud). They argue that beauty cannot be measured by a size (relative), or calculated only by the clothes they wear. Although some others believe if there is a possibility that the *Sale Stock* products are good quality products that can improve the wearer's appearance compared to those who only use non-quality product, however, they still believe that the Sale Stock product might not be able to make every user be perfect beautiful woman in all aspects of life (religious, social, educational). It is because, they believe that the perfection obtained is not only limited to appearance, *fashion* and outlook. The statement proved that the audience still did not accept the concept that was delivered by the ad as a whole. They continue to integrate the concepts provide by the ad with the concepts they previously had.

The research grouped the audience into three types of viewers based on three answers (the concept of perfect beautiful women in the style of Sale Stock, the concept of perfect beautiful women in the thought of respondents, and the ability of Sale Stock products to enhance the beauty of users). The first audience was a negotiation audience that combined the concept of a perfect beautiful woman with style in Sale Stock ads with the concepts they had based on their knowledge. While the second type of audience is an opposing audience who rejects the concept of a beautiful woman in the style of overall Stock Sale ads. The last audience is a pro audience who approve the concept of the perfectly beauty woman brought by the ad as a whole without the slightest rejection or combining the concept with their own thought.

## **Discussion**

### *Theory Implications*

#### *Sale Stock as a Product of Media Entitled Enlightenment that Compartmentalize The People Choice*

With the growth of the existence and enthusiasts of the online market, it proves that people are increasingly interested in online shopping activities. The development of public interest from conventional shopping (face to face) towards the online market is certainly supported by the fact that online markets are able to provide various types of goods needed by the community. However, we are unaware that this is what Adorno and Horkheimer called as the mass fraud and standardization of commodities.

When people feel that they can get any items on the online market, even more complete than conventional markets, in fact the community is only faced with a few pictures of an item. The public cannot see goods directly (only photos), without being able to touch goods using the human senses directly and knows the quality of the product directly. In addition, when the community decides to buy an image/photo on their smart phone, they should also receive goods in the form of pictures/photos, not other objects. This is what Baudrillard calls a life simulation that is presented as a reality without reality (Baudrillard J., 2006, p. 453).

The product stock that can be chosen by the community only revolves around the images available on the online market. The community still does not have the authority to determine the type of goods produced or the price of negotiating the items they want to buy (bargaining). The choices held by the community are limited to just how many online market applications they have to see how many types of goods are traded. This is as seen by Adorno and Horkheimer that the cultural industry becomes a regulator of social control and society through the symbols and products of the culture they produce (Adorno & Horkheimer, 2006, p. 46)

*Online market* also forces buyers to choose payment access and media delivery of goods in accordance with applicable regulations. Such as payment via an account of bank even before the item reaches by the buyer. Delivery of goods must also use a courier service and cannot be taken alone, so it requires additional time in the process of shipping goods. Unlike conventional markets that allow buyers to pay on the spot and bring goods directly. This is called by Adorno and Horkheimer as fraud period, controlling social, where society must be satisfied presented by the systems of industrial containing the imposition of ideas, the falsity of life, as well as coercion way of live and not just as medium fulfillment of the aspirations of the community's voice (Adorno & Horkheimer, 2006, p. 42) . Because even though it does not call itself a means of controlling and regulating the pattern of people's lives, advertising is present alongside the class struggle process, acting together with ideological sectors such as academics so that it is successful in upholding, strengthening and gathering corporate hegemony (Clement, 1975, p. 275) .



*Sale Stock as a Product of Cultural Industry Capitalism Forming Simulation and Standardization of Indonesian Women.*

Realized or not by the public, the Sale Stock ad form Indonesian women to be the one who (1) should be always able to look young, (2) should make neighbors praise them for a youthful appearance, (3) should make their husband proud of their performances by use products from Sale Stock. This condition is as explained by Dyer that message by producers (advertisements) try to build codes that are intended as stereotyping tools, in order to make Indonesian women (the audience of advertisements) become the size as desired by the producers (good or bad, normal or abnormal, feminist or masculine, etc.) (Dyer, 2006, p. 357-358).

