

## Interpreting Tupperware she can choice feminism = Mengintepretasi Tupperware She Can feminisme

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### Abstrak

[<b>ABSTRAK</b><br>

Artikel ilmiah ini ditulis dengan tujuan untuk mengkaji budaya populer berupa isu konsumerisme pada kesuksesan penjualan produk Tupperware di pasaran. Selain itu, artikel ini juga mengkaji isu feminisme yang tampak pada peranan perempuan yang menjadi tenaga penjual langsung produk Tupperware. Manfaat artikel ini adalah sebagai alternatif dalam melihat dan memahami pencapaian sukses Tupperware dari sisi lain, yakni dari peranan para perempuan yang menjadi tenaga penjual langsungnya. Adapun mengenai konsep choice feminism sendiri adalah merupakan bagian dari feminisme gelombang baru yang menekankan pentingnya rasa nyaman pada diri perempuan dalam memilih hal-hal yang diinginkannya. Di dalam artikel ini, konsep choice feminism digunakan sebagai panduan untuk menelaah apa dan bagaimana Tupperware menempatkan perempuan, khususnya ibu rumah tangga, sebagai penentu kesuksesan komersialnya

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<b>ABSTRACT</b><br>

This paper aims to examine the issue of popular culture in the form of consumerism on the sales success of Tupperware products on the market. Additionally, this article also examines the issue of feminism which appears in the role of women as direct sellers for Tupperware brand. Benefit of the article is as an alternative point of view to see and to understand the success story of Tupperware, which is from the role of its women direct seller. The concept of choice feminism itself is actually part of new wave feminism which emphasizes the importance of sense of comfort for women in choosing the things they want. Related to the marketing success of Tupperware products, choice feminism concept is used as a guide to find out what and how this brand puts women, especially housewives, as determinant of its commercial success.;This paper aims to examine the issue of popular culture in the form of consumerism on the sales success of Tupperware products on the market. Additionally, this article also examines the issue of feminism which appears in the role of women as direct sellers for Tupperware brand. Benefit of the article is as an alternative point of view to see and to understand the success story of Tupperware, which is from the role of its women direct seller. The concept of choice feminism itself is actually part of new wave feminism which emphasizes the importance of sense of comfort for women in choosing the things they want. Related to the marketing success of Tupperware products, choice feminism concept is used as a guide to find out what and how this brand puts women, especially housewives, as determinant of its commercial success., This paper aims to examine the issue of popular culture in the form of consumerism on the sales success of Tupperware products on the market. Additionally, this article also examines the issue of feminism which appears in the role of women as direct sellers for Tupperware brand. Benefit of the article is as an alternative point of view to see and to understand the success story of Tupperware, which is from the role of its women direct seller. The concept of choice feminism itself is actually part of new wave feminism which emphasizes the importance of sense of comfort for women in choosing the things they want. Related to the marketing

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