

Iklan komersial dengan wanita sebagai model dalam perspektif filsafat moral

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Abstrak

Advertising industry in Indonesia is growing faster than ever, but the truth is, when we talk about morality in advertising, it is terrified. We can see that from some advertisements which has women as talents. There is never going to be the good advertisements, or the bad advertisement, especially when they are judged only by 'true or false'. But, advertisement can be evaluated by the etiquette manner (polite or impolite), and by moral manner (morale or immorale; human dignity, conscience, and justice). It is critical to concern on moral reality. At least four factor should be concemed: human dignity, conscience, justice, and faith to God. Adveritisement should not be seen only as commercial and publication tools that requires aesthetical stuff. It is should be seen also as a moral substance. Therefore, advertisement which uses woman talent taken into some accounts: (1) the reflection of woman's role and attitude change proportionally and contextually, (2) it is not allowed to picture woman and place her to be harrassed, exploited, prettified, and as an object that anyhow could decrease her dignity, (3) the equality of gender should not be confronted or biased in whole ordinary day aspect .