

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

Dara Pratiwi¹, Aldila Dense², Cika Agia Wulandari³

^{1,2,3}LSPR Institute of Communication & Business

ABSTRACT: Lingerie advertising has traditionally been targeted at women, emphasizing themes of sensuality, empowerment, and self-expression. However, men also play a significant role in lingerie consumption, both as buyers and as influencers in purchasing decisions. This study examines men's perceptions of lingerie advertising in Indonesia, focusing on the Nipplets brand's "Real People, Real Body" campaign through a video ad titled "Every Boobs Matters", which promotes body inclusivity and self-confidence. Using a qualitative approach, semi-structured interviews were conducted with 10 Indonesian men aged 20-45 to explore their responses to inclusive lingerie advertisements. The findings reveal that men's perceptions are influenced by cultural and societal norms, with urban participants showing greater acceptance than those from conservative backgrounds. Additionally, participants appreciated campaigns that emphasized comfort over sensuality, marking a shift in traditional marketing narratives. This study contributes to gendered advertising research and provides practical insights for lingerie brands in navigating cultural sensitivities while promoting inclusivity in Indonesia.

KEYWORDS: Lingerie advertising, men's perception, inclusivity, gender marketing, cultural norms

I. INTRODUCTION

Lingerie is a category of intimate apparel designed primarily for women, encompassing garments such as bras, panties, corsets, and nightgowns. While its primary function is to provide comfort and support, lingerie also serves aesthetic and symbolic purposes, often associated with femininity, sensuality, and confidence (Kübler, 2020). Historically, lingerie has been influenced by cultural and societal norms, shaping its role in fashion and intimate relationships (Solomon & Rabolt, 2009). As a result, lingerie has become an essential element of personal expression and romantic interactions. Furthermore, the impact of lingerie on relationship satisfaction highlights the significance of mutual preferences and perceptions in intimate partnerships (Rajagopal, 2011).

According to Rajagopal (2011), lingerie purchases often involve both personal and social motivations. While women may buy lingerie to enhance their confidence and comfort, many also consider their partners' preferences when making decisions. This dynamic is particularly evident in societies where lingerie is framed as a means to maintain intimacy and strengthen romantic relationships (Kim et al., 2013). Moreover, research by Clark et al. (2019) suggests that men are active participants in lingerie shopping, either by purchasing items as gifts or by influencing their partners' choices through expressed preferences.

The commercialization of lingerie has further amplified male involvement in purchasing decisions. Luxury lingerie brands often position their products as romantic or sensual gifts, particularly around occasions such as Valentine's Day and anniversaries, reinforcing the notion that lingerie serves both personal and relational purposes (Millwood, 2017). Additionally, with the rise of e-commerce, men are increasingly engaging in lingerie shopping, with online retailers tailoring their marketing strategies to accommodate male buyers (Kübler, 2020).

Advertising has long been a powerful tool for shaping consumer perceptions, and lingerie advertising, in particular, has been an area of interest for scholars exploring gendered marketing strategies (Goffman, 1979; Gill, 2008). Traditionally, lingerie advertisements have been designed with a female audience in mind, emphasizing empowerment, sensuality, and self-expression (Reichert, 2003). However, male perceptions of such advertisements remain an underexplored area, despite men's involvement in purchasing lingerie for their partners and their role in shaping brand perceptions (Halliwell & Dittmar, 2004).

Previous research suggests that men interpret lingerie advertisements differently based on cultural, psychological, and societal influences (Kang, 1997). Some studies indicate that men perceive lingerie advertisements as aesthetically pleasing and engaging, while others suggest that such ads may be seen as objectifying or even inappropriate, depending on cultural norms (Tiggermann & McGill, 2004). Furthermore, lingerie advertising often employs hypersexualized imagery, which can lead to varied reactions among male audiences, including admiration, discomfort, or detachment (Fredrickson & Roberts, 1997).

Men's Perceptions of Lingerie Advertising: A Case Study of Nipples' Advertisement

Indonesia presents a unique cultural context in which lingerie advertising is often met with mixed reactions due to prevailing social norms and religious values. Advertising in Indonesia is heavily influenced by cultural and religious beliefs, particularly in relation to modesty and gender roles. According to Heryanto (2011), Indonesian media and advertising have long been shaped by societal expectations that prioritize modesty, particularly for women, which influences the way intimate apparel is marketed. Similarly, Subiyanto (2019) highlights that advertising in Indonesia reflects conservative values, where explicit or suggestive imagery is often met with public scrutiny and regulatory restrictions.

Additionally, Widyastuti and Aprilianti (2018) found that Indonesian consumers tend to perceive sexually suggestive advertisements as inappropriate or misaligned with local cultural norms, leading brands to adopt subtler and more culturally acceptable messaging strategies. This aligns with Tjiptono and Chandra (2016), who argue that Indonesian advertising strategies often balance between global marketing trends and local cultural sensitivities to ensure acceptance among consumers.

Given these cultural constraints, lingerie brands operating in Indonesia must navigate a complex landscape where they must appeal to modern consumer preferences while respecting traditional norms. The challenge lies in creating advertisements that resonate with both conservative audiences and more progressive, urban consumers who are increasingly influenced by global fashion and media trends (Santoso & Wijaya, 2020).

The perception of lingerie among Indonesian men is shaped by factors such as modesty, religious beliefs, and societal expectations regarding gender roles (Subiyanto, 2019). In a predominantly Muslim country, public discussions about lingerie and sensuality remain somewhat taboo, leading to a more conservative stance on lingerie advertising compared to Western societies (Heryanto, 2011). As a result, while some men may view lingerie advertisements as elegant and artistic, others may perceive them as inappropriate or overly provocative.

