

magalah
ka

UGLY^{#1}

Bertahun
Pertuak
Ternat
karena A

Kisah Cu
Francis &
Meringga
Semend
Bergengga

WIDE
Kebaya Pul
Berputih
Nusa Tenggara
Sarat Wara

Laar Bi

traumagz

"don't eat too much noodle"

#wome

Noodle used to be my favorite dish, even my mom didn't allow me to eat it. This was every kids' go-to meal when we were a bit fussy.

Noodle always been the most popular school lunch in every primary school student's lunch box in Indonesia.

But one time, I was so scared to bring it even when I really wanted to. Because some boys will make fun about how noodle makes my hair curly, and eventhough I knew that's scientifically incorrect, I can't help to hear that same jokes again and again.

4

The lame jokes didn't stop
at school recess. It continued
everywhere I go.

My grandparents were
the only people who
praised my hair.

5

My grandpa used to brush
my frizzy hair and
braided it.



The time when my Mom took me to the salon was one of difficult times because the staff would do unnecessary comment about how 'damaged' and frizzy my hair was.

don't eat too much noodle!

Like, I don't know ma'am, I won't go here if my hair was already perfect.

My mom realized how annoyed I was and she started talking about different things to make up the situation.



We ended up going to a hairdresser in the neighborhood. She was a nice lady who won't make any comment about my big curly hair. I was so bored and the closest things to my chair were women's magazine, so I had a look. I also remember how every woman in the magz looks, they're all skinny, and have shiny black straight hair as smooth as silk. That subconsciously made me always think that was the ideal hair. That's how every woman has to achieve.



Rambut indah adalah rambut yang sehat terpelihara sebaik belainya. Sunsilk Premium dengan vitamin, memelihara keindahan rambut Anda secara menyeluruh. Karena Sunsilk Premium memberi tiga manfaat sekaligus :



Rambut yang terlindung dengan baik tampak sehat berkilau.

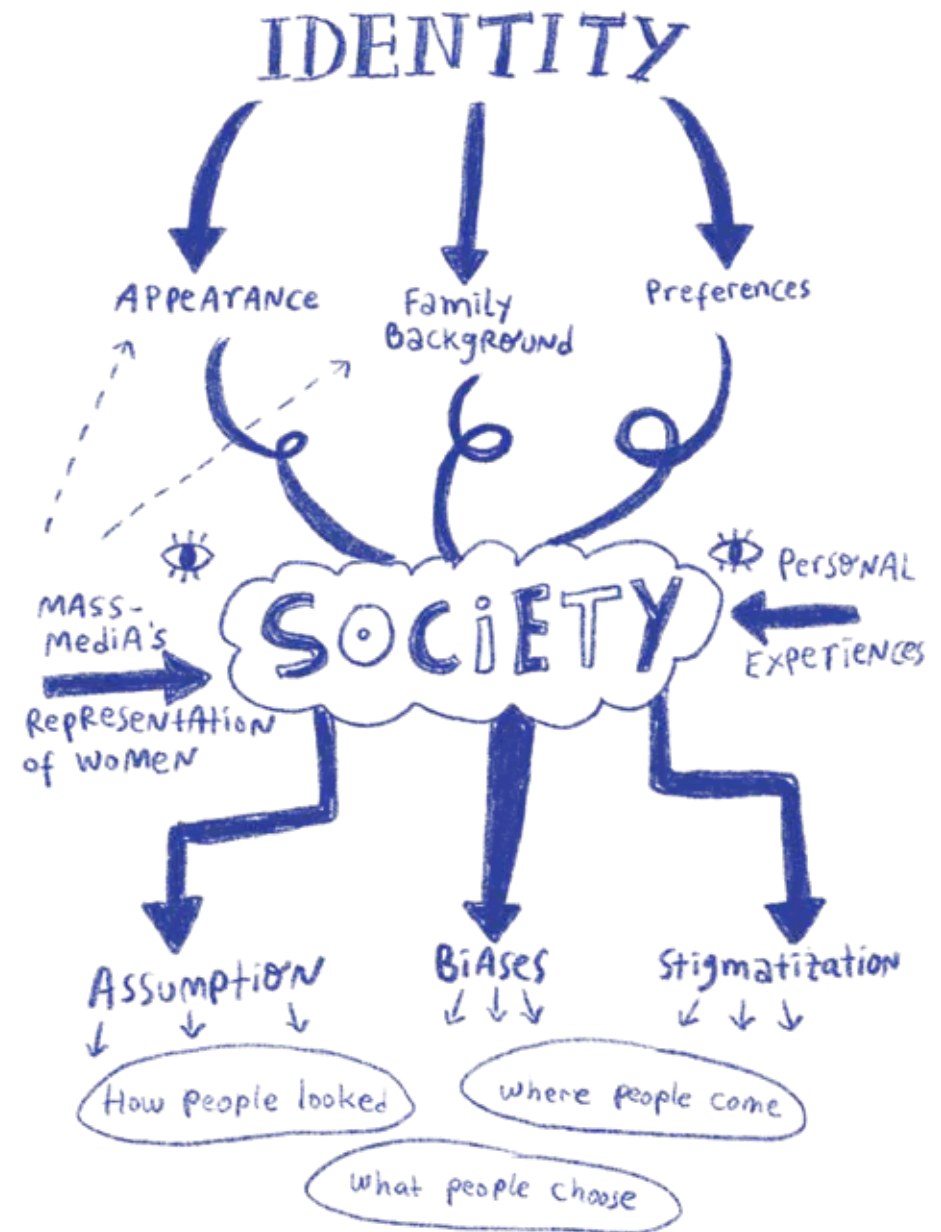
Rambut Sehat, Rambut Indah.

