

Analysing sexual communication messages in Durex condom advertisement from marital standpoints

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Abstract This research aims to explore the reception of sexual communication messages within the context of marital relationships in the Durex "Unequal Dinner" advertisement series. The method employed in this study is qualitative-descriptive, utilising Stuart Hall's Encoding-Decoding Theory to understand the reception by the subjects. Data was collected through in-depth interviews with four married female subjects born between 1981 and 1996 from the millennial generation. They reside in East Java, Indonesia, have been married for less than 10 years, and are parents. The research highlights differences in the reception of the subjects, stemming from their diverse experiences and backgrounds. Factors such as geographical distance, societal culture, and sexual education influence how they receive the sexual communication messages presented in the advertisement. Simultaneously, a dominant-hegemonic narrative position was observed in the subjects' receptions, indicating a close alignment between their experiences and the sexual communication messages conveyed by the Durex "Unequal Dinner" advertisement series. However, it does not guarantee the subjects' interest in purchasing Durex products.

Keywords: advertisement; marital relationship; reception analysis; sexual communication

INTRODUCTION

As one of the implementations to enhance commerce, companies frequently employ advertisements to engage and maintain connection with their audiences and customers. (Kim & Johnson, 2013; Auarda & Irwansyah, 2022). It has been used as mass communication to raise awareness, instil information, improve attitudes, and encourage movement, all of which benefit the advertiser (Khasali, 1992). Therefore, it is commonly viewed as a manipulative type of media (Prasetyo, 2011). Nonetheless, the message penetration process of advertising is similar to our everyday lives. It is effortless, imperceptible, and self-motivated, but it enchants and impresses to provide solutions (Yudoko, 2015).

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Media plays a significant role in advertising (Tri Amalia & Wenerda, 2020), which is influenced by the marketing management strategy and the current market situation (Azizah, 2013). This is because the appropriate media can determine an advertisement's effectiveness (Santoso & Larasati, 2019). Thus, there are two types of media in advertising. The first type is above-the-line media, also known as mainstream media, in which the media does not interact directly with the audience. Rather, it simply presents ideas to a wider range of audience (Tjiptono, 2008). Print media, radio, television, the internet, outdoor media, and alternative media comprise this category (Kertamukti, 2015). The second type is below-the-line media, which allows audiences to interact with, and even participate in advertising activities. It utilises merchandise, video, and events as the advertising media (Tjiptono, 2008). The advertisement also serves as a mass media that portrays the social realities at the time (Kusumastutie & Faturochman, 2004). This is because advertisements frequently use social codes to fragment their social realities, which are adapted from social norms, stereotypes, cultural reflection, ideologies, and gender roles (Astuti, 2017). As a result, advertisements are classified as media texts since they are constructed from social realities (Worotitjan, 2014).

Condom advertising remains a challenge in Indonesia (Hadi Utomo, 2020). Alcohol, cigarettes, and condoms are three types of products that frequently spark controversy in the Indonesian advertising industry (Tanudjaja, 2002). Moreover, these products are categorised as AKROBAT (*Alkohol, Kondom, Rokok, dan Obat* - in Bahasa Indonesia), which stands for alcohol, condoms, cigarettes, and medicines. Therefore, the advertising of these products should be strictly regulated (Kristianto & Marta, 2019). However, there are no specific and well-defined regulations governing condom advertising. As listed in Indonesian Advertising Ethics (EPI), it is solely limited by decency standards, children and adolescent protection, and the prohibition on adult advertisement broadcasting (Hadi Utomo, 2021). Furthermore, most Indonesians are opposed to condom advertising or any other type of pre-marital safe sex promotion. Because it contradicts their values and beliefs (Francesca, 2002).