Indonesia's intricate cultural landscape and societal norms significantly shape perceptions of lingerie advertising. Historically, traditional garments such as "Kemben", a cloth wrapped around the chest, were commonly worn by Javanese and Balinese women, indicating a cultural acceptance of such attire prior to Western colonization. However, with the advent of Western influence, clothing styles evolved, leading to the current societal norms.

In contemporary Indonesia, the reception of lingerie advertisements is nuanced. A study by Sugiarto and De Barnier (2013) analysed Indonesian consumers' perceptions of sexually appealing advertisements. The findings suggest that while such ads might be intriguing, their effectiveness is contingent upon cultural compatibility and the audience's convictions. In a society where modesty is highly valued, overtly sexual content can be perceived as misaligned with prevailing norms. The stigma surrounding lingerie in Indonesia is evident. Freda Permana, founder of Raquel Lingerie, noted that when she began her business, lingerie and nightwear were still considered taboo. Her challenge was to educate the target market, emphasizing that lingerie is not solely for intimate moments but also a means of empowering women to feel beautiful and confident.

Men's perceptions of lingerie in Indonesia are shaped by these cultural and societal influences. The traditional emphasis on modesty and the prevailing religious values plays pivotal roles in shaping attitudes toward lingerie and its advertising (Subiyanto, 2019). While there is an acknowledgment of Indonesia's historical acceptance of more revealing attire, contemporary norms have shifted, leading to a more conservative outlook (Heryanto, 2011). In summary, while Indonesia's historical context shows a precedent for more open clothing styles, modern societal norms, influenced by religious and cultural values, have led to a more conservative perspective on lingerie advertising (Widyastuti & Aprilianti, 2018). Understanding these dynamics is crucial for marketers aiming to navigate the complex landscape of Indonesian consumer perceptions (Santoso & Wijaya, 2020).

Despite these cultural constraints, globalization and digital media exposure have gradually influenced Indonesian men's perceptions of lingerie. Younger generations, particularly urban males, tend to have a more open-minded approach, viewing lingerie as a symbol of confidence and modern femininity (Santoso & Wijaya, 2020). However, traditional values continue to play a significant role, making it essential for lingerie brands to navigate these sensitivities carefully when designing marketing campaigns.

In recent years, global trends in lingerie advertising have shifted towards inclusivity and empowerment, largely influenced by the body positivity movement. This movement, which challenges traditional beauty standards, advocates for the acceptance of all body types and aims to promote self-love, self-acceptance, and confidence among individuals of different shapes and sizes. A significant change in lingerie advertising has been the inclusion of models with diverse body types, which reflects a growing demand for authenticity and relatability in marketing. Brands such as Dove, Aerie, and Fenty Beauty have embraced body positivity, breaking away from the conventional portrayal of a single, idealized body image. These changes not only cater to a broader audience but also aim to foster a more inclusive and diverse representation of femininity in popular culture (Grabe, Ward, & Hyde, 2008; Reichert & Lambiase, 2003).

The body positivity movement has also extended to lingerie brands, where advertising has become more reflective of real, diverse body types rather than the unrealistic and often unattainable ideals seen in past campaigns. This shift is not only changing how women are depicted in lingerie advertisements but is also having a profound impact on how consumers perceive beauty and self-worth. By highlighting a range of body types, lingerie advertisements are helping to redefine what is considered beautiful and desirable, promoting a culture of acceptance and self-confidence (Tiggemann & Slater, 2014).

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

Furthermore, research indicates that consumers are increasingly drawn to brands that portray realistic and diverse representations of beauty. A study by Fardouly et al. (2015) found that exposure to advertisements featuring diverse body types positively influences women's body image and their perceptions of beauty standards. This trend is shaping the global lingerie market, where brands are adopting more inclusive marketing strategies to appeal to a broader, more diverse consumer base.

Nipplets, an Indonesian lingerie brand established in 2016 (Kumparan, 2023) has launched a campaign titled "Real People Real Body," aiming to promote self-love and body positivity among Indonesian women. This campaign features women with diverse body types, showcasing the brand's inclusive approach to lingerie design. The promotional video for this campaign, available in Youtube, titled "Every Boobs Matters", presents models of various shapes and sizes, challenging the conventional portrayal of idealized body images in lingerie advertising. This inclusive approach aligns with a growing movement within the fashion industry to embrace body diversity and promote realistic beauty standards. Research indicates that advertisements showcasing a range of body types can positively influence consumer perceptions, fostering a sense of authenticity and relatability (Mindless Mag, 2023). However, male perceptions of such inclusive advertising remain underexplored, particularly in non-Western contexts. This study aims to examine how men perceive lingerie advertisements, using the Nipplets campaign as a case study, which can help marketers and advertisers develop more effective lingerie campaigns by understanding how men's perceptions influence purchasing decisions, brand image, and overall reception of lingerie advertisements. The research also seeks to contribute to a more nuanced understanding of male perceptions of inclusive lingerie advertising within the Indonesian cultural context.

