POSTMODERN CONSUMERISM ACT BY SMOKING *MARLBORO* (CASE STUDY: FEMALE SMOKERS IN *THE HERITAGE COFFEE* SEMARANG)

A THESIS
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PRONOUNCEMENT

The writer states thruthfully that this thesis is compiled by himself without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any universities. In addition, the writer ascertains that she does not take the material from other thesis or someone's work except for the references mentioned.

Semarang,August 2014

Sebastianus Febriano

MOTTO AND DEDICATION

I am the greatest, I said that even before I knew I was.
—Muhammad Ali

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The writer realizes that this thesis is still far from perfect, he will be glad to receive any recommendation to make this thesis better.

Finally, the writer expects that this thesis will be useful for the reader who wishes to learn about postmodern consumerism act by smoking American product, *Marlboro.*

Semarang, August 8th 2014

The Writer
Sebastianus Febriano

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ABSTRAK

Perilaku konsumerisme, jual dan beli barang, begitu pula dengan setiap produk di era postmodernisme ini mengandung sebuah simbol atau sebuah bahasa yang digunakan manusia untuk berkomunikasi dengan orang disekitar mereka. Menurut ahli teori dari Perancis yang bernama Jean Baudrillard, perilaku konsumerisme ini bahkan dapat membantu manusia dalam kehidupan sehari-hari. Melalui salah satu artefak produk populer dari Amerika yang bernama *Marlboro*, penulis tertarik untuk mengkaji fenomena yang belakangan terjadi di masyarakat sekarang ini, yaitu perokok wanita yang jumlahnya semakin banyak tiap tahunnya. Dalam skripsi ini, penulis menganalisa tentang alasan wanita yang mengkonsumsi rokok dan menjadi perokok sebagai gaya hidupnya dibantu dengan teori *postmodern consumerism* oleh Jean Baudrillard. Data dari penelitian ini diambil dari 15 orang perkokok wanita yang berkunjung ke *The Heritage Coffee* Semarang selama satu bulan. Hasil analisa yang berfokus pada pembuktian hipotesa penulis menunjukkan bahwa produk *Marlboro* benar-benar memiliki eksistensi di masyarakat postmodern, tetapi responden tidak menunjukan keinginan mereka untuk mendapatkan identitas baru dengan merokok produk ini, dan juga tidak ada keinginan untuk berpindah ke lingkungan lain.Dalam penelitian ini, keluarga menjadi pihak yang bertanggung jawab atas perilaku mereka sebagai perokok wanita, dan sesuai dengan teori yang dipilih, manusia khususnya di era postmodern ini tidak akan pernah puas dengan perilaku konsumerisme.

Kata Kunci: *Teori Postmodern Consumerism, Marlboro, Budaya Populer, Perokok Wanita*

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

This thesis discusses about popular culture, it is simply a culture which is widely liked by many people. But in order to define popular culture, first, the writer needs to define the term 'culture'. According to Kimm Zimmermann, "culture is the characteristics of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts"(2012:1).

Culture is the way of life in a social group,the members of the group produced an environment including all the material and nonmaterial products, which are transmitted from one generation to the next generation. Culture is not genetically inherited and it does not exist on its own, but is always shared by members of society. According to Hall, "culture has many definitions, which affect every idea, value, attitude, and normative or expected patterns of behavior of people's life within the society"(1976: 16). Mulholland says that "culture is a complex concept and no single definition has achieved an agreement"(1991:2). Hence, out of the many possible definitions examined, culture is a set of shared and enduring meaning, values, and beliefs that characterize national, ethnic, or other groups and orient their behavior

According to William, "there are four current meanings of pop culture: well liked by many people, inferior kinds of work, it works deliberately, setting out to win favor with people, culture actually made by the people for themselves" (2001: 5-6). Based on the statement above, we could examine sales of books, CDs, videos, musics, sports, festivals, technologies, products, contemporary cultures and lifestyles.According to *Popular culture,* "pop culture is a cultural activities consisted of commercial products reflecting, suited to, or aimed at the tastes of the general masses of people" (2014:1).This culture is informed by the recent thinkers that it is around the debate on postmodernism.

