



# Exploitation of women's bodies in variety programs show D'café at Trans 7

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## ABSTRACT

### Keywords

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Body Appearance

As time goes by, mass media has become a need that is almost inseparable from humans, one of which is television. Television has now become a means of entertainment for some people, many TV stations are competing to create programs to meet the entertainment needs of their viewers, not infrequently many violations are still broadcast in order to pursue TV program ratings, one of which is the exploitation of women. This research was made based on the many cases of exploitation of women's bodies that occurred in mass media such as television, especially the reality show program 'D'café' trans 7. Seeing this problem, the formulation of the problem in this research is; how women's bodies are exploited on the variety show program D'café on July 1 2021. This research aims to find out cases of exploitation of women, especially in the variety show program D'café trans 7. This research uses a qualitative content analysis method where researchers use data such as images from this variety show program to strengthen the results of this research. In this research, researchers used commodification theory. In the D'café broadcast on July 1 2021, Aspiration and Doctor Boyke were invited with a chat topic about sexual fantasies. The results of this research confirm that the beauty of women's bodies has always been used as a commodity capable of accumulating capital or generating profits. Because women are a very large market in the media industry which is believed to be able to attract many viewers to generate high ratings.

## 1. Introduction

Mass media is a communication medium for providing information to a wide audience. With today's mass media, almost everything that humans need can be fulfilled in their daily lives, because humans can always be in contact with mass media (Hawali & Cyrielle, 2020). In this way, messages from mass media are very strong in influencing audiences (Rosmala, 2021). With the development of globalization, mass media are competing to provide information to the public, especially on television (Putri et al., 2019).

A film is a presentation of images that occur on the big screen and then are watched by the general public (Çam & Behlil, 2023). Film is the most common image to depict the reality of life. The film is also equipped with various stories ranging from fiction to non-fiction which attracts the audience's interest (Pöttsch, 2012). When we show a film, we can enjoy the story so that we can reflect on the story presented by the film we are watching. Through films, it is easier for audiences to understand the message that the film wants to convey (Snyder, 2005).

Television is a mass electronic media that can display audio and visuals. The advantage of television is that it can provide broadcasts that display sound and moving images, both color and black and white. Therefore, it can influence the audience who can be carried away deeply, until finally the audience becomes emotional when they see the show and to this day there are still fans of television who watch it (Morissan, 2015).

Current television shows are often broadcast from various television stations which are not the same as real life. Of course, the broadcasts that have been broadcast have gone through a selection process so that the audience who receives the broadcasts will know the truth of the content of the broadcasts (Novalia Agung Wardjito Ardoyo, 2018). Television stations currently have many kinds of programs that are very interesting and besides that, they also fulfill the needs and desires of the audience or people who watch them, such as, *game show*, *documenter*, *reality show*, *variety show*, news. Of the various programs, the type of program that is most often broadcast by Indonesian television stations is: *Variety show*, which program *Variety show* is an entertainment program hosted by an MC and also highlighting the theme that will be broadcast at the event (Latief, 2020).

*Variety show* is a television station program that shows music performances, today's moments, religion, dancing and music, sketch comedy, *game* and is usually performed with a host who guides the storyline (Elisabeth & Adim, 2022). Event program *variety show* comment on *lifestyle*. Most variety show programs on Indonesian television feature women as either hosts or sources on the show. One of the entertainment programs *variety show* What the Indonesian people are currently interested in is D'café broadcast on Trans 7 (Christensen et al., 2021). This event is a broadcast program to entertain the public by presenting artists and also speakers according to the theme that will be raised on the schedule (Amalia et al., 2022). Each event always presents comedy so that people who watch the event don't get bored, apart from that, they also bring in speakers to be interviewed in an entertaining way, so that there is information that can also be obtained from the audience but not apart from a woman (Kuncara & Sudarmini, 2022). D'cafe shows elements of exploitation of women in the program that was presented in the period 1 July 2021.