II. LITERATURE REVIEW

A. Lingerie in Fashion Industry

Lingerie, derived from the French word for undergarments, refers to women's intimate apparel designed to be visually appealing and often imbued with connotations of femininity, sexuality, and pleasure. Historically, lingerie has evolved from functional garments to fashion statements that reflect societal attitudes toward women's bodies and sexuality. According to Steele (2010), lingerie serves not only a practical purpose but also plays a significant role in the construction of feminine identity and the performance of gender roles. Wood (2015) further emphasizes that wearing lingerie can influence women's perceptions of their own femininity, affecting their behaviour and self-image.

While lingerie is primarily designed for and marketed toward women, men also play a significant role in its use and perception. Men influence lingerie consumption in several ways, including as gift purchasers, as partners with expectations regarding intimate apparel, and as audiences exposed to lingerie advertising. According to Hollway (1984), gender identity is co-constructed through interpersonal relationships, meaning that men's views on lingerie can shape how women choose and experience these garments. Furthermore, Gannon and Prothero (2016) highlight that men's perceptions of lingerie are often tied to cultural narratives of desirability, intimacy, and seduction, influencing both their purchasing decisions and their expectations of female partners.

Research also suggests that men's involvement in lingerie consumption varies based on cultural and societal norms. In more traditional societies, lingerie may be viewed primarily as a private matter between partners, while in Western contexts, it is often framed as a symbol of confidence and self-expression for women (Evans & Riley, 2013). Additionally, lingerie advertising often caters to the male gaze (Mulvey, 1975), reinforcing idealized representations of femininity that shape male expectations of lingerie and its significance within intimate relationships. However, the rise of body positivity and inclusive lingerie campaigns has begun to shift these perceptions, encouraging a broader appreciation of diverse body types and self-expression through intimate apparel (Gurrieri & Cherrier, 2013).

B. Gendered Advertising

Advertising has long utilized gendered narratives to shape consumer perceptions, often reinforcing traditional gender roles and stereotypes. Gill (2008) discusses how advertisements targeting women frequently employ themes of empowerment and self-expression yet may simultaneously perpetuate unrealistic beauty standards. Similarly, Goffman (1979) highlights how gender representations in advertisements often reflect societal power dynamics, positioning women in submissive or objectified roles while men are portrayed as authoritative figures.

Reichert (2003) notes that while such advertising aims to resonate with female audiences, male viewers may interpret the same content differently, influenced by their own cognitive and emotional frameworks. Eisend (2010) conducted a meta-analysis revealing that gender stereotypes in advertising persist across various media, potentially affecting consumer attitudes and behaviours.

Gendered advertising also plays a critical role in shaping consumer behaviours and purchase intentions. According to Kilbourne (1999), advertising not only reflects cultural values but also actively constructs and reinforces gender norms, particularly through the sexualization of women in marketing materials. This phenomenon is evident in lingerie advertising, where femininity is often portrayed through an idealized and hypersexualized lens, influencing both female and male consumer perceptions (Tiggemann & McGill, 2004).

Men's Perceptions of Lingerie Advertising: A Case Study of Nipples' Advertisement

From a psychological perspective, consumer reactions to gendered advertising can be analyzed through the lens of Social Comparison Theory (Festinger, 1954). Women exposed to idealized imagery in lingerie advertisements may engage in upward social comparison, affecting their self-esteem and body image (Bessenoff, 2006). In contrast, men may perceive such advertisements through the Male Gaze Theory (Mulvey, 1975), where women's bodies are framed as objects of visual pleasure, reinforcing traditional notions of desirability and attraction (Gannon & Prothero, 2016).

Furthermore, gender portrayals in advertising can differ based on cultural context. Hofstede's (2001) Cultural Dimensions Theory suggests that societies with high masculinity indices, such as Indonesia, may exhibit stronger reinforcement of traditional gender roles in media, affecting consumer expectations and interpretations of advertising messages (Subiyanto, 2019). Research by Schroeder and Zwick (2004) also emphasizes the Visual Consumption Theory, where advertising aesthetics contribute to the construction of gender identities and social meanings, influencing how audiences interpret lingerie advertising.

Recent studies on inclusive advertising challenge these traditional portrayals by promoting diverse body representations. For instance, Barry (2014) found that advertisements featuring non-traditional beauty standards (e.g., plus-size models) led to more positive consumer responses and increased brand credibility. However, Eisend et al. (2019) highlight that while gender-neutral and body-positive advertising campaigns gain traction in Western markets, their acceptance in more conservative societies remains limited. Overall, the interplay between gendered advertising, cultural norms, and consumer perception continues to be a dynamic field of research, with implications for both marketing strategies and societal attitudes toward gender representation.

C. Men's Perception of Lingerie Advertising

Although lingerie brands primarily target female consumers, male purchasers significantly impact the market, often buying lingerie as gifts or influencing purchasing decisions. Halliwell and Dittmar (2004) found that men's responses to lingerie advertisements are shaped by factors such as ad aesthetics, model representation, and brand messaging, which in turn affect their engagement and purchasing behaviour. Furthermore, a study by Wood (2015) suggests that men's perceptions of lingerie are influenced by cultural and societal norms, affecting their attitudes toward both the product and the brand. The male gaze in advertising and cultural narratives reinforces the idea that lingerie is not just a personal choice for women but also an element of attraction and desirability in romantic relationships (Gannon & Prothero, 2016).

Festinger's (1954) Social Comparison Theory suggests that individuals evaluate themselves by comparing their beliefs and behaviours to others, often influenced by media representations. In the case of lingerie ads, men's perceptions are not only shaped by personal experiences but also by broader societal messages about femininity, desirability, and gender roles. Wolf (1990) argues in *The Beauty Myth* that unrealistic beauty standards are perpetuated by media, reinforcing the idea that women's bodies must conform to specific ideals to be considered attractive. Lingerie advertisements often reinforce these ideals, shaping how men perceive beauty, sexuality, and confidence. These portrayals, in turn, affect how men respond to lingerie marketing—either reinforcing traditional gender norms or challenging them based on evolving social discourses.