In Indonesia, discussing sex and sexuality is culturally deemed taboo due to the strong influence of traditional values in its societal fabric (Basalamah, 2011); Nurachmah et al., 2018), which also happens in the context of marital relationships. Like other numerous Asian cultures characterised by strong collectivist and patriarchal orientations, the unfettered articulation of sexual matters poses a potential challenge to the deeply interwoven social fabric and the fundamental integrity of the family unit (Okazaki, 2002). These cultural traditions often emphasise propriety and the observance of rigorous moral and social norms, thereby cherishing qualities of modesty and a tempered approach to matters of sexuality (Abraham, 1999).

The early years of marriage represent one of the most challenging phases of a marital relationship. Marital durations of less than 10 years fall into the "beginning" to "child rearing" stage category. During this phase, married couples must adapt to their differing habits and gradually transition into the child-rearing stage (Kisiyanto & Setiawan, 2018; Aviani & Primanita, 2020). Therefore, communication in those times of marriage is crucial. Every couple should always communicate to maintain their interpersonal relationships (Luthfi, 2017), including their sexual needs. Effective sexual communication contributes to a healthy marriage because it involves discussing sensitive issues such as intimacy, desire, and boundaries (Schnarch, 1997). Furthermore, good communication should be established between husband and wife to derive total satisfaction from sexual intercourse, as it is a form of intimate human connection (Asrori, 1996).

Sexual communication is an essential yet intricate aspect of maintaining a long-term romantic relationship. It encompasses disclosing intimate attitudes, emotions, and experiences to one's partner (Sprecher & Hendrick, 2004). In marital relationships, effective sexual communication is pivotal in fostering happiness and emotional connection between spouses. Open and honest communication within the marital bond facilitates mutual understanding, preserves mutual respect, and promotes shared awareness, enabling both partners to gain insight into each other's sexual needs. This, in turn, contributes positively to the overall stability of the household, as it allows individuals to fulfil their sexual satisfaction (Avianti & Hendranti, 2011).

On 7 October 2022, Durex Indonesia published an "Unequal Dinner" advertisement on their YouTube channel. This advertisement emphasised the existing inequality between women and men in terms of sexual pleasure in the relationship. In men, sexual stimulation can occur at

any time, is usually quick, and goes unnoticed; while in women, sexual stimulation is slower, less frequent, and less genuine than in men (Sulistyo, 1977). However, men tend to do things just to satisfy themselves without regard for their partners' enjoyment and satisfaction (Asrori, 1996), whereas women tend to keep quiet even when dissatisfied. For that reason, women are generally less capable of achieving sexual satisfaction with their partners (Avianti & Hendranti, 2011).

Taking the concept of social experiment, the "Unequal Dinner" advertisement portrays the example of sexual communication through the setting of a dinner date where the male guests are posed to experience the unsatisfied side. While the women were treated to a lavish meal, the men were purposefully left unsatisfied with smaller portions of food, late dessert, and waiters who paid little attention to them. Towards the end of the video, the men are given a bill of the dinner that contains the words "Craving for more? That is what many women are going through. Go ahead and ask." Which made them realise that their partner's sexual demands are still unfulfilled.

Prior to the commencement of this research, several studies have focused on examining the messages conveyed within Indonesian condom advertisements. First among these is the study conducted by Cholida Zulfi Nuraini Riyadi (2018), titled "Female Audiences' Acceptance of Women's Identity in Sutra Brand Condom Advertisements on Television." This research employed reception analysis to discern how female audiences perceive and accept the representation of women in Sutra Brand condom advertisements. The second study is authored by Samuel Rihi Hadi Utomo (2020) titled "Queer Discourse Analysis of Durex's Advertisement 'Restoran Favorit Baru Hanya Untuknya : #SayangBeneran'." This investigation utilises multimodal discourse analysis and adopts Judith Williamson's semiotic perspective on advertising to explore the presentation of queer discourse in Durex's '#SayangBeneran' advertisement, specifically the "Restoran Favorit Baru Hanya Untuknya" version. The third study, also conducted by Samuel Rihi Hadi Utomo (2021), which bears the title "Judith Williamson's Semiotic Analysis on Sutra OK Condom Advertisement 'Motor Freestyle Version'." This research applies semiotic analysis to elaborate and dissect the underlying ideologies conveyed within the Sutra OK Condom Advertisement, specifically the "Motor Freestyle" version. Differing from the studies above, this research aims to analyse the audiences' reception of sexual communication messages in the context of marital relationships in Durex's "Unequal Dinner" advertisement.

