

Analysis of Female Sensuality on the Cover of Popular Magazine March-May 2020 Edition

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Abstract. *There are many ways to attract readers through the Cover. One of them is a popular magazine, using a female figure as an attraction for readers. Popular Magazine is one of the magazines published post-reform that still survives to this day. The purpose of this study is to determine how the sensuality of the women who appear on the cover of popular magazines through aspects of photography. This research uses qualitative approach with descriptive analysis, case study operation using the Builders photography that elements of the narrative and elements cinematik there are several elements of the photography builder aspect that construct sensuality. Conclusion in this study is that there are several elements in the aspect of photography that build to the sensuality on the cover of popular magazines such as makeup, pose and especially is the costume worn by the model.*

1. Introduction

Popular Magazine will be describe the element of photography. How Popular Magazine determine how the sensuality of the women who appear on the cover of popular magazines through aspects of photography. Women are considered to be good attention grabbers because the entire body from the tip of the nail to the tip of the hair has a selling value so that this opportunity is used by media actors to take advantage of women as promotional media, because for producers and advertisers the female body is an opportunity that will not be missed. never receded provided lucrative opportunities.

Previous research has been carried out such as that made by Lestari with the title "Women's Representation in the Cover of Sex 'N The City Jakarta Undercover" which states that denotative and connotative meanings are found in model poses, clothes, photography techniques and photo settings. The implied meaning is that women are depicted with poses showing the exoticism of their bodies in sexy clothes . The second research is "The image of women on the cover of Popular Magazine at No.310 November 2013 edition" conducted by Amanda with the conclusion that the presence of women in Popular magazine is often considered negative because many of the mass media position women as objects of exploration that add selling value.

Magazine with a sex appeal approach that gives a negative impression on women. And women in Popular magazine are only limited to entertainers, complements and satisfies male lust in imagining about female figures [1]. And the last research is "Representation of women's sensuality in

the cover photo of the March to December 2013 edition of Dewi Magazine" conducted by Wahyudi with the conclusion that sensuality is represented by body curves which include poses, eye gaze, and lip poses [6]. Of the many studies that have been carried out, most of the research focuses on the meaning of women's sensuality by using semiotic analysis and also focuses on the position of women who are used as commodities. Meanwhile, no one focuses on the building blocks of photography in depth in dissecting the elements of female sensuality. So in this study, we will analyze in depth how women's sensuality appears on the cover of the March-May 2020 issue of Popular magazine using the builder aspect of photography.

2. Method

The object of research being researched is the cover of Popular magazine with 3 editions studied, namely the March, April and May 2020 editions.

Table 1. The Object of Research.

| 1 | 2 | 3 |
|--|--|---|
|  |  |  |
| Cover of Popular magazine March 2020 issue | April 2020 issue of Popular magazine cover | Cover of Popular magazine May 2020 issue |

Data Collection Procedure The first step taken by the researcher was to download the cover image of Popular magazine through the site <https://www.magzter.com/>, then the visuals on the cover of Popular magazine were dissected using photography builder aspects which were divided into 2 aspects, namely narrative aspects and cinematic aspect.

Stages of Research Object Surgery Dissecting the object of research using 2 aspects of photography builder, namely the narrative aspect and the cinematic aspect. The visuals that appear on the object of research are then classified at each building point of each aspect. Then the visual aspects that appear are described in depth based on the visible components, with the end result being a statement of how the visuals appear through the builder aspects of photography. As done by Kurniawan in separating the elements in the photo when researching sensuality [3].

The method used in this study is a qualitative approach sourced from various references. Qualitative method is a research method used to examine the condition of natural objects where the researcher is the key instrument, data collection is carried out purposively and snowball [5]. A qualitative approach is used in this study because it is considered in accordance with the objectives of this study. While the analysis used is descriptive analysis, this analysis is considered the most suitable author because it can describe in detail the findings on the magazine cover in detail and detail. Descriptive analysis is an analysis used to analyze data by describing or describing the data that has been collected as it is [5].

3. Results and Discussion

Here are the results of the analysis of the 3 covers of Popular magazine from the March, April and May 2020 issues.

Table 2. Cover of Popular magazine March 2020 issue


| Visual | Information | Description |
|---|------------------|--|
|  | Narrative Aspect | The gender that appears is a woman with an asymmetrical balanced composition. The background of the shooting is indoors with the use of natural makeup. The costumes worn by the two models are special because they use dresses as their clothes. And the pose that is demonstrated is sitting with legs supporting each other. |
| | Cinematic Aspect | Lighting spreads with a flat dimension. The color tonal that appears is the true color that is framed normally and the camera angle that is applied is the normal angle. |

Table 3. Cover of April 2020 issue of Popular magazine



| Visual | Information | Description |
|---|------------------|---|
|  | Narrative Aspect | The gender that appears is a woman with an asymmetrical balanced composition. The background of the shooting is indoors with the use of natural makeup. The costume which is lingerie is included in the personal costume and the pose that is demonstrated is standing with the hips raised. |
| | Cinematic Aspect | The lighting used is spread with dimensional photos, the color tones used are true colors with normal framing and normal angle shooting angles. |