Gill (2007) explores the concept of the "male gaze" in advertising, suggesting that lingerie marketing often caters to male fantasies rather than celebrating women's autonomy and self-expression. This aligns with broader feminist critiques of how commercial advertising influences gender dynamics and power relations.

Ultimately, the way men interpret lingerie advertisements is not just a personal reaction but a reflection of deeper societal narratives surrounding gender, beauty, and power. By critically analysing these influences, we can better understand how marketing strategies shape perceptions and whether they reinforce or challenge existing stereotypes.

D. Cultural and Societal Influences on Perceptions of Lingerie Ads

Cultural norms and societal expectations significantly shape individuals' perceptions of lingerie advertising. Kang (1997) analyzed magazine advertisements and concluded that cultural context influences how gender roles are portrayed and interpreted. In more conservative societies, lingerie ads may be viewed as inappropriate or offensive, whereas in liberal contexts, they might be seen as expressions of art or empowerment. Similarly, Hofstede's (2001) Cultural Dimensions Theory explains that societies with high power distance and masculinity indices, such as Indonesia, are more likely to uphold traditional gender norms and view lingerie advertisements through a modesty-driven and religious lens (Subiyanto, 2019).

Religion also plays a significant role in shaping public attitudes toward lingerie advertising. According to Kraidy (2009), in societies where Islamic values strongly influence public discourse, advertisements featuring lingerie or intimate apparel are often considered morally inappropriate. This is consistent with the findings of Kim and Lowry (2005), who highlight that consumer perceptions of sexualized advertising vary based on religious commitment and cultural background. In Indonesia, where the majority of the population adheres to Islamic teachings, lingerie advertisements are often scrutinized to ensure they align with societal expectations of modesty and decency (Heryanto, 2011).

Social Constructionism Theory (Berger & Luckmann, 1966) suggests that societal perceptions of lingerie advertising are constructed through historical, cultural, and media representations. For instance, while Indonesia historically embraced more revealing traditional clothing (e.g., kebaya with sheer fabrics), modern influences—driven by religious conservatism—have

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

shifted public attitudes toward a more modest perspective on fashion and advertising (Sen & Hill, 2000). This shift illustrates how cultural narratives evolve, influencing the acceptance or rejection of lingerie ads.

Another relevant framework is Symbolic Interactionism (Blumer, 1969), which posits that meanings are derived through social interactions. Lingerie advertisements in Indonesia may carry different meanings for different audiences. While younger, urban consumers might view such advertisements as symbols of empowerment and modern femininity, older and more conservative demographics may perceive them as inappropriate or overly sexualized (Wood, 2015).

Moreover, gendered perceptions of lingerie advertisements differ among consumers. Research by Reichert et al. (2011) found that men and women respond differently to sexualized advertising, with men often interpreting lingerie ads through the Male Gaze Theory (Mulvey, 1975), whereas women may engage in Social Comparison Theory (Festinger, 1954), potentially influencing their self-esteem and body image (Tiggemann & McGill, 2004). In Indonesia, these interpretations are further shaped by cultural expectations regarding masculinity and femininity (Subiyanto, 2019).

Finally, global influences on advertising cannot be ignored. As Indonesia becomes increasingly connected to global markets, Glocalization Theory (Robertson, 1995) explains how international brands adapt their lingerie advertising to align with local cultural norms. For example, brands may use subtle, non-explicit imagery or emphasize comfort and empowerment rather than sensuality to cater to Indonesian audiences (Kurnia, 2017). Overall, the perception of lingerie among Indonesian consumers is shaped by a complex interplay of cultural, religious, and societal factors. Understanding these dynamics is essential for marketers aiming to navigate the sensitive landscape of lingerie advertising in Indonesia.

E. Changing Trends: Body Positivity and Inclusive Advertising

The rise of the body positivity movement has profoundly impacted advertising trends in recent years, particularly in the fashion and lingerie sectors. Body positivity advocates for the acceptance and appreciation of all body types, challenging the traditional ideals of beauty that have long been perpetuated in the media. In response to growing consumer demand for diversity and authenticity, brands have increasingly incorporated a wider range of body types, skin tones, and gender identities in their advertising. This shift toward inclusivity not only reflects societal changes but also responds to the growing awareness of the harmful effects of unrealistic beauty standards on mental health, especially among women (Grabe, Ward, & Hyde, 2008).

The body positivity movement encourages brands to move beyond narrow beauty ideals, embracing diversity and promoting the idea that beauty is not confined to a specific body type or appearance. According to Tiggemann and Slater (2014), advertisements that feature diverse body types help counteract the harmful effects of the "thin ideal" often perpetuated by the media. These inclusive marketing strategies create a sense of relatability and empowerment among consumers, as they see themselves represented in the media in a more authentic way. Research shows that body-positive campaigns, particularly those in the lingerie industry, resonate with consumers who are seeking representation of real bodies and want to feel accepted for who they are (Dove, 2019).