METHODOLOGY

This research employs reception analysis which delves into the audience's point of view and how they can derive meanings that differ from what is offered in the media text (Briandana et al., 2018). It compares audience discourses with textual analysis of media discourses, with the interpretation depending on contexts such as historical and cultural settings along with the context of other media contents (Jensen, 2002). Reception analysis focuses on using media to portray social-cultural context and as a method of giving meaning through the audience's perception of experience and production (McQuail, 1997). Therefore, reception analysis seeks to place audiences not only passively but also as cultural agents (Briandana & Azmawati, 2020).

The qualitative-descriptive method in the form of Stuart Hall's Encoding-Decoding Theory is also being utilised in this study. In this framework, the audience interprets a coded message, and the intended and real meanings of the messages may differ (Briandana & Azmawati, 2020). Because of this, audience coding is divided into three categories: dominant-hegemonic, negotiated, and oppositional (Nurjanah & Indah, 2022). The dominant-hegemonic position is when the audience understands the message as it is or aligns with the dominant code established by the sender initially. A negotiated position is a combined position in which the audience partially understands the dominant code in the media text while also making a personal interpretation out of it. An oppositional position is formed when the audience has conflicting attitudes toward the dominant code (Fathurizki & Malau, 2018).

The data collection method employed in this study is in-depth interview. This method involves a communication or interaction process for gathering information, accomplished through a question-and-answer exchange between the researcher and research subjects (Pratama et al., 2023). The subjects in this study were selected using the purposive sampling technique, which aims to better align the sample with the research's goals and objectives. This approach enhances the study's rigour and the credibility of the data and findings (Campbell et al., 2020). Hence, this research comprises four subjects: married women from the millennial

demographic (born between 1981 and 1996) and part of the Nasyyatul Aisyiyah Organisation. They reside in the East Java, province of Indonesia, have been married for less than ten years, and are parents. The following is the list of subjects included in this study:

Table. 1 Subjects list

No.	Initials	Year of birth	Age of marriage	First child age	Domicile
1	I	1994	2 years old	1,5 years old	Sidoarjo
2	Y	1993	6 years old	4 years old	Batu
3	V	1993	5 years old	3,5 years old	Malang
4	R	1992	4 years old	3 years old	Regency of Malang

Source: Data from Author (2023)

RESULTS AND DISCUSSION

Results

In this research, the researcher categorised the sexual communication messages within the Durex advertisement into eleven discussion topics and posed them to the four subjects. After conducting in-depth interviews with the four subjects, their opinions on these discussion topics were gathered and categorised into three positions within Stuart Hall's audience framework, as follows in table 2.

Table. 2 The audiences' positions of subjects

No.	Topic	Audiences' positions		
		<i>Dominant-hegemonic</i>	<i>Negotiated</i>	<i>Oppositional</i>
1	The conveyance of sexual communication in the advertisement	I, Y, V, and R	-	-
2	The openness of sexual communication within couples	I, Y, and V	R	-
3	The use of codes and intermediaries in sexual communication.	I, Y, and R	-	V
4	Creating an intimate atmosphere while conveying sexual needs.	Y	V and R	I
5	The sense of representation through female characters in the advertisement	I, Y, V, and R	-	-
6	Discussion of sexual needs conducted in public settings	-	-	I, Y, V, and R
7	The level of erection determines sexual satisfaction.	I, Y, V, and R	-	-
8	Foreplay determines sexual satisfaction	I, Y, V, and R	-	-
9	The size of the penis determines sexual satisfaction.	I, Y, and V	-	R
10	man's stamina determines sexual satisfaction	I, Y, V, and R	-	-
11	The inclination to purchase Durex products following exposure to the advertisement.	V	-	I, Y, and R

Source: Data from Author (2023)

Interaction and sexual communication

The Durex advertisement series "Unequal Dinner" portrays the phenomenon of sexual communication through a dinner setting, primarily from the perspective of women. The advertisements emphasise the disparities often experienced by women in their sexual relationships with their partners. This is evident in the dominant-hegemonic position that permeates the narrative of this research. For instance, R's perspective indicates her agreement with the depiction of sexual communication in the advertisement. Citing her personal experiences and the stories shared by acquaintances, she substantiates the notion that the advertisement's portrayal mirrors real-life scenarios, resonating with her and others.

