

Sexual bodies, sensual bodies: depictions of women in suharto- era indonesian film flyers (1966-1998)

Christopher Allen Woodrich, author

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Abstrak

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This article examines one hundred and fifty film flyers released between 1966 and 1998 and identifies two overlapping trends in their depictions of women: the Sexual Woman and the Sensual Woman. The former is marked by an emphasis on sexuality, which includes more exposed skin, the use of phallic imagery, and the depictions of implied sexual relations, both consensual and non-consensual. The latter is marked by modest clothing, a demure demeanor, and an emphasis on the importance of romantic relationships between women and men. These two archetypes, we argue, were determined by the films' target audiences: the Sexual Woman was used to advertise films to men, whereas the Sensual Woman was used to advertise films to women. These flyers thus reproduced the state gender narratives and biases, but were ultimately unable to conceal the fluidity of women and their bodies.