Aerie, a popular lingerie brand, is often cited as one of the pioneers of body-positive advertising. Their #AerieREAL campaign, launched in 2014, featured models of various body sizes and ethnic backgrounds, without retouching their photos to create "flawless" images. This initiative not only generated positive consumer responses but also spurred a broader movement within the industry, urging other brands to reconsider their portrayals of women's bodies. Similarly, Fenty Beauty, founded by Rihanna, has been a leader in promoting inclusivity with its extensive range of foundation shades and campaigns that feature models of various body types and ethnicities (Fenty Beauty, 2020).

The trend towards inclusive advertising is not only beneficial for brands in terms of consumer loyalty but also aligns with evolving social norms that prioritize authenticity and diversity. Reichert and Lambiase (2003) note that consumers are more likely to engage with advertisements that reflect their values and identity, which in turn strengthens brand-consumer relationships. In addition to promoting self-acceptance, these advertising strategies help to dismantle harmful stereotypes about gender, race, and body image, fostering a more inclusive and empowering narrative in the media (Fardouly et al., 2015).

III. METHODOLOGY

A. Research Design: Qualitative Exploratory Study

This study adopts a qualitative exploratory research design to obtain an in-depth understanding of men's perceptions of lingerie advertisements. This approach allows for the identification of emerging themes and patterns in how men interpret and react to such ads.

B. Data Collection: Semi-Structured Interviews

Data were collected through semi-structured interviews with 10 male participants aged 20-45. These participants were selected based on their diverse backgrounds, including marital status (married or in a relationship), to ensure a range of perspectives. The interviews focused on their cognitive and emotional responses to the Nipplets advertisement and their general attitudes toward lingerie brands.

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

C. Sampling Method: Purposive Sampling

Purposive sampling was employed to select participants from various age groups, professions, and relationship statuses. This method ensured a broad spectrum of perspectives regarding lingerie advertising and its reception among men.

D. Data Analysis

Thematic analysis was used to identify key patterns in the participants' responses. The interview data were transcribed, coded, and categorized into themes to capture underlying perceptions, attitudes, and potential cultural influences on the reception of lingerie advertisements.

E. Ethical Considerations: Informed consent

Ethical approval was obtained before conducting the study. Participants provided informed consent and were assured of confidentiality and anonymity throughout the research process.

IV. FINDINGS AND DISCUSSION

Nipplets' advertisements have a unique appeal compared to other lingerie ads. Nipplets successfully conveys the message that its products emphasize comfort, unlike other brands that focus more on sensuality. In terms of effectiveness this ad is quite effective in conveying information about product advantages, especially in addressing the problem of bra discomfort that women often experience. The models used in the ad are also considered more inclusive, as they represent various body sizes and skin tones, thus broadening the audience reach.

However, in terms of socio-cultural acceptance, this ad received diverse responses. In big cities, lingerie ads like this are acceptable, while in suburban or small towns, they may be considered too vulgar. This reflects differences in cultural values in the perception of ads that feature women's underwear.

"Although men may be involved in discussions about lingerie products, the final decision remains in the hands of women as the primary users. Marketing strategies that target user comfort are considered more effective for female audiences, as men tend not to have an in-depth understanding of the functional aspects of lingerie. [Gilang/Corporate Communication/Married]".

In the context of social media, ads like this are considered highly dependent on digital platforms to reach a wider audience. Dissemination through social media can increase marketing effectiveness, especially if the communication strategy used can create virality.

The Nipplets ad effectively conveys the main message that the product is designed for various body shapes and sizes. The models used in the ad are considered to represent diversity, different from the beauty standards commonly displayed in the fashion industry. However, the informative aspect in the ad is considered lacking, especially in highlighting the technical details of the product such as material quality and stitching.

"From a cultural acceptance perspective, this ad is considered quite in line with social norms in Indonesia, although it is still segmented in terms of acceptance in various levels of society. Ads like this are more acceptable in big cities compared to suburban areas. From a social media perspective, lingerie ads are considered to have great potential in reaching a wider audience and creating virality, especially if packaged with interesting storytelling and relevant to modern values. [Caesardhi Rampasyi/Graphic Designer/Married]".

Social media is considered an effective communication channel in marketing lingerie products, mainly because conventional media still has strict regulations regarding underwear advertisements. Social media enables more specific and targeted content distribution, and supports campaigns based on gender issues and women's clothing comfort. The use of influencers with a modern and progressive image can also increase the appeal of products among target audiences.

"From a cultural perspective, this ad is considered quite segmented in its acceptance by Indonesian society. Although this ad is suitable for urban audiences in the socio-economic class (SEC) A and B, SEC C groups may need a more direct and relatable message. In addition, there are differences in social norms, where lingerie ads in public spaces are still considered taboo by some conservative communities. [Reza Kurniawan/Marketing Communication/Not Yet Married/Single]".

Marketing through social media is the most effective strategy for disseminating lingerie advertisements in Indonesia. Social media allows brands to target a more specific audience without being hampered by strict regulations such as on television. A storytelling approach in digital media can be a key factor in increasing audience acceptance of lingerie products that prioritize comfort.

"Although this ad is considered in accordance with Indonesian cultural norms, lingerie ads still have limitations in traditional media. Ads like this are more easily accepted on social media, where audiences have greater control over the content they consume. This shows that digital marketing is key to changing public perception of underwear products. [Zulmy/Business Development/Married]".

Compared to other lingerie brands, Nipplets prioritizes aspects of function and comfort over sensuality. This approach is considered more inclusive and acceptable within social norms in Indonesia, where underwear is often still associated with taboos and gender stereotypes.