Table 4. Cover of Popular magazine May 2020 issue

| Visual | Information | Description |
|---|------------------|--|
|  | Narrative Aspect | The gender that appears is a woman with a symmetrical balanced composition. The background used is indoors with makeup in the natural category and the costumes worn are in the everyday category. |
| | Cinematic Aspect | The lighting used is diffused with dimensional photos. The color tones that are present are true colors with normal framing and normal camera angles. |

Aspects of photography builder which is divided into 2 aspects, namely the narrative aspect and the cinematic aspect is the basis that becomes the scalpel in the research. The narrative aspect is an aspect that focuses on the storytelling element in a photo. Narrative aspects include gender, composition, setting, makeup, costumes and poses [3]. The first narrative aspect is gender, the gender

that appears on all the covers of Popular magazines studied is women, because gender itself is a lifestyle identity based on gender. So the model from the cover of Popular magazine is female, with the clothes worn by women in general, so the gender that appears is women. The composition used for all Popular magazine covers studied is balanced, although there are differences in the balance that appear on each cover. And this difference is divided into 2, namely asymmetrical and symmetrical balance. Asymmetrical balance is obtained from objects that are displayed not in the same position or unequal size but still showing the same proportions, this happens on the covers of the March and April editions of the magazine.

In the March issue, the object's imbalance arises from the placement of the model that is leaning to the right then because there are 2 models sitting on the right with 1 of them sitting higher than the other model. For the model on the cover of the April issue of Popular magazine, the asymmetrical balance results from the model's hand being kept on the stomach so that the hand rises further and creates contrast and breaks the existing symmetry. As for the symmetrical position, the object is placed in a balanced position between the left and right and has the same shape and weight as on the cover of the May issue. In the background aspect, all covers are taken with a background in the room, this is supported by the properties used such as sofas, lamps, walls or glass used. The use of sofas is seen on the cover of the March and May editions of Popular magazine and for the April issue there is no sofa but the walls that are present and supporting properties such as lights and ornamental plants support the inclusion of categories in the room in the background aspect.

The next aspect is make up, the makeup used by all models is in the natural category. This is based on the appearance of makeup that is not minor or flashy as well as the color of the makeup that matches the skin color of the model and this natural makeup is obtained from diffused lighting so that the makeup that appears on each cover looks more natural. The costume aspect for the cover of the March-May 2020 edition of Popular magazine uses various costumes, including the cover of the March issue which uses costumes in a special category because it uses a dress with an area around the model's chest that is displayed very open so that the model's breast area is visible and also because the dress is worn very short then the thigh of the model looks so clear. The costume for the cover of the April 2020 issue of Popular magazine uses a personal costume because the model uses lingerie and the lingerie worn has a large open area also around the chest area. And the last one is the cover of the May 2020 issue of Popular magazine which uses costumes in the everyday category, namely using a shirt, but the shirt used is intentionally opened in the chest area so that the body area around the chest to the neck is visible. And the last narrative element is poses, the poses exhibited by the model on each cover vary.

The covers for the March and May issues of Popular magazine are 2 covers that use a sitting pose for the model, for the March issue the two models are sitting on the sofa with their legs stacked on top of each other and on the cover of the May issue of Popular magazine the model is in the photo with the pose sitting while holding a mirrorless in her hands and the final pose is standing for the cover of the April 2020 issue of Popular magazine with her hands tucked in the stomach area so that her arms are bent and revealing the area around her armpits. Entering the cinematic aspect, namely the aspect that focuses more on the technical aspects of the photos that appear. Cinematic aspects include lighting, dimensions, color tonal, framing, and camera angle [3]. In terms of lighting, all the photos that appear on the cover of Popular magazine analyzed apply diffused lighting, although there is a difference in light intensity, this difference in light intensity occurs on the cover of the April, May issue. In the April issue of light intensity The light coming from the right side is stronger than the intensity from the left side, but on the contrary, the light intensity from the left side is stronger than the light intensity on the right side. It appears on the cover of the May issue of Popular magazine. For the March edition, the intensity from both sides has the same strength so that there is no strong shadow.

4. Conclusion

The appearance of shadows on the cover of the April and May 2020 editions of Popular magazine can add a more dramatic impression to photos. In the dimension aspect, there are 2 covers that have dimensions, namely the April and May edition covers, this happens due to the difference in the intensity of light falling on each side so that shadows appear and this dimension is also formed by the bokeh technique or the background is blurred so that it accentuates the object. main, while the cover for the March issue has no dimensions or flats. The next aspect is the color tonal, all the color tones that are present are true color tones. True color as tonal color arises from the absence of the dominant colors in the photo, the colors that stand out are the true colors. For framing, all editions use normal framing because most of the body of the model is inserted into the photo frame, there is no excessive cutting so that it only focuses on one part or includes many areas so that the framing turns into a wide one. And the last aspect is the camera angle, the camera angle used by all the photos on the cover of the March-May 2020 edition of Popular magazine uses a normal angle because the camera is placed parallel to the model's height.

The conclusion of this study is that there are several elements of the photography builder aspect that construct sensuality on the cover of the March-May 2020 edition of Popular magazine, namely the aspects of makeup, poses and also the use of costumes from each model. The use of costumes that show a very wide openness so that parts of the body that have more attractiveness are very clearly visible such as the breasts, neck and thighs to feet.

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