Exploitation in general itself is an activity carried out to achieve certain goals in order to achieve profit and exploiting something excessively so that it causes harm to other parties (Dawud & Choliq, M.I.Kom, 2020). After that, exploitation of women is excessive use of women so that it can harm women. Exploitation of women can occur anywhere and at any time (Nugraha & Soleha, 2022). Exploitation of women can occur in real life, as well as online. The phenomenon that occurs in the exploitation of women's bodies in the mass media, especially television, is proven by many programs *variety show* which shows women's bodies to increase television ratings, so researchers are encouraged to analyze television programs that contain exploitation of women in D'café Trans 7 (Maimun, 2023).

The special reason for researchers to conduct research on D'café, especially the one that aired on July 1 2021, is because it contains elements of excessive exploitation of women. Apart from that, the episode which aired on July 1 2021 has received discussion and criticism from the public as seen on the Trans 7 social media account (TRANS7 OFFICIAL, 2021) which said that "why did the KPI pass program like that?" With this evidence, many people have been disappointed by the broadcasts presented.

Researchers are interested in researching the D'café program, especially the July 1 2021 episode which represents the exploitation of women's bodies, which will use political economic media theory. How is the event program? *variety show* D'café took the source material in the sense of sensuality and was shown to many audiences in Indonesia so that they empathized with watching the program.

This is an actor who shows off her beauty, always slim and fresh. Barker said that a slim body is a gendered body, meaning that a slim body is the perfect woman, that women have an attraction to slim bodies (Amanova & Andryani, 2023). Having a woman who is more supportive than a man can be used in the television station business to attract viewers.

Women have become an intervention in television broadcasts with various styles and varieties of programs, women treat presentations on television as purely sensory consumption with psychological and psychological needs (Wati & Setiawan, 2020). Television shows entertainment programs that clearly exploit women's bodies. The woman's body is deconstructed into sign elements (hair, eyes, cheeks, lips, nose, breasts, hips, shoulders, fingers, stomach, thighs, feet and calves all become women's signifiers according to (Robinson, 2018). Yasraf said that signs are also not seen from the body but can be seen from poses, movements, facial or body expressions which become signifiers that can be exploited (West Turner, 2009).

One of the entertainment programs *variety show* What the Indonesian people are currently interested in is D'café broadcast on Trans 7 (Kaupins, 2016). This event is a broadcast program to entertain the public by presenting artists and also speakers according to the theme that will be raised on the schedule. Each event always presents comedy so that people who watch the event don't get bored, apart from that, they also bring in speakers to be interviewed in an entertaining way, so that there is information that can also be obtained from the audience but not apart from a woman. D'cafe shows elements of exploitation of women in the program that was presented in the period 1 July 2021.

The phenomenon that occurs in the exploitation of women's bodies in the mass media, especially television, is proven by many programs *variety show* which shows women's bodies to increase television ratings, so researchers are encouraged to analyze television programs that contain exploitation of women in D'café Trans 7. The special reason for researchers to conduct research on D'café, especially the one that aired on July 1 2021, is because it contains elements of excessive exploitation of women. Apart from that, the episode which aired on July 1 2021 has received discussion and criticism from the public as seen on the Trans 7 social media account (TRANS7 OFFICIAL, 2021) which said that "why did KPI pass a program like that?" With this evidence, many people have been disappointed by the broadcasts presented. Researchers are interested in researching the D'café program, especially the July 1 2021 episode which represents the exploitation of women's bodies, which will use political economic media theory. How is the event program? *variety show* D'café took the source material in the sense of sensuality and was shown to many audiences in Indonesia so that they empathized with watching the program.