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

"This ad is more suitable for the female market because it highlights practicality rather than visual appeal for men. Giving lingerie as a gift to a partner is a common thing, the final decision remains in the hands of women. Therefore, Nipplets' marketing strategy that focuses on the female audience is considered more appropriate than trying to attract men's attention. To build stronger brand loyalty, a more emotional storytelling approach is needed so that the audience can feel more connected to the values carried by the brand. Social media is a strategic communication tool in strengthening brand image, especially through collaboration with influencers who have a vision in line with Nipplets' brand identity. [Andreas Lanes/Art Director/Not Yet Married/Has a Girlfriend]"

The "Every Boobs Matter" campaign conveys messages about body positivity and inclusivity implicitly through visuals and the tagline, without explicit mention. The audience captures this message well, demonstrating the effectiveness of implicit communication strategies, especially for sensitive issues. Further research can investigate the effectiveness of implicit communication strategies in advertising, particularly for products related to the body and sexuality.

"I am aware of the taboo surrounding lingerie and its connection to gender stereotypes. This shows that advertising, as a form of mass communication, has the potential to influence social norms and public views on sensitive issues. Further research can examine how progressive advertising campaigns, such as those conducted by Nipplets, can contribute to changing gender stereotypes and promoting acceptance of diverse body shapes. [Ernest/Legal/Not Married/Has a Girlfriend]"

Lingerie advertisements can contribute to breaking gender stereotypes by increasing women's self-confidence and demonstrating that lingerie is not just for certain groups. This aligns with Nipplets' campaign, which features models from diverse backgrounds and body shapes. Further research can test this hypothesis by measuring the impact of lingerie advertising on public perceptions of gender stereotypes and acceptance of diverse body shapes.

Nipplets' advertisements are effective and engaging, especially because they emphasize comfort and use diverse models. This shows that men, although not the primary target audience, can appreciate lingerie advertisements that focus on women's needs and comfort. Further research can explore how men understand and interpret messages in lingerie advertisements and how this can influence their attitudes towards women and the product.

"I support my partner's freedom of dress and consider lingerie a reasonable gift. This indicates a shift in perception among modern men who value women's right to choose their underwear. Further research can investigate the factors influencing this shift in perception and how this can contribute to gender equality and women's empowerment. I feel I have a role in providing advice regarding the color and style of lingerie. This shows that men can be involved in the lingerie purchasing process, even if indirectly. Further research can analyze the dynamics of decision-making in lingerie purchases and how men's roles can influence women's choices. [Faisal Rahman/Creative Marketing Manager/Not Married/Has a Girlfriend]"

The narrative conveyed in the Nipplets advertisement, which focuses on the importance of bra comfort for women, was well-received by male respondents. Respondents felt that the advertisement was effective in conveying this message and made them more aware of the issue of comfort in choosing a bra. This shows that lingerie advertisements that focus on function and comfort, rather than sensuality, can be well-received and understood by men, even though they are not the primary target audience.

"The Nipplets advertisement did not only affect the respondents' perception of the brand, but also changed their views on the importance of bra comfort for women. I, who previously did not pay much attention to the aspect of comfort in choosing lingerie, became more concerned and interested in finding out more about Nipplets products. This shows that lingerie advertisements can influence men's attitudes and behavior, even in matters that were previously considered irrelevant to them. [Arya Ditiar/Content Specialist/Married]"

"I associate lingerie with a sense of confidence in women. This shows that lingerie is not only seen as ordinary underwear but can also affect the psychology and emotions of the wearer. Further research can explore the relationship between lingerie and women's confidence, as well as how lingerie advertising can influence women's perceptions and experiences in using lingerie. [Stevan/Legal/Not Married/Has a Girlfriend]"

Lingerie is not only ordinary underwear, but also a means for women to express their characteristics. This shows a shift in perception of lingerie, which was previously often associated with practical functions or sensuality, to a greater focus on aspects of self-expression and identity.

V. CONCLUSIONS

Based on the research conducted, Nipplets' lingerie advertisement demonstrates a different approach compared to conventional lingerie advertisements. This advertisement emphasizes comfort and inclusivity, which makes it more acceptable to female audiences. By using models from diverse backgrounds, body shapes, and skin tones, Nipplets successfully conveys the message that its products can be used by all women, without being bound to certain beauty standards.

In terms of communication effectiveness, this advertisement can attract the audience's attention with a clear message about product comfort. However, the emotional aspect of the advertisement is considered to be still weak, so consumer engagement with the brand needs to be strengthened through deeper storytelling. In addition, technical information regarding the quality of materials and product features is still not optimally conveyed, which has the potential to influence the consideration stage in

Men's Perceptions of Lingerie Advertising: A Case Study of Nipplets' Advertisement

purchasing decisions. From a social and cultural perspective, acceptance of this advertisement varies. In big cities, campaigns like this are more easily accepted, while in suburban areas or conservative communities, lingerie advertisements are still considered taboo. This shows that Nipplets' communication strategy needs to consider more specific market segmentation so that its message can be well-received by various audience groups.

Social media is the main platform for disseminating this advertisement, considering the strict regulations on lingerie advertisements in conventional media such as television. Digital-based campaigns allow brands to target more relevant audiences and create stronger interactions. In addition, collaboration with influencers who have awareness of gender and body positivity issues is proven to be effective in strengthening brand positioning.

In terms of male involvement, this research found that even though men are not the main target, they still have perceptions about lingerie advertisements. Male respondents appreciate Nipplets' approach, which focuses more on comfort than sensuality, even though they generally do not have a role in their partners' lingerie purchasing decisions. However, some men are starting to understand that lingerie is not just underwear, but also has an impact on women's comfort and confidence.