Postmodern society, where contemporary culture moves at a great speed is when new ideas, technology and lifestyle are always changing and updating. In this era, people have the right to choose what they like, to do what they love to do, to purchase lifestyle and produce their own identities. As we can see that many women in the present time are starting to smoke cigarettes, unlike several years ago where female smokers were rarely seen because most people still think that it was inappropriate and taboo for women to do it. According to Huddersfield (2010, 1; par 3), "Indonesia isthe fifth biggest tobacco market", where the number of female smokers are increasing.Hence, this countryis the perfect target of *Marlboro*, the largest selling brand of cigarette in the world. By this fact, the writer will choose the product as one of the artifacts of popular culture from America. This popular culture is considered as a fascinating phenomenon to be analyzed, the writer wants to figure out the reasons why women choose to consume this product as their lifestyles with postmodern consumerism theory.

1.2. Scope of The Study

The researcher only limits on the discussion of how female smokers of *Marlboro*at *The Heritage Coffee* represent postmodern lifestyle by applying Jean Baudrillard's theory of postmodern consumerism.

1.3. Aims of The Study

The aims of the study is to figure out the phenomenon of *Marlboro* in postmodern society, the

writer would like to knowthe reason behind the consumerism of the product, hencecorrespond it with the theory which the writer has chosen, postmodern consumerism by Jean Baudrillard.

1.4. Hypothesis

According to Ratna, hypothesis is created to gain accurate data and it shows the probability of a relation between two facts or variable, it is not created to be accurate, but the hypothesis has to be tested whether it is right or wrong(2010: 120).

Hypothesis means provisory presumption, and based on the postmodern consumerism theory, the hypotheses of this research are:

1. Female smokers choose the product as their lifestyle because it helps them to find their identity
2. The targets are smoking Marlboro because they want to be accepted in particular society
3. They are aware of the dangerous effect of the product but they still choose to be a smoker as their way to live.

1.5. Methods of The Study

1.5.1. Method of Research

The writer uses field research in collecting the data with quantitative method. According to Dawson in Fajar, "quantitative is a methodof research that obtains the statistics by using big scale survey with various methods such as questionnaires or interview"(2012:4).

1.5.2. Method of Approach

The study applies the theory of postmodern consumerism by Jean Baudrillardto approach and analyze the reason behind postmodern society act ofconsumerism toward the product, *Marlboro*.

1.6. Organization of The Study

CHAPTER 1   INTRODUCTION
It contains Background of the Study, Scope of the Study, Aims of the Study, Hypothesis, Methods of the Study, and Organization of the Study.

CHAPTER 2   REVIEW OF LITERATURE
It consists of the History, the Development of The Company, *Marlboro* in Indonesia, *Marlboro* in Semarang, Female Smokers in Semarang, *The Heritage Coffee,* and alsoTheoretical Framework, which supports the thesis writing.

CHAPTER 3   RESEARCH METHOD
                      It consists of Type of Research Method, Data Sources, Population
                      and Sample, Technique of Collecting Data, and Technique of
                      Analyzing
                      Data.

CHAPTER 4   DATA ANALYSIS
                      It shows the discussion of the theoretical review
           and   how   it   correlates   with   the   result   of   the
      research.

CHAPTER 5   CONCLUSION
                      It reveals the analysis results of the thesis.

CHAPTER 2

REVIEW OF LITERATURE

2.1. Profileof The Research Object

2.1.1. The History

Marlboro, made by Phillip Morris is the largest selling brand of cigarette in the world. Philip Morris, a London-based cigarette manufacturer, created a New York subsidiary in 1902 to sell several of its cigarette brands, including *Marlboro*. In the US, *Marlboro* is made by Phillip Morris USA, branch from Altria, while outside the US, it is produced by Phillip Morris International which separated from Altria. By 1924 they were advertising Marlboro as a woman's cigarette based on the slogan "Mild As May". First it was launched as a woman's cigarette and was designed in ladylike design to appeal the mass market. But the product itself is well known for its billboard advertisements, magazine ads of the Marlboro Man, a figure used in their advertising campaign, the image and advertisement were originally made as a way to popularize filtered cigarettes, which was considered feminine.*Marlboro* is named after Great Marlborough, a street in