Rambut Indah, Sehat Setiap Helainya.



In Identity and Difference, they say that, home is also one of the places where we are viewers of media representations through which identities are produced. For me, those magazines with all the advertisements are the example.

Woodward also said that newspapers, magazines and television programmes bulge with features on body image, plastic surgery, and how to keep the body looking slim and sexy, while weight loss and keep-fit have become multimillion dollar industries. The saddest part, even though I didn't feel too bothered about how ideal woman has to be, the society shaped through mass media, and it was too much for a ten years me.



AWAL cinta pertama...
Gadis itu tersenyum,
meraih tasnya yang terjatuh,
rambutnya indah dihembus angin,
halus berkilau di pagi hari,
timbul cinta pada sidia,
sebab awal cinta bermula,
dari rambut Sunsilk yang indah.

I've never felt so insecure about
my self, until bad words became
casual jokes, became casual
greetings, became casual words
people have said. In their
regular day, regular chit-chat
as if it's 'just kidding'.

baru
sun
silk

TIADA KEMILAU SEINDAH SUNSILK

SUNSILK SANTAN BARU Untuk rambut kering.

Sunsilk Santan baru untuk rambut kering, mudah rusak serta berbulu pada ujungnya.

Hasil ramuan bahan tradisional, santan dengan pelembut rambut oil, melindungi dan memperkuat rambut dari akar hingga ujung.

Dengan keharmonisan alami dan bau lembutnya, Sunsilk Santan menjadikan rambut anda mudah diatur serta halus, bersih, sehat.

Sebab tiada yang merawat rambut seindah Sunsilk.

SUNSILK KEMIRI BARU Untuk rambut rusak.

Sunsilk Kemiri baru untuk rambut rusak, kurang bercahaya dan mudah keros.

Hasil ramuan bahan alami, kemiri dengan pelembut rambut oil, mengembalikan sinar asli rambut anda.

Dengan keharmonisan segar dan bau lembutnya, Sunsilk Kemiri membersihkan dan merawat rambut anda agar lembut dan bercahaya.

Sebab tiada yang merawat rambut seindah Sunsilk.

SUNSILK URANG ARING BARU Mengkilatkan rambut hitam.

Sunsilk Urang Aring baru mengkilatkan rambut hitam.

Hasil ramuan Urang Aring dengan pelembut rambut, merawat rambut anda secara sempurna.

Dengan keharmonisan mempesona dan bau lembutnya, Sunsilk Urang Aring membuat rambut anda lebih mudah diatur, lebih lembut serta lebih segar berkilau.

Sebab tiada yang merawat rambut seindah Sunsilk.

SUNSILK EGG BARU Untuk rambut rapuh.

Sunsilk Egg baru untuk rambut rapuh, mudah rusak serta tipis.