Overall, this research shows that communication strategies based on inclusivity and comfort have great potential in building a positive image for a lingerie brand. To strengthen the effectiveness of the campaign, Nipplets needs to develop more emotional storytelling, add technical information about the product, and continue to utilize social media as the main platform in marketing. Further research can explore more deeply how changes in public perception of lingerie advertising can contribute to women's empowerment and the elimination of gender stereotypes in the fashion.

REFERENCES

- 1) Aaker, D. A. (1996). *Building strong brands*. New York, NY: Free Press.
- 2) Asmadi. (2005). *Konsep Dasar Keperawatan [Basic Nursing Concepts]*. Jakarta: EGC.
- 3) Barry, B. (2014). Fashioning change: The effects of inclusive advertising on consumer perception and brand credibility. *Journal of Marketing Research*, 51(3), 489–505.
- 4) Berger, P. L., & Luckmann, T. (1966). *The social construction of reality: A treatise in the sociology of knowledge*. Anchor Books.
- 5) Bessenoff, G. R. (2006). Can the media affect us? Social comparison, self-discrepancy, and the thin ideal. *Psychology of Women Quarterly*, 30(3), 239–251.
- 6) Blumer, H. (1969). *Symbolic interactionism: Perspective and method*. Prentice-Hall.
- 7) Brumberg, J. J. (1997). *The body project: An intimate history of American girls*. Vintage.
- 8) Clark, L., Dumas, A., & Perez, K. (2019). The male influence in intimate apparel shopping: Consumer decision-making and gender roles. *Journal of Consumer Culture*, 19(3), 450-467.
- 9) Dove. (2019). Dove Real Beauty: Campaign for Real Beauty. Dove. <https://www.dove.com/us/en/stories/campaigns/real-beauty.html>
- 10) Eisend, M. (2010). A meta-analysis of gender roles in advertising. *Journal of the Academy of Marketing Science*, 38(4), 418–440.
- 11) Eisend, M., Plagemann, J., & Sollwedel, J. (2019). Gender roles and advertising: The impact of alternative gender portrayals on advertising effectiveness. *International Journal of Advertising*, 38(6), 885–904.
- 12) Evans, A., & Riley, S. (2013). *Technologies of sexiness: Sex, identity, and consumer culture*. Oxford University Press.
- 13) Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood. *Body Image*, 13, 38-45.
- 14) Fenty Beauty. (2020). *Fenty Beauty by Rihanna*. <https://www.fentybeauty.com>
- 15) Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117-140.
- 16) Fredrickson, B. L., & Roberts, T. (1997). Objectification theory: Toward understanding women's lived experiences and mental health risks. *Psychology of Women Quarterly*, 21(2), 173–206.
- 17) Gannon, V., & Prothero, A. (2016). Beauty bloggers and the digital male gaze. *Journal of Marketing Management*, 32(9-10), 903–931.
- 18) Gannon, V., & Prothero, A. (2016). Beauty queens: Gender, sexuality, and femininity in the consumer marketplace. *Journal of Consumer Research*, 42(1), 123-148.
- 19) Gannon, V., & Prothero, A. (2016). Beauty work: Individual and interactive valences of the look good imperative. *European Journal of Marketing*, 50(9/10), 1732–1753.
- 20) Gill, R. (2007). *Gender and the media*. Polity Press.
- 21) Gill, R. (2008). Empowerment/sexism: Figuring female sexual agency in contemporary advertising. *Feminism & Psychology*, 18(1), 35–60.
- 22) Goffman, E. (1979). *Gender advertisements*. Harvard University Press.

Men's Perceptions of Lingerie Advertising: A Case Study of Nipples' Advertisement