London where its factory was first situated on. Now,the largest *Marlboro* cigarette manufacturing plant is located in Richmond, Virginia, United States. In 1950, the scientists found that smoking was linked to lung cancer, this is the reason why Phillip Morris repositioned *Marlboro* as a men's cigar in order to fit the market to men who were concerned about lung cancer, because at that time, filtered cigarettes were considered safer than the unfiltered ones. Men were attracted to smoke the filtered cigarettes, but the filtered cigarettes were marketed to women and had a strong image about it, which made them concerned about being seen smoking the filtered ones. The red and white package were designed by the Designer Frank Gianninoto, and the repositioning of *Marlboro* as a men's cigarette was handled by Leo Burnett, who create the character Marlboro Man. Marlboro Man with those rugged cowboys also known as Marlboro Country, was first seen in 1960s. This was the time when Philip Morris completely re-introduced a new image of *Marlboro* with a manly image, this time. Marlboro Man has been recognized all over the world and cowboys has been one of the most popular characters. From the filtered-end cigarettes, flip-top boxes also came out, enticed women to try "the cigarette made for men that women like," and explained that long white ashes are a sign of good tobacco.The cowboy image was successfully hit the market and within a year, *Marlboro*'s market share rose to become the fourth best-selling brand and has been the world's number one cigarette brand since 1972. (Huddersfield, 2010: 1-2)

2.1.2. The Development

Marlboro is also well known for its sponsorship of motor racing, started in 1972 with its sponsorship for Formula One teams. In 1974, *Marlboro* was famously associated with McLaren team, which dominated F1 for almost a decade. After
McLaren, *Marlboro* also sponsored many other teams such as Ferrari, Toyota, Indy Racing League, Holden Dealer Team, Yamaha and many more. As the result of their sponsorship, *Marlboro* has become one of the most popular sponsorships and certainly the best tobacco product in the world.

Many people consider that smoking *Marlboro* is cool despite the price which above the average.*Marlboro* has many varieties of flavor and packaging in order to keep filling the pleasure of the consumer. According to Prichard in *Types of Marlboro Cigarettes*, there are:

Marlboro Reds
 Marlboro Full Flavored cigarettes, or Marlboro Reds as they are commonly known because of the red crest on the white pack, are the original Marlboro cigarette and still the most recognizable. They are available in king size (the standard cigarette size) and in 100s (a slightly thinner, longer cigarette).

Marlboro Mediums
 Marlboro Medium cigarettes were created to form a middle ground between Marlboro Reds and Marlboro Lights. They have the same signature Marlboro tobacco blend but with slightly less tar and nicotine than the Reds. They are marketed in a white pack with a

smaller red Marlboro crest than Reds. They are available in king size and 100s.

Marlboro Lights
Marlboro Lights feature the same tobacco blend as Marlboro Reds but with less concentration of tar and nicotine. Marlboro Lights come in a white pack with a gold Marlboro crest. Lights are available in king size and 100s.

Marlboro Ultra Light
As a concession to rising health concerns, Marlboro developed an Ultra Light brand. Just like the Light cigarette, it features the same blend of tobacco as the Full Flavored Marlboros but with even less tar and nicotine. Ultra Lights come in a white pack with a silver Marlboro crest. Ultra Lights are available in king size and 100s.

Marlboro Menthol
Marlboro also markets cigarettes flavored with menthol. These are marketed in white packs with green detailing and are available in Full Flavored and Light variations. In Indonesia, there are two types of Marlboro Menthol which popular among female smokers, they are: Marlboro Black Menthol and Marlboro Ice Blast.

Marlboro Smooth
Marlboro also markets a second brand of nicotine cigarette with a different flavor blend. They are marketed in a pack with a blue Marlboro crest. Full Flavor king size cigarettes are on the market (2014: page 1, par 1).

*Marlboro*was completely ahead of other cigarette brands in the market, dominating in the cigarette world market. According to Krazykat:

Marlboro was also ranked as the world's No. 1 most valuable brand, with a market worth of $32 billion in 1992. Now, Philip Morris' tobacco brands are in 180 markets, have a 38% market share in the US, are the top-selling cigarettes in the world, and the tenth-most valuable product brands overall. The product commanded 43.6% of the U.S. cigarette market in 2012. Outside the U.S., it is bigger than the next two largest brands combined (2008:1).