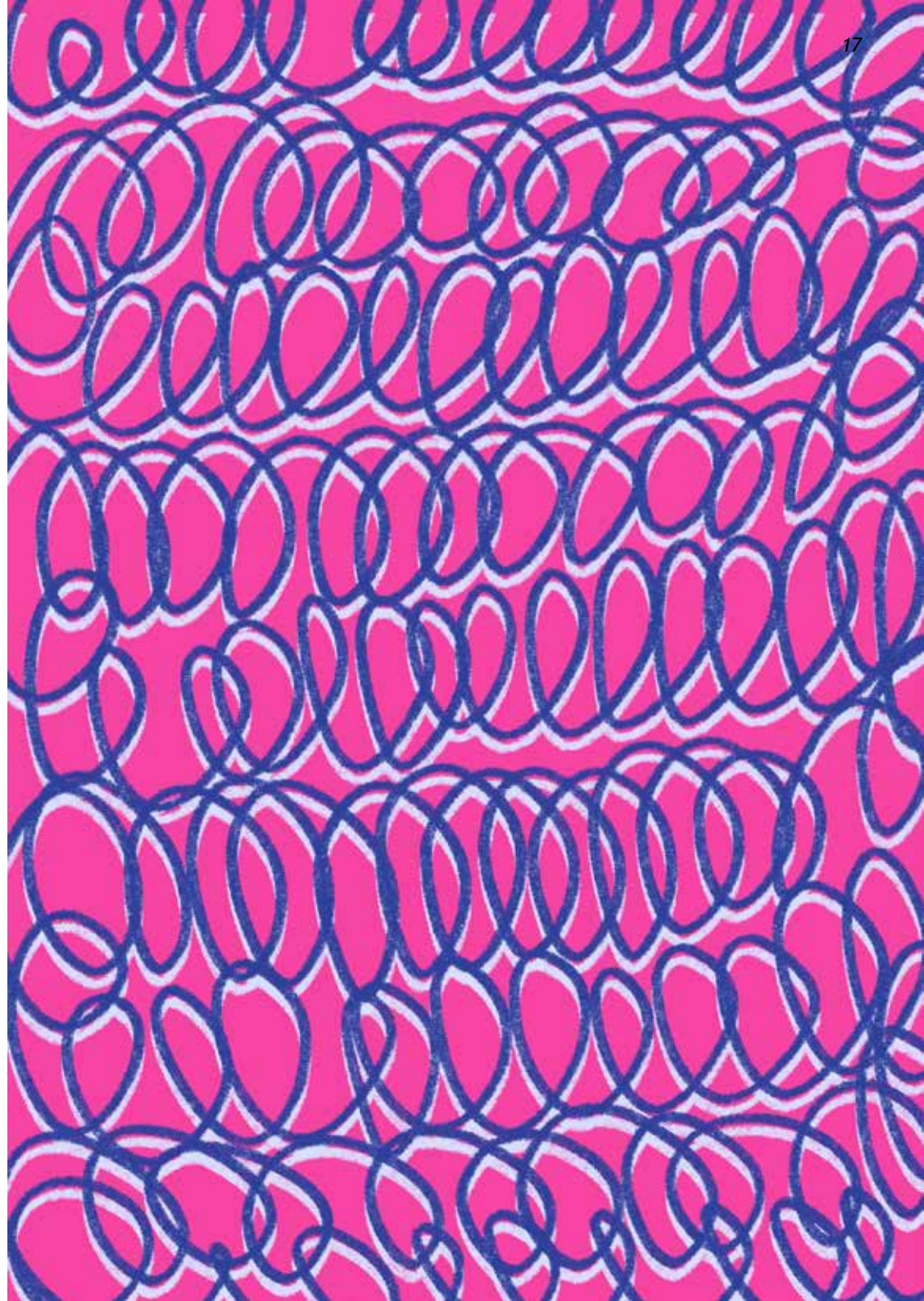
Hasil ramuan bahan yang kaya akan protein, telur dengan pelembut rambut oil, melindungi dan memperkuat akar rambut.

Dengan keharmonisan yang memawan dan bau lembutnya, Sunsilk Egg menyuburkan dan merawat rambut anda agar halus berkilau kembali.