## 2. Method

In this research, content analysis will be used as a content analysis type of research with a qualitative descriptive approach. From this, researchers will obtain data by analyzing the D'Cafe variety show program. Qualitative descriptive research according to (Moleong, 2022) is research that presents the social world and also its perspective on behavior, concepts, perceptions and also the problems of the humans being studied. Content analysis is any technique used to draw conclusions by trying to find message characteristics and is carried out in an objective, systematic way according to Hostli in (Kuncoro, A, 2018).

This research will use content analysis which has three characteristics, namely systematic, objective and generalizable. The research that will be carried out will be written accurately and clearly, focusing on the exploitation of women's bodies on the variety show program D'Cafe which airs on July 1 2021 so that those who read this research can understand. This research was carried out on the audio and visual program of the event (Annisa, 2021). The object of this research is the exploitation of women's bodies in the D'café variety show program on July 1 2021 with women's bodies which were shown on D'Cafe. Researchers took the variety show program D'café only on July 1 because the episode showed indications of women's exploitation which was different from other episodes.

Data collection in this research is related to the exploitation of women's bodies on the Trans 7 variety show D'Cafe television program, so researchers will use the following data collection techniques: (a) Observation, The observation method is a technique for collecting data which is done by observing and also taking notes on the condition of the observed target or object (Arikunto, 2013). The researcher used the observation method in this research to observe the Trans 7 television program regarding the exploitation of women's bodies on the variety show D'Cafe. (b) Documentation, Documentation is a document which comes from the word document which means written goods (Moleong Lexy J, 2005). The documentation method is a way to obtain related variables in the form of notes, books, magazines, inscriptions, minutes, agendas, meetings, transcripts, videos, recordings and so on (Collins et al., 2013). The aim of the documentation in this research is to complement the results of previous observations so that it can help the research process (Adinda putri & Filosa gita, 2022).

This research uses content analysis with a qualitative approach focusing on the variety show D'Cafe broadcast on July 1 2021 looking at the audio and visuals. According to Noeng Muhajir in (Putra & Ochirov, 2020) content analysis is objective, systematic and general, the focus is to describe,

discuss and criticize primary ideas. With this, researchers will conduct research on every sequence of the D'Cafe broadcast which aired on July 1 2021. And later they will interpret the exploitation of women so that later they can get: (a) Identifying the exploitation of women's bodies on the variety show program D'café broadcast on July 1 2021. (b) Interpret the signs in the broadcast, by observing the audio and visuals in the variety show program D'café broadcast on July 1 2021. (c) Taking the meaning of exploitation of women's bodies as a whole, according to the results of interpretation that have previously been identified, so that later a conclusion can be drawn.

This research data collection used triangulation techniques. The triangulation technique is a data collection technique used, namely combining several data collection techniques and data sources to be used as a comparison to determine their validity (Sugiyono, 2021). There are 3 triangulations, namely: (a) Source triangulation is a technique used to test the correctness of data, a method used to check data that has been obtained from various sources. (b) Triangulation technique is a technique for testing data wetness, a method used to check data that has been obtained through different techniques. (c) Time triangulation is a method used to check data that has been obtained in different situations.

### 3. Result and Discussion


In this chapter the researcher will present and discuss the exploitation of women in the variety show program D'café broadcast or episode on July 1 2021 using content analysis techniques, with the aim of understanding the representation of women's exploitation and its construction.

In this research, the concept used to understand women's exploitation is through the concept stated by Charles Morris, according to him, a woman's body can be given a selling value for someone's benefit, which means a woman's body can have an exchange value to be sold on the market for the profit of a company or ruler.

The D'café program is a variety show program that raises current issues, and education mixed with humor, this show is considered to have a positive influence on each viewer to gain information or experience from the stories told by the speakers in each show per episode, research This will focus on the episode on July 1 2021 which will analyze the exploitation of women's bodies.


#### a. Body Appearance

**Table 1.** Time Code 00.00.11-00.00.15

Picture	Information
	<p>The image beside shows the opening in segment one.</p>

The identification results in the time code 00.00.11 – 00.00.15 which lead to the exploitation of women's bodies are shown in an extra or additional actor in the variety show D'café on July 1 2021. It is shown that the woman has a sexy body, a beautiful face, and has The skin color is white, besides that the clothes worn also look tight.