According to a recent update of the famous leading source for reliable business news and financial information, *Forbes,* until November 2013, *Marlboro* currently lead the chart of tobacco industries in the world, and placed in number 29 in overall list of the most valuable brands in the world.Badenhausen, a staff of *Forbes*, defines "Most Valuable Brands" as:

> Brands that generate massive earnings in industries where branding plays a major role. The 100 most valuable span 15 countries and cross 20 broad industry categories. Brands from United States based companies make up just over half the list with the next biggest representatives from Germany (9 brands), France (8) and Japan (7). Tech brands are the common with 19. To determine the best brands, *Forbes* started with a universe of more than 200 global brands. The first step in valuing the brands was to determine earnings before interest and taxes for each brand. *Forbes* averaged those earnings over the past three years and subtracted from earnings a change of 8% of the brand's capital employed, figuring a generic brand should be able to earn at least 8% on this capital. *Forbes* applied the maximum corporate tax rate in the parent company's home country to that net earning figure. After that, they allocated a percentage of those earnings to the brand based on the role brands play in each industry. To this net brand earnings number, they applied the average price-to-earnings multiple over the past three years to arrive at the final brand value(2013:1).

2.1.3 *Marlboro* in Indonesia

According to Huddersfield, "Indonesia is the fifth-biggest tobacco market, only to China, the U.S., Russia, and Japan."(2010, 1; par 3).Almost half of adult in this country of 230 million people smoke, and growing numbers of females are joining them.According to Priyambodo, "male and female active smokers in Indonesia in 2012 increased by 35 percent or about 61,4 million in 2013." (2014: 1; par 3).Priyambodo also says that, "It was revealed that deaths caused by smoking-related diseases in 2010 reached 190,260, or about 12.7 percent of all the death cases in the same year." (2014: 1; par 4).Marlboro products are manufactured by Philip Morris International,and since the big success they have made, the company created an affiliation in Indonesia with the name of PT Philip Morris Indonesia (PT PMI) since April 1984, producing and distributing the products under license. PT PMI started its own manufacturing activities in Bekasi, West Java in May 2006. Currently, PT PMI in Bekasi produces Marlboro Full Flavor, Marlboro Lights, Marlboro Menthol, Marlboro Black Menthol and Marlboro Ice Blast for domestic sale in Indonesia. In May 2005, PT Phillip Morris Indonesia successfully acquired the majority of PT HM SampoernaTbk. shares. Until now, PT PMI owns 98,18% of PT HM SampoernaTbk. shares.

2.1.4. *Marlboro* in Semarang

Semarang is one of the cities in Indonesia, as the writer has mentioned above, this country is the fifth-biggest tobacco market in the world, and referring to this fact, Semarang is most likely to be a place for a lot of smokers. From a quick observation by the writer, Semarang has a lot of enthusiast in *Marlboro*, not only men but also women. With growing number of female smokers in Semarang, the writer finds that this phenomenon is a fascinating thing to be investigated. *Marlboro* has attracted many female smokers in Semarang, especially their menthol products,

which are *Marlboro Black Menthol* and *Marlboro Ice Blast*. The writer of this research analyzes the Marlboro's female smokers in The Heritage Café, located in the center of Semarang,

2.1.5. Female Smokers in Semarang

With the growth of women smokers in Indonesia, Semarang is also one of the cities that need to be considered. When we look around, we can clearly see that this lifestyle has affected many women nowadays. According to *Smoking in Girls and Young Women in Indonesia*,

> Smoking prevalence among young women is increasing rapidly globally whereas for men it is in decline. Although current overall prevalence is about 4 times higher among men than women globally (48% versus 12%), this situation is quickly changing. Recent studies show that young girls are smoking in most countries nearly as much as young boys, and in some cases, their prevalence is already higher. (2008, page 16, par 1)

The growth of it, especially for women smokers make the research interesting by the fact that unlike the previous years, Indonesia and particularly Semarang has a new popular culture, a new way to live or a lifestyle that seeing women smoke a cigarette is no longer taboo, and this contemporary lifestyle is having a big impact and affecting people to join it. Women in Semarang are more likely to smoke Marlboro, because it is softer and considered to be more elegant than *kretek,* the average cigarettes type in Indonesia, the truth will be revealed from the questionnaire result. *Marlboro* has a higher price than the average cigarette products, this is also the possibility of the reason why women smokers choose this product as their cigarette, it is classy. This lifestyle creates many options of reason why women start smoking, such as: as a way to release their stress, to make them look tough, to prevent them from being fat, to make it easier for them to join other societies, or many other possibilities.The explanation above encourages the writer to do a research about female smokers in Semarang.