In the context of sexual communication, openness between partners is essential for effective message reception. For instance, V discusses her sexual needs openly with her husband, leaving nothing undisclosed. This approach is influenced by the long-distance nature of their relationship, leading them to strive for transparency to minimise conflicts in their marriage. In contrast, Y prefers to employ random coded language, often disguised as humour, when discussing her sexual needs with her partner. This habit stems from her belief that women

naturally use codes to convey messages and expect men to understand their intentions. Consequently, in Y's marital relationship, it is her husband who actively voices his sexual needs. R also implements the use of coded language in discussing sexual needs in her marriage, but in this case, it is initiated by her husband. According to R, the use of coded language in their marriage is crucial because her husband is uncomfortable discussing sexual needs verbally. Her husband's preference for conveying his sexual needs through coded language is attributed to his lack of knowledge about sexual communication.

When communicating with their partners, Y meticulously assesses her husband's psychological disposition to create a conducive atmosphere for dialogue, all while being attuned to his mood. Selecting the right moment and atmosphere in conveying sexual needs to a partner undoubtedly impacts the reception of the message. As stated by V, the intention and purpose of the message may be good, but if the atmosphere is not supportive, the partner may interpret the message negatively. In addition to creating an ideal atmosphere, finding the right moment is also an alternative approach for subjects to convey their sexual needs. One such example is R, who strategically seeks suitable junctures for discourse, such as the calm moments before bedtime during 'pillow talk,' ensuring an environment conducive to open dialogue. On the other hand, according to I's perspective, there is no need for specific preparations when discussing her sexual needs with her partner. She prefers a spontaneous approach with minimal forethought.

The touch of pleasure

In this research, the subjects collectively expressed a sense of representation by the female characters depicted in the Durex advertisement, as articulated by R, who felt that the experiences portrayed by the women in the advertisement resonated with her own. This resonance is evident in the dominant position that consistently emerges in all their narratives. The subjects' relative alignment with the characters in the advertisement is influenced mainly by the diversity of female characters depicted, illustrating that every woman shares a similar desire to fulfil their sexual needs. For example, I's perspective underscores the resonance with the diverse portrayals of women within the advertisements, symbolising the universality of women's desire for respectful treatment from their partners. This sentiment is further mirrored by V, who reflects the feeling of being represented. For her, the advertisement encapsulates the innate universality of the challenges associated with sexual needs, irrespective of physical attributes.

The question arises: What do women truly desire to satisfy their sexual needs? The answer lies within the Durex advertisement series "Unequal Dinner." In this advertisement, there is a visualisation perceived by the audience as representing factors that can fulfil their sexual satisfaction. These factors include:

Erection level

From 0:30 to 0:39, a scene depicts differences in the dining utensils received by men and women. The subjects see this as a representation of the level of male erection during sexual intercourse. The subjects' responses reveal a strong relationship between erection level and female sexual satisfaction. This is apparent from the dominant-hegemonic position that dominates the narratives conveyed by the subjects. One of these positions is exemplified by V, who emphasises the biological prerequisite of male erection for sexual engagement.

Foreplay

Between 0:43 and 0:56, a scene shows women choosing to skip the appetiser to enjoy the main course. Subjects interpret this scene as a portrayal of foreplay in sexual relationships. According to R's experience, her partner often chooses to skip foreplay during sexual intercourse. However, foreplay's role in sexual relationships goes beyond mere satisfaction. V explains that biologically, foreplay is performed to prepare a woman physically and mentally before engaging in sexual intercourse.