**Table 2.** Time Code 00.00.0017 – 00.00.23

Picture	Information
	<p>The picture to the side shows the opening conversation between the presenter and the guest star</p>

The identification results in the time code 00.00.17 – 00.00.23 which lead to the exploitation of women's bodies were shown to presenter Nita Gunawan on the variety show D'café on July 1 2021. It was shown that the woman had a sexy body, a beautiful face, and had The skin color is white, besides that the clothes worn are also small.


**Table 3.** Time Code 00.01.07 – 00.01.15

Picture	Information
	<p>The image beside shows the resource person entering the event</p>

The identification results in the time code 00.01.07 – 00.01.15 which lead to the exploitation of women's bodies were shown to a resource person, Cita-Citata in the variety show D'café on July 1 2021. It was shown that the woman had a sexy body, a beautiful face, and had The skin color is white, besides that the clothes worn are also small.


**b. Behavior**

**Table 4.** Time Code 00.01.25 – 00.01.35

Picture	Information
	<p>The picture beside shows the speaker's conversation with the presenter</p>

The results of the identification of the time code 00.01.25 – 00.01.35 which leads to the exploitation of women's bodies shown by sources Cita-Citata and Nita Gunawan on the variety show D'café on July 1 2021 showed that the woman was showing her calves and thighs. And there was also a statement aimed at teasing men which was said by Cita-Citata while sighing "Oh, when I see Doctor Boyke, I feel like I want to get married."

**Table 5.** Time Code 00.04.35 – 00.04.40

Picture	Information
	<p>The picture beside shows Cita Ciata with Doctor Boyke</p>


The identification results in the time code 00.04.35 – 00.04.40 which lead to the exploitation of women's bodies were shown to resource persons Cita-Citata and Nita Gunawan on the variety show D'café on July 1 2021. It was shown that the woman was showing her calves, thighs and also discussions about ideals that lead to sexual relations with the statement "wow, when you're pregnant you're like this, what else if you're not pregnant?"

Table 6. Time Code 00.06.14 – 00.06.20

Picture	Information
	<p>The picture on the side shows Citacitata having a dialogue with Rafi Ahmad.</p>


The identification results in the time code 00.06.14 – 00.06.20 which lead to exploitation of women's bodies were shown to a resource person, Cita-Citata, on the variety show D'café on July 1 2021, which was aimed at exploiting women's bodies. Cita Cita was teasing Rafi Ahmad, who was dialogue with him, Aida's teasing expression was because Rafi Ahmad praised her with the statement "But if you see Cita-Citata like this, looking like this can increase passion." mouth slightly forward and puffed out.

Table 7. Time Code 00.14.46 – 00.14.57

Picture	Information
	<p>The picture on the side shows Aspiration having a dialogue with Rafi Ahmad</p>

The identification results in the time code 00.14.46 – 00.14.57 which lead to the exploitation of women's bodies were shown to a resource person, Cita-Citata, on the variety show D'café on July 1 2021, which was addressed during a dialogue with Rafi Ahmad, which Rafi Ahmad agreed with. asked Cita-Citata with the statement "What about Cita's fantasy?" then Cita-citata answered "oh, I'm wearing glasses" when Cita-citata answered this while flipping her hair like someone flirting.

Table 8. Time Code 00.24.23 – 00.24.40

Picture	Information
	<p>The picture on the side shows Cita-citata demonstrating eating ice cream</p>

The results of the identification of the time code 00.24.23 – 00.24.40 which leads to the exploitation of women's bodies are shown in Cita-Citata, a resource person in the variety show D'café on July 1 2021. An activity showing Citat-Citata is eating ice cream which was shot in a shot. close-up, but the demonstration of eating ice cream is as if it were sexual intercourse. You can see that when you eat ice cream, your tongue sticks out.