2.1.6. *The Heritage Coffee*

*THC*is a small cozy place, where we can find people enjoying their time, chatting, drinking coffee, and people who make cigarettes astheir companion to spend the night in the café. This cafe is located onJalanPleburan Tengah No.5 in the middle of the city of Semarang. The reason why the writer chooses this place as the target of the research is because this is the place where we can find numbers of women who also smoke while relishing and relaxing themselves after work or the night on the weekend. This place, owned by OASE ('Oude Stad' Art and Culture), a community from Semarang, which encourage us to appreciate, admire, and conserve old buildings in Semarang. They believe that the heritages need to be maintained well, because as we can see, the old buildings have been neglected nowadays. They believe that the old constructions have high value, great heritage of architecture, and they are the legacy of Indonesian heroes who fought for glory in the past. The Heritage Coffee is a recent place to hang out with antique looks, just like the name. It just operated since 1stMarch 2014. It is open everyday from 4pm until 11pm with an average of 20-30 costumers per day.

2.2 Theoretical Framework

2.2.1. Theory of Postmodern Consumerism

In order to understand about postmodernism, first we have to understand about modernism. According to Keenan:

> Modernism is associated with the rise of capitalism, rational thinking, looking in a different way looking at the world. "I think, therefore I am". I will only believe what I believe, what I can prove. The time when human forget about spiritual aspect, and everyone believing on something which they can prove, like science. This is the time of post-industrialism when human revolve in technology, mapping, organization, and everything was institutionalized. Modernism is the way to look at the world we are going to progress, we are going to rely on facts and things we can prove. Modernism can be seen as a believe in progress through science, research, and discovery, to find out the better way of living, while postmodernism is the rejection of modernism. After two world wars, the society started to reject the science. Because people believe that science was a way to make things better, not for destruction. When people reject the system, they left with a question of "what do we believe?" it is a culture that is not fix. Everything seems to be about choice, postmodernism says "have what you like" and no fixed moral code(2011:1).

To formulate this thesis, the writer matches the research with theory of postmodern consumerism by Jean Baudrillard, which has been repackaged by Simon Malpas in his book entitled *The Postmodern.* Jean Baudrillard is a French sociologist, philosopher, cultural theorist, which frequently associated with postmodernism.

> Baudrillard in Malpas says that:
> We now live in a world where electicism is the degree zero of contemporary general culture: you watch a western; you eat McDonald's at midday and local cuisine at night; you wear Paris perfume in Tokyo and dress retro in Hong Kong; knowledge is the stuff of TV game shows. . . . Together, artist, gallery owner, critic, and public indulge one another in the Anything Goes (it is time to relax(2005:2).

The general idea of postmodern consumerism according to Baudrillard in Malpas is:

> The circulation, purchase, sale, appropriation of differentiated goods and signs/objects today constitute our language, our code, the code by which the entire society communicates and converses. Such is the structure of consumption, its language, by comparison with which individual needs and pleasures are merely speech effects(2005:122).

Adding Baudrillard, Malpas states that "postmodern is where contemporary culture moves at a great speed, where new ideas, technologies and fashions always updating." (2005: 1) Postmodern is the sign of the rising of capitalism, where the producers are competing for their products, and the consumers are the ones who determine their growth. In capitalism, the producers are the masters of the market, not even the government. Civilization, traditions and forms of social

interaction are transformed or even removed as border become thinner and the conventions, customs, and ways of life that once distinguished one place from another turn into matters of choice for an world wide consumer. We choose and purchase lifestyles from wherever we please, together each of us make a way of images and signs to produce our identities. This is a quotation from Malpas according the quotation above:

> This is the consequence of the culture created by the mobile phone users who are always 'in touch', the television viewers who are fed stories from around the globe almost at the instant that they occur, and the internet surfers who can access the most up-to-the-minute, arcane or even bizarre information from any corner of the planet at the push of a button(2005:1-2).