Sebab tiada yang merawat rambut seindah Sunsilk.



Then I started to wonder
about how my self can be
different with my classmates,
with my another family members



our body is 'a point of
view on which we have
no point of view'

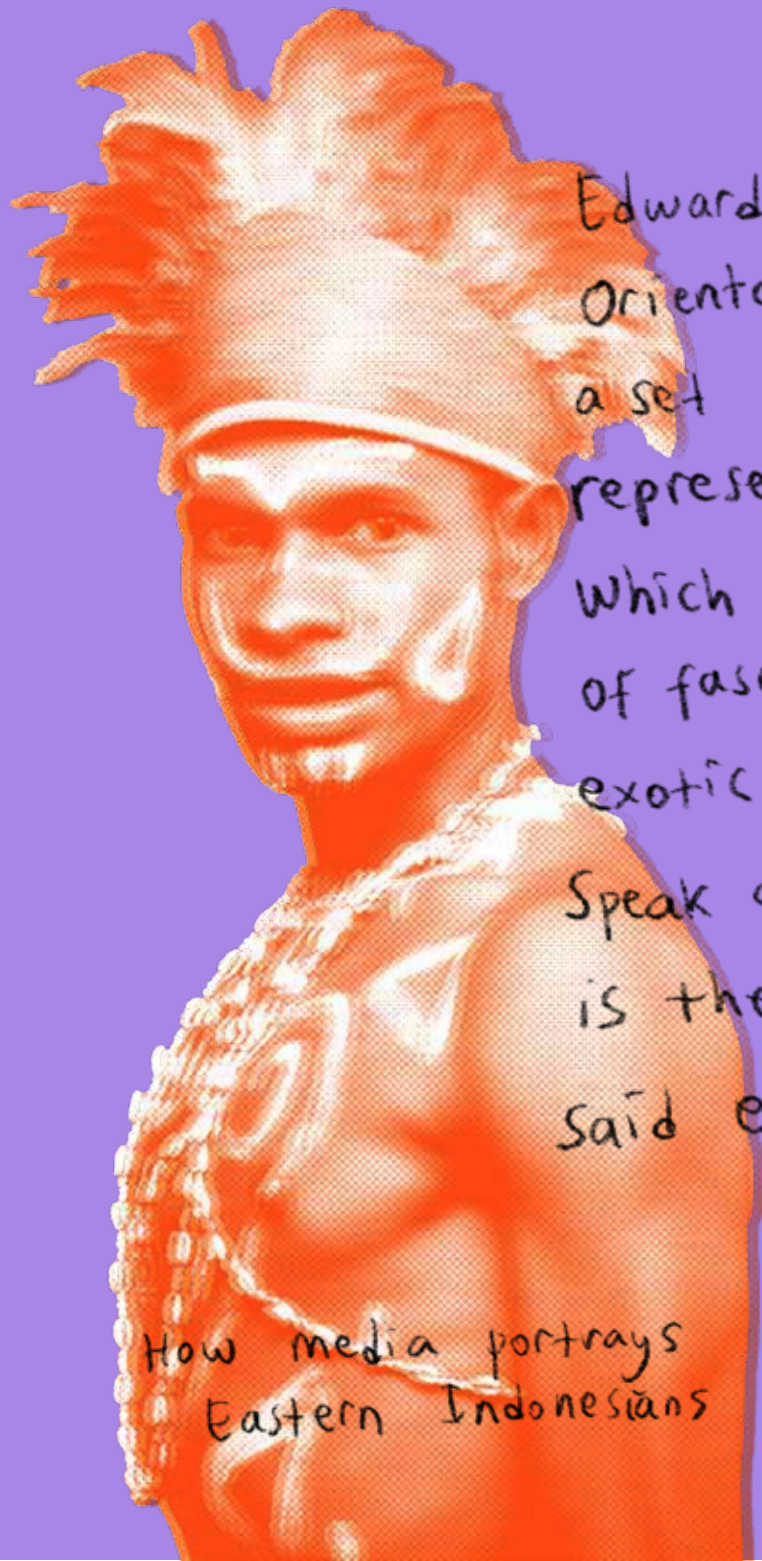
Jefferson, 1989
p. 159



My grandpa was an Arabic - Sundanese, he married to my grandma who supposed to be Chinese, but she always denies her true identity because of the 1965 massacre. She raised by a Batavian family and she claimed that she is a Batavian - All of her children has Chinese features (including my mom!) And that's why almost all of my family are having light skin, beautiful black straight hair, and small eyes. Except me.