Penis size

From 0:57 to 1:35, there is a scene where women are served lobster as the main course while men receive significantly smaller shrimp. The subjects perceive this scene as an illustration of the ideal penis size to satisfy a woman's sexual needs, as indicated by most dominant-hegemonic

opinions among the subjects. I's perspective epitomises this mode, emphasising the nexus between penis size and sexual satisfaction. In her narrative, the enlargement of the vaginal opening post-normal childbirth intertwines with the belief that a smaller penis might detract from a woman's pleasure, echoing a prevailing belief that associates size with fulfilment. However, this contradicts R's perspective, positioning her as oppositional. R feels uncertain about the influence of penis size on sexual satisfaction because she is limited to knowledge about her partner's penis size only. This juxtaposes the notion that size is not the sole determinant of sexual satisfaction.

Sexual stamina

Towards the end, from 1:36 to 2:04, a scene shows a moment where the dessert is served, but the men's desserts arrive late. However, when their desserts finally arrive, the women decide to request the bill before they can enjoy their meals. Subjects interpret this scene as a representation of male sexual stamina. This can be seen from the narratives of the subjects dominated by the acceptance of the dominant hegemonic perspective. According to V, biologically, female climaxes tend to linger longer, thus implying the relevance of male stamina in this dynamic. Y's voice harmonises with this mode, charting the interconnectedness of male stamina with sexual contentment while highlighting the variability introduced by factors such as fatigue, mood, and preparation.

Culture and sex

Discussing matters of sexuality is inherently intertwined with the influence of culture, especially within the context of marital relationships. As highlighted by I, in the Asian, particularly Indonesian, cultural milieu, a prevailing notion exists that wives are expected to cater to their husbands. This perspective engenders apprehension around exploring one's own sexual needs due to the persistent societal taboo associated with this traditional role.

The prevailing perception that sexuality is a taboo subject results in unanimous disagreement among the research subjects regarding public sexual communication, as depicted in the advertisements. Y argues that societal judgments could arise if sexual communication were to occur in public, emphasising the importance of adhering to social norms and religious ethics. This viewpoint finds resonance in R's perspective, which emphasises the preference for private spaces when addressing sexual needs. V adds that foreign cultures may influence the depiction of public sexual communication in the advertisements and would be inappropriate for Indonesian context.

Cultural attitudes towards sexuality also shape the sexual expectations held within relationships. According to V's experiences, despite her belief that a larger size could facilitate female climax, she recognises the complexity of choosing a partner based on penis size, akin to "buying a cat in a sack." This sentiment is echoed by R, who believes that penis size does not significantly impact sexual satisfaction, as her experience is limited to her husband's size.

Durex, as a condom brand, creates advertisements with the intent of influencing the audience to consider purchasing their products. The values held by the research subjects play a pivotal role in shaping their decisions and preferences regarding condom use during sexual intercourse. I, for instance, express a lack of interest in purchasing Durex products, perceiving them as unnecessary within the context of marriage. Y echoes this sentiment, highlighting the perceived redundancy of Durex products, particularly as they are seen as male-centric contraceptives that do not align with the needs of their target audience. In contrast, R expresses disinterest in Durex products, citing concerns related to price and convenience. On the contrary, V emerges as the only subject interested in trying Durex products. Her perspective aligns with the dominant hegemonic mode as she contemplates purchasing Durex products as a potential alternative to birth control pills, illustrating the intricacies of individual choices within a larger societal narrative.

Discussion

Within the Indonesian advertising industry, condom advertisements fall under the category of products commonly referred to as "AKROBAT," an acronym encompassing alcohol, condoms, cigarettes, and medicines. Ideally, these products should be subject to stringent regulations concerning promotional activities. Nonetheless, no precise and clearly outlined rules exist that oversee condom advertising. According to the guidelines outlined in the Indonesian

Advertising Ethics (EPI), this type of advertising is principally restricted by standards of propriety, safeguarding children and teenagers, and the prescription of adult-oriented promotions. (Hadi Utomo, 2021). The emphasis on social values in advertising is also reflected in Article 46 Section 3d of Broadcasting Law Number 32 of 2002, which prohibits commercial broadcasts from featuring content contrary to public morality and religious values.