Based on Baudrillard, Danielle Todd from University of Hawaistates, "you are what you buy"(2011: 48). In our postmodern society, a few things play the influential role in our consumerism life. Consumption is greatly tied to the creation and production of a sense of self. Some people would argue that products are filled with a greater significance than what their primary function may be. Today, it is almost impossible to buy a product without any symbol of identity acquired by the buyer awareness. So, it is possible to draw the conclusion that consumption functions as a way to create a sense of self. But the consumer may assume that their consumption pattern sets them apart from the rest of society, and this is actually wrong. Consumption is one of our most creative and most restrictive practices. By this fact, it can be concluded that consumer driven production of self is less to do with "who am I" and more with "who are we" or "with whom do I belong." There is no such thing as individualization.

Baudrillard in Todd states that what we purchase is not just a product, but also a piece of a "language" that creates a sense of who we are, our purchases reflect our desires so that consumption is caught up with our psychological production of self. Consumption functions as way for the consumer to communicate with society at large where they fit within the social structure (2011: 48).

Another statement by Baudrillad in Todd says that"consumerism is able to make a new "self" on people. The process of consumerism makes it possible for a person to move from one area of society to another independent of circumstances of birth, gender, or race"(2011:49). Consumerism is not only an economic system, but also the way our society functions. Products are symbolic and say much more than we may realize. We can conclude that the consumption of a product leads us to develop a sense of who we are as a person, it actually does much more than that, consumerism helps us figure out where we fit within society and provides the means by which to change social circumstances.

Baudrillardin Malpasassumes that postmodern consumers can never be fulfilled because the products they consumerism acts are only a "characteristic signs of happiness" and do not have any real power to give happiness to people (2005: 122). Baudrillardin Todd says it is true that consumerism leads to a sense of loss, as there is no real identity, and no way of gaining fulfillment, however, if someone chooses to be a consumer and accepts identity and social circumstance as a construction, there is a sense of liberation (2011:50)

2.2.2. Gender Perspective In Postmodern Era

Recent gender inequality made a resurgence of feminism, and it has been apparent in the growing interest shown by cultural studies in popular cultural representation of women. *Oxford Advanced Learner's Dictionary*defines that feminism is "the belief and aim that women should have the same rights and opportunities as men" (2010:545). Modelski in Strinati states that "gender has a fundamental relevance for the concept of mass culture and for the study of popular culture more generally" (2005:177).

Strinati says that "recently in the study of popular culture, feminism has become blurred as attention has shifted away towards other theories such as structuralism and postmodernism" (2005:165). According to Strinati, "the analysis and critique it has advanced of how and why popular culture and the mass media has dealt with women and their representations in an unfair, unjust and exploitative manner within wider context of gender inequality and oppression" (2005:164).

Strinati also assumes that "nowadays, feminism seems to consist of the argument that the inequalities in gender power relations are socially and culturally constructed" (2005:165). Popular culture representations are marginalize or stereotype women as wife, mother, daughter, girlfriend, working in traditionally female jobs or as sex-object.

> Dominic Strinati says that:
> Feminists have been equally critical of how academic study has exacerbated these processes by failing to take seriously or consider more fully to the position of women and gender oppression. Academic studies, as much as popular culture itself, have excluded, ignored or trivialized women as a social category (2005:167).

Another statement by Strinati confirms that "lot of the earlier work on women and popular culture concentrated upon 'symbolic annihilation of women'" (2005:167). Strinati states:
> This refers to the way cultural production and media representations ignore, exclude, marginalize or trivialize women and their interests. Women are either absent or represented (and we have to remember that popular culture's concern with women is often devoted entirely to their representation, how they look) by stereotypes based upon sexual attractiveness and the performance of domestic labour. In short , women are 'symbolically annihilated' through being absent, condemned or trivialized. (2005:167)

More importantly, correlating to postmodern consumerism, Strinati says that "consumption itself is a particularly important issue for feminists since women have often been defined as the main group of consumers by advertisers, by capitalist industries more generally and by much cultural theory" (2005:205).