I have darker skin shade, curly frizzy hair, the differences are there, people can see that, crystal clear. Sometimes, people associated me with eastern Indonesian people. Well, actually they aren't wrong. My mom's ex-husband was having eastern Indonesian blood indeed. And I don't see that as a problem, until people started to associate me with 'primitive' or 'tribal' just because how media

represent Eastern Indonesian people like that. This phenomenon is supported by the book I read, it said that symbolic systems offer new ways of making sense of the experience of social divisions and inequalities and the means whereby some groups are excluded and stigmatized. Identities are contested. Through lame jokes about certain culture, through comedy shows that make fun of certain ethnicity.



How media portrays
Eastern Indonesians

Edward Said once talked about Orientalism - western culture producing a set of assumptions and representations about 'the East' which constructs it as a source of fascination and danger, as both exotic and threatening.

Speak about 'exotic', that word is the most common thing people said everytime they saw me.

"exotic skin, exotic hair"
I didn't even know what it means.

Terobosan baru.
"Sunsilk Intensive
Conditioner
Menghitamkan Rambut".
Satu-satunya conditioner
yang merawat sekaligus
menghitamkan rambut.

"Sunsilk Intensive Conditioner
Menghitamkan Rambut" pertama dan
satunya conditioner dengan
melindungi rambut yang terbak
efektif menghitamkan rambut tanpa
merusaknya. Sekaligus membuat
rambut sehat, lembut, indah
berkilau. Sering kali banyak makin
hitam rambut Anda jadijaya. Hiliki
rambut hitam, sehat, lembut, in
berkilau. Satu-satunya conditioner
"Sunsilk Intensive Conditioner
Menghitamkan Rambut"
yang habis ker



Rambut sehat, lembut, indah berkilau.

How could we find our true
identity? Which one is true?
the one on the magazines,
or the one that we haven't
found?

Iklan Jadul Indonesia

Kusut
sehabis
keramas

Setelah keramas rambut yang tidak
layak untuk dipakai dengan Sunilk After
Shampoo Conditioner.

Conditioner / Setelah keramas, jika rambut
makin kusut, Sunilk After Shampoo Conditioner
pada saatnya untuk kembali di-
gunakan kembali. Rambut akan
sehat, halus, berkilau. Rambut
juga akan lebih lembut, berkilau
lagi, mudah berkilau. Rambut
lebih sehat, lebih indah, lebih
indah.

tidak
kusut lagi

KINI!
Sunsilk
After Shampoo
Conditioner baru.

lebih halus, bercahaya,
megar serta anggun

SUN
SILK
AFTER SHAMPOO
CONDITIONER
The Shampoo After
Shampoo Conditioner

2X^{*} LEBIH LEMBUT.
TAMPAK LEBIH HITAM BERKILAU**

Rejoice

CUMA Rp.1000

Rejoice
SHAMPO
PADI
HITAM BERKILAU

Lagi, lagi dan
makin lebat* lagi

Lifebuoy Shampoo baru untuk rambut lebat.
Setiap keramasnya memiliki kandungan
seperti susu yang mampu menutrisi
bagian dalam rambut, sehingga
secara berkala menjadikannya
senantiasa kuat dan lebat.

BARU

Rambut tetap kuat dan lebat

SUNSIK

Membantu melindungi rambutmu dari
kerusakan akibat sengatan matahari
menambah kilau indah rambut hitammu

BARU
SUNSIK

Lifebuoy
Shampoo

RAMBUT SEHAT,
KINCLONG!

I was looking for answer through
how my grandparents talk,
what we eat, how we do daily
things. Still can't find the answer.

PANTENE!

Perlindungan tak terkalahkan dari rambut rontok*
dan menghilangkan ketombe**
Kami setuju!

BARU



References:

Taylor, S., (2006). *100 Years of Magazine Covers*. London: Black Dog Publishing.

Woodward, K., ed. (1997). *Identity and Difference*. London: SAGE Publications.