Not only that, the phrase "appearing young, praised by neighbors, making a proud husband" is a reflection of the code of *Sale Stock* rules that make Indonesian women seem - only obliged to dress up for others (neighbors and husbands), not to be an appreciation for themselves. The practice of consumption that can be done by women is also not a freedom of feminism in enjoying the profession of women as domestic and career women, but a deception of the economic industry that will bring benefits to the producers (Meechan, 2006, p. 319). Unlike men who do self-improvement for their own needs, women must do self-improvement for the sake of other parties, like men, children, parents, and even neighbors. This is evidenced by the conditions when men and women are in the same roof of work, they must be placed in different types of work and with different wages (Meechan, 2006, p. 319).

Although *Sale Stock* labeled itself as a medium of women's freedom that freed them to explore themselves as they wished, this process still put women and men in different and unbalanced positions. Women must do and become what the stereotype system applies. Because when they are able to do and fulfill the standard set up, they should be called members. It happened because the stereotypes brought by the media, one of which is advertising, building the types of society that deserve to be called members and not (Dyer R., 2006, p. 355). This confirms that the position of the woman remains in a secondary position. Women cannot be separated from the shadows of men and the happiness of the other party. Becomes the main goal of a woman's life is out of herself, not her own happiness.

Instead of filling the needs of Indonesian women in dress, *Sale Stock* advertisements still bring up gender rules on a regular basis that place women as feminine, sex objects, housewives, domestic parties, and men as the main purpose of women's life (Dyer G., 1982, p. 97-98). In other words, *Sale Stock* advertisements proved to perpetuate traditional gender role which positioned women under men because the presence of women was only as an object of satisfying male desires. This advertisement encourages people to believe that the stereotyping of women in society is to dress up, shop, and be the object of pleasure for others.

Through *Sale Stock* advertising, the society especially women, like given the choice to be free, not confined by their profession, have many choices about fashion that reflect themselves, can be themselves and still be able to become normal women who are capable and stylish side by side with other women in the community in every situation. However, all of that is just a trick that traps them into the formation that was born by the ad producer about a woman's normal life and forces them to consume the symbols that are delivered by the media. The simulation that develop on this reality as well as those explained by Adorno and Horkheimer that technological developments and the image of the cultural industry that are present as fulfilling the needs of society and as a media for public voice are only a media cover in covering producer's real goals, namely industrial (business) ideology, dismissal of community ideology, which is formed from a combination of several large institutions in terms of realizing the interests of related parties and pivoting on profits (Adorno & Horkheimer, 2006, p. 42).

Behind the purpose of selling merchandise, the media and producers present *Sale Stock* ads as a stereotyping perpetrator that women with any profession must still to care about their appearance. The women must have achievement like in the *Sale Stock* ad such as being a traditional dancer, being able to take care of children and still be able to look beautiful in joining the community they have such as grand reunions with friends, becoming veiled career women as well as children who are devoted to parents, have a good relationship with their neighbors and make their husbands proud of them because their achievements.

As a mass controller and stereotype of women, *Sale Stock* advertising comes with a discourse that the real Indonesian women are those who able to fulfill the symbols the ad is serving. By showing various types of Indonesian women's professions, the ads invite the *audience* to think that whatever profession they have, they should use the *Sale Stock* as a tool to complement their needs, especially appearance. This description is also used in generalizing the mind of the reader that the *Sale Stock* is present not only for career woman who is synonymous with dressing neatly, beautiful, able to shop for expensive items and up to date, but also housewives who are domiciled at home and are obliged to taking care of children.

This condition has been predicted by Tocqueville (1864), who stated that cultural monopoly forms a society to perpetuate the rule of generalization that says "You are free not to think as I do, your life, your property - all that you shall keep. But from this day you will be a stranger among u" (Tocqueville, 1864, p. 151). This means that who is not able to follow the applicable rules and consume the code that is served, then they are not part of the community. Baudrillard also asserted that the capitalist system that controls all aspects of human life today, one of them is advertising, transforms as a controller of society through systems, codes, and signs that build status and human identity based on the level of consumption of signs that they are able to (Baudrillard J., 2006).

### *Practice Implications*

#### *Effect of Capital Culture and Encoding-Decoding on Advertisement Messages*

Based on the main function of advertising as a persuasive media, *Sale Stock* advertisements are intended as a media to encourage people to shop online. Ads explained that by using application and product of *Sale Stock*, society can complement the needs of their self and perfected the style in terms of career to households (visible from the lyrics ad: *Aku tahu ku akan bisa penuhi semua yang engkau pinta, dari tampil muda, dipuji tetangga, bikin suami bangga*). The function is similar to the purpose of making advertisements as a notification tool and introduction of products or services to the public. However, in the digital era, the power of advertising that appears so great in shaping consumer perception of a product, today, only functions as a conveyer of product information. People prefer to consider, find information and discuss the quality of products with other communities by using their rationality after watching the ads (Widyastuti & Ratriyana, 2017, p. 221).