Sexuality-related matters in condom product advertisements are often a subject of debate due to various Eastern cultural values, as condoms are perceived to support premarital sex, which contradicts these values (Hadi Utomo, 2021). This compels condom manufacturers like Durex to devise creative advertising strategies while adhering to existing regulations. Durex's "Unequal Dinner" advertisement seeks to capture moments of sexual communication between couples in a dinner setting with a twist. The advertisement aims to promote its products by addressing the issue of sexual inequality experienced by women in their relationships. Women's inability to achieve orgasm and articulate their sexual desires and needs as wives becomes a significant concern for many individuals within marital relationships (Avianti & Hendranti, 2011). However, communication about sex is an integral aspect of most romantic relationships but can pose challenges for romantic partners at all stages, including dating, committed, and married couples (Kuang & Gettings, 2021)

This research employs the Reception Analysis Theory to examine how married women perceive the messages of sexual communication in Durex's "Unequal Dinner" advertisement. The study reveals that each subject's field of experience and frame of reference influence their reception of the sexual communication messages conveyed in the advertisement. This aligns with the focus of reception analysis, which positions the audience as active producers of meaning rather than mere consumers of media (Fathurizki & Malau, 2018). Therefore, from the interviews conducted, three factors influencing the subjects' reception of the sexual communication messages in Durex's "Unequal Dinner" advertisement emerge.

Physical distance in the relationship

Sexual communication inherently involves interaction (Seidler et al., 2016). Consequently, the dynamics of interaction within marital relationships also influence how individuals communicate their sexual needs to their partners. As narrated by Participant V, a correlation between geographic distance and the openness of sexual communication among subjects was discovered.

V's husband's occupation as a field worker in agriculture, which necessitates frequent relocations, led her and her husband to maintain a long-distance relationship. In this research, V emerges as the sole participant engaged in a long-distance relationship with her partner. Simultaneously, she is the only one who openly and candidly discusses her sexual needs with her partner. A fundamental distinction between long-distance and geographically close couples is the limited face-to-face interaction. Hence, long-distance couples primarily rely on mediated communication methods (Crystal Jiang & Hancock, 2013). This factor encourages V to be more open in conveying her sexual needs to her partner. Rooted in the belief that men are not naturally attuned to such matters, V and her husband mutually agreed to maintain transparency in all aspects of their relationship to reduce conflicts in their marital bond.

In contrast to V's experiences, the other three subjects, I, Y, and R, are in geographically close relationships with their partners. Within their marital relationships, discussions related to sexuality are not openly addressed by both parties. Hence, the use of coded language in sexual communication arises due to feelings of embarrassment, hesitation, or discomfort when discussing sexuality explicitly with their partners. The experiences of these four subjects align with the study conducted by Jiang and Hancock titled "Absence Makes the Communication Grow Fonder: Geographic Separation, Interpersonal Media, and Intimacy in Dating Relationships" (2013). It was demonstrated that long-distance couples generally experience greater intimacy than geographically close couples when examined on an interaction-by-interaction basis. This diary-based approach revealed that this heightened intimacy can be attributed to a process in which long-distance daters increase self-disclosures and idealise their partner's disclosures, ultimately leading to greater intimacy.

These findings shed light on the intricate relationship between geographic distance, communication dynamics, and intimacy within marital relationships. While long-distance couples may face challenges due to limited face-to-face interaction, they often compensate by fostering

open and candid communication, resulting in comparable or even enhanced levels of intimacy compared to geographically close couples.