Table 9. Time Code 00.25.06 – 00.25.15

Picture	Information
	<p>The picture beside shows Nita Gunawan eating ice cream</p>

The results of the identification of the time code 00.25.06 – 00.25.15 which leads to the exploitation of women's bodies were shown by Nita Gunawan, a presenter on the variety show D'café on July 1 2021. Activity was shown showing Nita Gunawan eating ice cream which was shot in close up. -up but the demonstration of eating ice cream is as if it were sexual intercourse. It can be seen that when eating ice cream, the tongue is sticking out, and also making expressions that lead to sexual intercourse.



Table 10. Time Code 00.26.10 – 00.26.20

Picture	Information
	<p>The picture on the side shows Cita-Citata eating cherry fruit</p>

The results of the identification of the time code 00.26.10 – 00.26.20 which leads to the exploitation of women's bodies are shown in Cita-Citata, a presenter on the variety show D'café on July 1 2021. The activity shown shows Cita-Citata eating cherry fruit. It was shot close-up but the cherry fruit is shown as if it were sexual intercourse. It can be seen when Cherry expresses expressions that lead to sexual relations, with the expression on her face.


Table 11. Time Code 00.26.45 – 00.26.27

Picture	Information
	<p>The picture next to it shows the additional cast of the D'cafe program eating cherries</p>

The results of the identification of the time code 00.26.45 – 00.26.27 which leads to the exploitation of women's bodies are shown in the Aspirations of an extra actor in the variety show D'café on July 1 2021. Activity is shown which shows an extra actor on the show eating cherry fruit. which was shot close-up but the cherry fruit is shown as if it were sexual intercourse. It can be seen when Cherry expresses expressions that lead to sexual relations, with the expression on her face.

Table 12. Time Code 00.28.45 – 00.28.50

Picture	Information
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	<p>The picture to the side shows Aspirations demonstrating dialogue with expressions</p>
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The identification results in the time code 00.28.45 – 00.28.50 which lead to the exploitation of women's bodies are shown in The ideals of a resource person on the variety show D'café on July 1 2021 are shown with facial expressions that tease men and also bite. his lips and lowered his glasses slightly. The direction of sensuality occurs when Cita-citata says "take my turn on top" while moving her lips and also raising her eyebrows slightly.

Table 13. Time Code 00.29.47 – 00.29.50

Picture	Information
	<p>The picture beside shows Nita Gunawan demonstrating dialogue with expressions</p>

The identification results in the time code 00.29.47 – 00.29.50 which lead to the exploitation of women's bodies are shown by Nita Gunawan as the host of the variety show D'café on July 1 2021, shown by an expression on her face that seduces men and also bites. his lips. The direction of sensuality occurred when Niata Gunawan said "Don't come out yet," while moving his lips.


Table 14. Time Code 00.30.30 – 00.30.37

Picture	Information
	<p>The picture to the side shows Cita-citata demonstrating and having a dialogue</p>

The identification results in the time code 00.30.30 – 00.30.37 which lead to the exploitation of women's bodies were shown to Cita-Citata as a resource person on the variety show D'café on July


1 2021, shown by a facial expression that seduces men and also bites. his lips. The direction of sensuality occurs when Cita-Ciatata says "I'll shake it, okay?" while biting her lip with a sigh and slightly raising her eyebrows.

Table 15. Time Code 00.30.45 – 00.30.48

Picture	Information
	The picture beside shows Nita Gunawan hugging Vicky Prasetyo

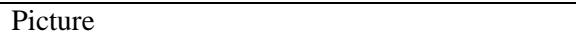
The identification results in the time code 00.30.45 – 00.30.48 which lead to the exploitation of women's bodies were shown by Nita Gunawan as the host of the variety show D'café on July 1 2021. This was shown by her appearance wearing clothes that did not cover her thighs and calves which was seductive until Vicky Prasetyo also hugged him. This incident happened when Sule and Rafi Ahmad were talking about making a challenge.