CHAPTER 3

RESEARCH METHOD

3.1 Type of Research Method

The writer uses field research to collect the data. According to Ratna, "field research is a method, which require the writer to come to the area to collect and analyze the object, and transfer the gained data to the paperwork"(2010: 189). The field research uses quantitative research as the method of research and use the questionnaire and interview approach to collect the data. Interview is a way to collect data, face to face, having a conversation, whether individual to individual or individual to groups. Aside from the interview, the writer also uses questionnaire. Questionnaire is generally used in quantitative method. In other word, as a characteristic, aside from using interview in order to get deeper information (object: informant), this method is also using questionnaire (object: respondent).According to Ratna, the benefits of questionnaire are:

> a) Questions can be prepared well and compiled neatly before entering the area, b) Questionnaire can reach a wide population in a short time to reduce the research fee, c) The result of the questionnaire can be used by other researchers, even with a different field. (2010: 238-239)

According to Daymond and Holloway in Ratna, "research with interview can achieve rich information, and the result most likely to be great" (2010: 231). And according to Black and Champion in Ratna, "interview consists of three main factors: a) interview quality, b) object of interview quality, c) research quality. If these factors collaborate well, a beautiful result and art of communication will be gained" (2010: 232). Black and Champion in Ratna states that "there are two function of questionnaire: a) description, whether toward individual or group, like: age, sex, and job, and b) measurement, like: social range, traffic disciplines or product selling" (2010: 239). Variety of ways to spread and to fill the questionnaire are: a) face to face, whether in groups or individual and b) send it via post or internet (e-mail), or short message service.

3.2. Data Source

Data is the result of a research, whether through an observation, interview, and other comprehension process, and with it we can achieve an inference. According to Ratna, there are two kinds of data source, both qualitative and quantitative, they are:

> a) primarydata, actual resource in the process of collecting data, such as informant and respondent and b) secondary data, from the second party or other sources which existed before the research, such as article in newspapers, text book, analyzed research whether it published or not. (2010: 143)

Ratna also says that "primary data is interview and survey result, while secondary data is a data from second party to affirm the primary data" (2010: 143) In this research, the writer uses quantitative method, and the result of questionnaire and interviewwith the Marlboro's female smokers will be used as the primary data, while the secondary data will be gained from books and internet.

3.3. Population and Sample

Research has two probabilities, analyzing the whole population or just some of the result (sample). To analyze all of the data is hard, moreover if the object of the research is in a big scale. Therefore, researchers usually limit their object by analyzing the crucial part, which represents it. Population is the whole components of respondent who have a role as subject of the research. The part gained from the overall population is called sample, while the process is called sampling. According to Daymon and Holloway in Ratna (2010: 245) "sample includes people, setting, event, process, activity and time". Gay and Diehl in Fajar states that "the number of sample is 10% of the population" (2012: 20). The writer takes the sample from female smokers who smoke *Marlboro* in The Heritage Coffee in Semarang, according to AdnanArsyad, the barista of the café, *Marlboro* is popular, especially *Marlboro Black Menthol* and *Marlboro Ice Blast*, and almost all women smokers choose the product. Arsyad says that the average female who smoke Marlboro per day is 5 (five) women, so in a month there are 5x30=150 women. This can be concluded that number of the sample is 10% x 150 = 15 respondents. The writer does not limit the age of the sample,this research includes all the female smokersand analyzes the result of the sampling from all of the female smoker in the chosen location.

3.4. Technique of Collecting Data

With quantitative research, the writer uses questionnaire and interview to collect the data. Questionnaire will be used in order to know the comment of the users about Marlboro. The questionnaire will be given to the people who come to the café, regardless of their age. This method will gain a lot of data in a quick way.

The interview method will be used to get deeper information and comments about the product directly from the users. The writer will also make a note of the information from the interview,and the data will be included in the result as anadditional source.

3.5. Technique of Analyzing Data

The writer uses data measuring of statistical technique called frequency count, According to Dawson, "for people who do not have access data analysis software, a basic knowledge of statistical technique is needed to analyze the data, which is counting the most highly represented answer in the questionnaires" (2002: 123-124).To measure the data, the writer uses nominal scales,Dawson says that"In nominal scales the respondents answers a question in one particular way, choosing from a number of mutually exclusive answers" (2002:126). The writer will collect the result of the questionnaires and the interview, group the result with the same view and the same answer about what people think about Marlboro and how it possibly become their selection of cigarette product and their way of lifestyle, the writer analyzes and correlates it with the theories which the writer has chosen, postmodern consumerism by Jean Baudrillard.