- 23) Grabe, S., Ward, L. M., & Hyde, J. S. (2008). The role of the media in body image concerns among women: A meta-analysis of experimental and correlational studies. *Psychological Bulletin*, 134(3), 460-476.
- 24) Grohmann, B. (2009). Gender dimensions of brand personality. *Journal of Marketing Research*, 46(1), 105-119.
- 25) Gurrieri, L., & Cherrier, H. (2013). Queering beauty: Fatshion and gender resistance in the fatosphere. *Journal of Marketing Management*, 29(5-6), 549-573.
- 26) Gurrieri, L., Previte, J., & Brace-Govan, J. (2013). Women's bodies as sites of control: Inadvertent stigma and exclusion in social marketing. *Journal of Macromarketing*, 33(2), 128-143.
- 27) Halliwell, E., & Dittmar, H. (2004). Does size matter? The impact of model's body size on women's body-focused anxiety and advertising effectiveness. *Journal of Social and Clinical Psychology*, 23(1), 104-122.
- 28) Heryanto, A. (2011). *Identity and pleasure: The politics of Indonesian screen culture*. NUS Press.
- 29) Hidayati, F. K. (2019). *Study on Sexual Needs*. Faculty of Health Sciences, Universitas Muhammadiyah Purwokerto. Retrieved from (repository.ump.ac.id)
- 30) Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. SAGE Publications.
- 31) Hollway, W. (1984). Gender difference and the production of subjectivity. *Feminist Review*, 17(1), 22-36.
- 32) Kang, M. E. (1997). The portrayal of women's images in magazine advertisements: Goffman's gender analysis revisited. *Sex Roles*, 37(11-12), 979-996.
- 33) Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- 34) Kilbourne, J. (1999). *Deadly persuasion: Why women and girls must fight the addictive power of advertising*. Free Press.
- 35) Kim, J., Forsythe, S., Gu, Q., & Moon, S. (2013). Influences of relationship commitment and intimacy on lingerie purchasing decisions. *Journal of Fashion Marketing and Management*, 17(3), 264-278.
- 36) Kim, K., & Lowry, D. T. (2005). Television commercials as a lagging social indicator: Gender role stereotypes in Korean television advertising. *Sex Roles*, 53(11-12), 901-910.
- 37) Kraidy, M. M. (2009). *Reality television and Arab politics: Contention in public life*. Cambridge University Press.
- 38) Kumparan. (2023, April 18). *Misi Nipples untuk bikin perempuan percaya diri pakai lingerie*. Kumparan Woman. <https://kumparan.com/kumparanwoman/misi-nipples-untuk-bikin-perempuan-percaya-diri-pakai-lingerie-1skWuFGc64Q/1>
- 39) Kurnia, N. (2017). *Media, budaya, dan kekuasaan: Perspektif kritis dalam studi media dan komunikasi*. Simbiosis Rekatama Media.
- 40) Kübler, R. (2020). Sensual consumption: Understanding the role of lingerie in women's self-perception. *Fashion Theory*, 24(5), 689-710.
- 41) Kübler, R. (2020). The psychology of lingerie: Exploring intimate apparel and its impact on body image and relationships. *Journal of Fashion Marketing and Management*, 24(4), 521-537.
- 42) Millwood, J. (2017). The intimate apparel industry: Trends in branding and consumer engagement. *International Journal of Retail & Distribution Management*, 45(9), 1012-1030.
- 43) Mindless Mag. (2023). *Promoting Inclusivity and Body Image in Fashion*. Retrieved from <https://www.mindlessmag.com/post/promoting-inclusivity-and-body-image-in-fashion>
- 44) Mulvey, L. (1975). Visual pleasure and narrative cinema. *Screen*, 16(3), 6-18.
- 45) Permana, F. (2022, February 24). *Freda Permana to Empower Indonesian Women Through Raquel Lingerie*. The S Media.
- 46) Rajagopal. (2011). *Consumer behavior: Concepts, applications, and cases*. New York, NY: Springer.
- 47) Reichert, T. (2003). *The erotic history of advertising*. Prometheus Books.
- 48) Reichert, T., & Lambiase, J. (2003). *Sex in advertising: Perspectives on the erotic appeal*. Lawrence Erlbaum Associates.
- 49) Reichert, T., LaTour, M., Lambiase, J., & Adkins, M. (2011). A test of the sexual response hypothesis: Effects of gender and biological sex role orientation on reactions to sexual advertising. *Journal of Current Issues & Research in Advertising*, 33(2), 179-191.
- 50) Robertson, R. (1995). Glocalization: Time-space and homogeneity-heterogeneity. *Global Modernities*, 2, 25-44.
- 51) Santoso, A., & Wijaya, M. (2020). The influence of social media on the perception of beauty among young Indonesian males. *Journal of Media and Communication Studies*, 12(4), 56-65.
- 52) Santoso, M. A., & Wijaya, B. S. (2020). The impact of social media marketing on brand perception and consumer attitudes. *Journal of Digital Marketing and Communication*, 8(2), 57-73.
- 53) Schroeder, J. E., & Zwick, D. (2004). Mirrors of masculinity: Representation and identity in advertising images. *Consumption Markets & Culture*, 7(1), 21-52.
- 54) Sen, K., & Hill, D. T. (2000). *Media, culture and politics in Indonesia*. Equinox Publishing.

Men's Perceptions of Lingerie Advertising: A Case Study of Nipples' Advertisement

- 55) Solomon, M. R., & Rabolt, N. J. (2009). *Consumer behavior in fashion*. Upper Saddle River, NJ: Pearson Prentice Hall.
- 56) Steele, V. (2010). *The lingerie handbook*. New York, NY: HarperCollins.
- 57) Subiyanto, A. (2019). Cultural norms in Indonesian advertising: A study on gender representation. *Asian Journal of Media Studies*, 12(4), 245–263.
- 58) Subiyanto, A. (2019). Cultural perspectives on lingerie advertising in Indonesia. *Journal of Cultural Studies*, 15(2), 123–135.
- 59) Subiyanto, B. (2019). Consumer response to inclusive advertising: A cultural perspective. *Asian Journal of Business and Marketing*, 12(3), 89–102.
- 60) Sugiarto, C., & De Barnier, V. (2013). Sexually Appealing Ads Effectiveness on Indonesian Customers. *European Journal of Business and Management*, 5(9), 125-135.
- 61) Tiggemann, M., & McGill, B. (2004). The role of social comparison in the effect of magazine advertisements on women's mood and body dissatisfaction. *Journal of Social and Clinical Psychology*, 23(1), 23–44.
- 62) Tiggemann, M., & Slater, A. (2014). NetGirls: The Internet, Facebook, and body image concern in adolescent girls. *International Journal of Eating Disorders*, 47(6), 630-643.
- 63) Wolf, N. (1990). *The beauty myth: How images of beauty are used against women*. William Morrow.
- 64) Wood, C. (2015). 'You do act differently when you're in it': Lingerie and femininity. *Women's Studies International Forum*, 52, 79–86.
- 65) Wood, J. T. (2015). *Gendered lives: Communication, gender, and culture* (11th ed.). Cengage Learning.