Table 16. Time Code 00.31.42 – 00.31.48

Picture	Information
	The picture beside shows Nita Gunawan doing Chalange

The identification results in the time code 00.31.42 – 00.31.48 which lead to the exploitation of women's bodies were shown by Nita Gunawan as the host of the variety show D'café on July 1 2021. This was shown by her appearance wearing clothes that did not cover her thighs and calves. Apart from that, Nita Gunawan's exploitation of women's bodies occurred when Nita Gunawa said "Yours is delicious." When making this statement, Nita Gunawan bit her lip and raised her eyebrows slightly.

Table 17. Time Code 00.33.18 – 00.33.21


Picture	Information
	

	<p>The picture beside shows Cita – Ciatata being Chalange</p>
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The identification results in the time code 00.33.18 – 00.33.21 which lead to the exploitation of women's bodies were shown in Ciata-citata. The resource person in the variety show D'café on July 1 2021 was shown by her appearance wearing a skirt but her calves were visible, and a shirt. but a little bumpy. Apart from that, Cita-citata was exploiting women's bodies when she said "Enter it slowly, okay?" In making this statement, Cita-citata bit her lip and raised her eyebrows slightly.

**c. Body Activities**

Table 18. Time Code 00.04.50 – 00.04.54

Picture	Information
	<p>The picture below shows an extra in the show showing off her hair</p>


The results of the identification of the time code 00.04.50 – 00.04.54 which leads to the exploitation of women's bodies shown in an extra actor on the variety show D'café on July 1 2021 showed that the woman showed behavior that showed she was stroking her hair, to show her face. her beauty, as well as her chest sticking out slightly, showing that the top button of her shirt was unbuttoned so that the skin tone on her chest looked smooth.

Table 19. Time Code 00.05.41 – 00.05.43

Picture	Information
	<p>The picture beside shows the extras in the sedan show busy beautifying themselves while the resource person and presenter are talking.</p>

The identification results in the time code 00.05.41 – 00.05.43 which lead to the exploitation of women's bodies were shown in an extra actor on the variety show D'café on July 1 2021. It was shown that the woman showed behavior that showed she was stroking her hair, to show her face. her beauty. The speakers are being questioned by the presenters. The results of the identification of the time code 00.08.35 – 00.08.37 which leads to the exploitation of women's bodies were shown to a resource person on the variety show D'café on July 1 2021. It was shown that the resource person on the Cita-citata program showed bodily activity with her arms crossed above the thigh. This was done during a conversation with the presenters. In the time code 00.09.41 – 00.09.44 which leads to the exploitation of women's bodies shown by an extra actor in the variety show D'café on July 1 2021, it was shown that the woman showed behavior that showed was stroking or holding her chest, this was done when the main guest star was speaking about domestic sexual fantasies. The identification results in the time code 00.12.19 – 00.12.20 which lead to the exploitation of women's bodies were shown to resource person Cita-ciatata in the variety show D'café on July 1 2021. It was shown that the woman showed bodily activities which led to the exploitation of women's bodies. The bodily activity that Cita-Citata was seen doing while having a conversation with the presenters was holding her breast using her left hand.

Table 20. Time Code 00.13.17 – 00.13.20

Picture	Information
	<p>The picture on the side shows Doctor Boyke as the source and a body part of an additional actor</p>

Doctor Boyke as a resource person and additional body parts. The identification results in the time code 00.13.17 – 00.13.20 which lead to the exploitation of women's bodies were shown in an extra actor on the variety show D'café on July 1 2021. It was shown that the woman showed behavior that showed she was holding a button on her chest/breast. , this was done when the main guest star was speaking about domestic sexual fantasies.