Of the overall answers obtained in this study, it proves that there is a change in the form of meaning of the advertising message after being received by the ad's audience. Messages which distributed by the producers through ads are change during the delivery process and after being received by the audience. The process of decoding-encoding and audience's background knowledge sourced from cultural capital has proven to influence the form of messages received by ad audience.

Changes in the form of messages in advertisements prove that advertising cannot fully influence and encourage viewers to consume the commodities offered or fully agree with the concept of the perfect beautiful woman sent by the ad. Cultural capital such as education, work, belief (religion), and experience of the respondents proved to have a big influence on audience's perceptions of the concepts offered. Cultural capital they have influence taste and become a differentiator (distinction) between them with other individuals who have a certain cultural capital (Swartz, 1985, p. 46).

The greater and broader the knowledge possessed by an audience, the more likely the failure of advertisements in influencing their minds. This happens because the higher level education and the breadth of the knowledge possessed, the more complex standard of beauty they have and fashion is not enough to meet beauty standards. However, on the contrary, the lower the level of education and the narrower the knowledge possessed, the more likely the advertisement has succeeded in influencing respondents' minds because their standards of beauty are only about beauty and clothing.

Advertisements that are presented to the public in fact not only encourage people to consume the products offered, but also the values, norms, and even rules of life. In accordance with the thinking of Hokheimer and Adorno (2016) which states that advertising is not present to the public without implicit goals, Advertisement of *Sale Stock* as a cultural industrial product is seen by research as a tool used by producers to generalize the appearance of society. Through the *Sale Stock* advertisement lyrics, "...*Aku tahu ku akan bisa penuhi semua yang engkau pinta, dari tampil muda, dipuji tetangga, bikin suami bangga...*"

The producer invited Indonesian women to meet the standardization measure as a perfectly beautiful woman (*tampil muda, dipuji tetangga, bikin suami bang*). The standardization is used by advertising producers to encourage Indonesian women to consume *Sale Stock* products with the aim of being a perfect beautiful woman in the style of *Stock Sale* and bring profit to the ad producer. This situation is due to the advertisement coming to the community bringing a simulation of life. So that the community is given three choices, namely accepting the simulation offered by following the rules, refusing, or even combining the simulation rules offered with the principle they have.

"Appear young, praised by neighbors, make my husband proud" in fact it is not the dream of all Indonesian women. This is evident from the refusal of the concept of perfect beautiful women in the style of *Sale Stock* by some audience or the addition of criteria in the concept of a perfect beautiful woman owned by audience. Each of the audience both male and female has their own standard of perfect beauty women concept in accordance with their thought. Of the total research respondents, only 14 people were interested in having the e-Commerce *Sale Stock* application on their *smartphones* after seeing the ad impressions that were presented. The data proves that in this case, the advertisement was not able to encourage its audience to consume the commodities offered.

## **Conclusions**

Through this research, the study concludes that advertising is proven not only as a medium for the introduction and promotion of a product, but a shaper of media *stereotypes*, the rules of gender, even forming such a society. However, the function of ads as a driving force for consumption practices does not always run perfectly. Cultural capital proved to be more dominant in influencing people's thoughts and decisions, especially in consuming a product and adopting a rule of life. Cultural capital is also more dominant in forming the *taste* and *habitus* of society so that it affects whether or not the practice of online shopping by the public after watching e-Commerce *Sale Stock* advertisements. Thus, advertising is not fully proven to be a driving factor in increasing the practice of online shopping through e-Commerce.

## **Suggestion**

Research on the phenomenon of online shopping has been carried out. Unfortunately research on cultural capital and the influence of the media on people's online consumption and shopping practices is still very rare. Therefore, this study is expected to be a reference related to the phenomenon of influence of media on online shopping practices on Indonesia community. The next researcher can continue research with a focus on the impact of media other types or variations of respondents are more diverse,

for example a certain educational level, specific tribe, the domicile of the particular, or the type of work and a certain income level so as to produce findings that are able to furnish an empty space on the research that has been do.

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