Cultural perspective on sexualities

In Indonesian culture, discussions related to sexuality are still considered taboo due to the prevailing practice of sexuality being underpinned by a dominant sense of shame (Novianti & Setiansah, 2020; Clara & Murtiningsih, 2022), even within marital relationships. This societal tendency gives rise to social pressures that constrain women's sexual freedom due to feelings of shame (Munfarida, 2009). This phenomenon is also evident in the province of East Java, which is the domicile of the four subjects in this study. According to Y's narrative, based on the stories of her friends, it is a common perception that men predominantly prioritise their own sexual needs without considering what their partners desire. This notion is supported by I's account, where in Indonesia, there exists a value in placing women in the role of serving their husbands, resulting in apprehensions when women want to explore and voice their own sexual needs.

Indonesia is deeply steeped in the culture of perceiving sexuality as something synonymous with marital relationships, given that the term "sex" is interpreted as sexual activity between spouses. Consequently, the view prevails that sexuality is not a subject suitable for discussion among those who are unmarried, especially women (Caroline & Yunanto, 2020; Muttamimah & Sujono, 2023). For instance, a preference for a partner's genital size is not a choice women can make before marriage, analogously described by V as akin to "buying a cat in a sack." This aligns with R's experience, where she believes that her partner's penis size is not the most influential factor in sexual satisfaction, primarily because her knowledge is limited to what her husband possesses.

Cultural factors also drive the reluctance to engage in public discussions about sexual communication. This is due to the perception that sexuality is still regarded as "pornographic," necessitating extremely private conversations (Sugiasih, 2011). Consequently, all subjects in this study agree that discussions about sexuality should not be brought into public spaces. R, who resides in a rural area, believes that the culture in her locality, where discussions about sexuality are never explicitly addressed, makes her fear discussing such matters in public, and she prefers private discussions. As a graduate of a *pesantren* (Islamic boarding school) with a background in a devout Muslim family, Y shares a similar sentiment. She believes that public sexual communication would trigger social judgement from others because there are cultural and religious considerations that necessitate adherence to social etiquette.

These cultural norms and values deeply impact the openness and comfort levels individuals have regarding discussions about sexuality. They also contribute to the societal taboo surrounding public sexual communication, shedding light on the intricacies of navigating these cultural norms within the context of marital relationships in Indonesia.

Sex-related education

The culture held by the subjects in this study also influences how they receive sexual education. None of the four subjects in this study received knowledge about sex from their parents. In essence, discussions about sex with children are often considered taboo by parents due to their limited knowledge about sex (Kartikasari & Setiawati, 2020). Consequently, fear, confusion, and shame act as barriers for parents themselves in imparting accurate information about sexuality to their children (Sugiasih, 2011). As a result, the subjects sought knowledge about sexuality from other sources. V and R obtained sexual education through formal college education and the social circles they were part of during their college years. V holds a degree in agriculture, while R holds a degree in sociology. On the other hand, Y received sexual education from pre-marital classes provided by a religious organisation she was involved in.

CONCLUSION

Discussions about sexuality remain a taboo topic within Indonesian society, including in the context of marital relationships. This issue is what Durex attempts to address in promoting its product through the "Unequal Dinner" ad series, using the perspective of women whose sexual needs are unfulfilled by their partners. Based on the analysis conducted, differences in the reception of the sexual communication messages conveyed in the Durex "Unequal Dinner" advertisement were identified. The variations in the narratives of these subjects could stem from

the diversity of experiences and backgrounds they possess. Factors such as the distance in their relationships, societal culture, and sexual education play roles in influencing how they interpret the sexual communication messages presented. Consistent with reception analysis, which places the audience as active interpreters of messages, the pre-eminence of the dominant-hegemonic narratives in their reception, such as in the discussion topic "the conveyance of sexual communication in the advertisement," indicates the relativity of the audience to the issues Durex seeks to convey. The Durex "Unequal Dinner" advertisement series can serve as a relevant portrayal of women's desire to communicate their sexual needs to their partners, especially within the context of marital relationships. However, the relevance between the sexual communication message in the advertisement and the subjects does not guarantee the subjects' interest in purchasing Durex products, as stated by 3 out of 4 research subjects.

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