Table 21. Time Code 00.14.36 – 00.14.38

Picture	Information
	<p>The picture to the side shows Citata-citata having a dialogue with the presenters</p>

The identification results in the time code 00.14.36 – 00.14.38 which lead to exploitation of women's bodies were shown to the resource person on the variety show D'café on July 1 2021. Things which lead to exploitation of women's bodies were seen in the ideals of a resource person who was in conversation with the presenter and other speakers, they carry out body activities with hand movements that adjust the buttons of their skirt or trousers using both hands.

In the time code 00.21.45 – 00.21.48 which leads to the exploitation of women's bodies, it is shown by additional actors on the variety show D'café on July 1 2021. Things which lead to exploitation of women's bodies are seen in the bodies of women in the show's tough characters which are taken by camera using the method Closeup, you can see the curvature of the extra woman's body and her arms crossed over her thighs. This scene appeared when Doctor Boyke was telling a story. The camera actually captures the movements of women behind, which shows the way men view women as the activities of women's bodies

In the scene in the time code 00.23.57 – 00.23.59, the results that lead to the exploitation of women's bodies are shown in an extra actor in the variety show D'café on July 1 2021. It is shown that the woman shows behavior that shows she is stroking her hair, to show her beautiful face. These body movements show how men view women's body activities.

Table 22. Time Code 00.29.04 – 00.29.06

Picture	Information
	<p>The picture to the side shows Citata-citata having a dialogue with the presenters</p>

Table 22 in the figure above shows Cita-ciatat after demonstrating the challenge. The results of the identification of the time code 00.29.04 – 00.29.06 which leads to the exploitation of women's bodies were shown to the resource person in the variety show D'café on July 1 2021, it was shown that Aspirations as the resource person, he shows behavior that shows walking and shaking his buttocks a little, to show that his body is beautiful.

Table 23. Time Code 00.33.24 – 00.33.27

Picture	Information
	<p>The picture beside shows Citat-Ciatat having a dialogue with Sule</p>

Table 32 shows a scene showing Citata having a dialogue with Sule. The results of the identification of the time code 00.33.24 – 00.33.27 which leads to the exploitation of women's bodies were shown to the resource persons in the event *variety show D'café* On July 1 2021, it was shown that Cita-Citata, as the source, showed behavior that showed the curves of her body and her breasts, body movements on her chest, to show that her body was beautiful.

The exploitation of women's bodies in television programs is often used as the main icon to attract the attention of the audience. Advertisers are willing to pay very high prices, because this will definitely attract attention, so advertisers will also get big profits. In connection with this, women's bodies have been disciplined under the pressure of capitalists or capital owners. This is supported by previous research which has highlighted the exploitation of women where women and their bodies have been exploited by the media to gain profits for media companies and advertisers.

The female body is used as a symbol to form images and meaning. In Indonesia, people tend to like programs that show the beauty of the body which can stimulate men's libido. Women as humans have had their dignity reduced and their existence marginalized. The exploitation of women's bodies is not only in television programs *variety show* However, it is also found in television advertisements, such as research by Rastini and Elsa Isa Bella who found research results that women's bodies are modified by capital owners to become their selling point. Capital owners display women's bodies because the market or audiences in Indonesia like to watch television programs, let alone show women who are the main objects or icons.

#### 4. Conclusion

After processing the data found and analyzed in the previous chapter using content analysis. So it can be concluded that the *D'café* event program on July 1 2021 is as follows:

1. Women and their bodies have been used as mainstream objects as icons in event programs to attract the attention of the public. This variety show program has featured 6 women in the show in mini outfits that show off their slim, white bodies. The women on the show are used as an attraction for the male audience because in discussing sexuality that is where women are interviewed.
2. The power that operates in these programs shows that women and their bodies are used as tools solely to support ratings so that the program sells well. As has been explained, capital owners or advertisers will definitely dare to pay for women who want to be used as icons. This happened on the variety show program *D'café* July 1 2021.

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