CHAPTER 4

ANALYSIS

4.1. Research Result

4.1.1. Questionnaire Result

First, the respondents have to answer some of basic information in order to get a good data, by this questions, the writer will get the data of 15 *Marlboro* female smokers. The writer has prepared 3basic questions to identify the respondents, they are; name, telephone number and E-mail address.

The writer has prepared 25 questions to the respondents, and these are the results:

Question number 1 gives the information to the researcher about the range of age of the respondents, the answers can also be correlated to the age majority of the female smokers in The Heritage Coffee, Semarang.

1. Respondents' Range of Age

Table 1. Respondents' Range of Age.

No.	Age	Amount	Percentage
1.	<17	0	0%
2.	17-25	14	93,3%
3.	>25	1	6,7%

(Source: Primary Data, 2014)

Question number 2 is related to the general information of the respondents. This question helps the researcher to figure out the common occupationof the respondents or the female smokers in Semarang, particularly in the chosen location.

2. Respondents' Occupations

Table 2. Respondents' Occupations.

No.	Occupation	Amount	Percentage
1.	Student	0	0%
2.	University Student	12	80%
3.	Private Employee/Government Employee	3	20%
4.	Entrepreneur	0	0%
5.	Others	0	0%

(Source: Primary Data, 2014)

Question number three is the last question to indicate the general information of the respondents. The answer of this question shows the educational background of the respondents in order to perceive the correlativity between education background and the probability of becoming a female smoker.

3. Respondents' Educational Background

Table 3.Respondents' Educational Background.

No.	Educational Background	Amount	Percentage
1.	Public school (public/vocational)	14	93,3%
2.	Private school/religious school	1	6,7%
3.	Home schooling	0	0%
4.	Informal education	0	0%
5.	Others	0	0%

(Source: Primary Data, 2014)

The question below represents the popularity of the object product in the society as a part of the popular culture, it shows how *Marlboro* can attract the consumers to smoke their product.

4. Respondents' Source to Find Out About *Marlboro*

Table 4. Respondents' Source to Find Out About *Marlboro*.

No.	Media	Amount	Percentage
1.	Friends	6	40%
2.	Advertisement	9	60%
3.	Brochure	0	0%
4.	Movie	0	0%
5.	Others	0	0%

(Source: Primary Data, 2014)

The purpose of question number 5 is to show the role of *Marlboro* as a popular product in the environment and its popularity around the societies of female smokers.

5. Cigarette Product Consumed by The Respondents

Table 5. Cigarette Product Consumed by The Respondents.

No.	Product	Amount	Percentage
1.	Marlboro	8	53,3%
2.	Others	7	46,6%

(Source: Primary Data, 2014)

The sixth question aims to show about how long is the lifestyle has influenced the females to consume it and spread around the society as a popular culture.

6. Respondents' Smoking Length

Table 6. Respondents' Smoking Length.

No.	Span	Amount	Percentage
1.	More than 1 year ago	14	93,3%
2.	1 year ago	1	6,7%
3.	6 months ago	0	0%
4.	Less than 6 months ago	0	0%

(Source: Primary Data, 2014)

The question below aims to indicate the popularity of the product, whether it stays in the society for a long time, or just a temporary product, which quickly replaced by other product.

7. *Marlboro* as Respondents' First Choice

Table 7. *Marlboro* as Respondents' First Choice.

No.	Answers	Amount	Percentage
1.	Yes	6	40%
2.	No	9	60%

(Source: Primary Data, 2014)

The eighth question reveals how the product survive in the society, and correlates it with the postmodernism characteristic, which moves at a great speed and always changing

8. Respondents' Length of Smoking *Marlboro*

Table 8. Respondents' Length of Smoking *Marlboro*.

No.	Span	Amount	Percentage
1.	More than a year ago	10	66,7%
2.	1 year ago	2	13,3%
3.	6 months ago	1	6,7
4.	Less than 6 months ago	2	13,3%

(Source: Primary Data, 2014)

The purpose of this question is to indicate one of the characteristics of postmodern society, where people are free to choose what they want, in this case of study, proving that the number of smokers are increasing, that smoking is a popular culture nowadays, people are choosing to be a smoker as a lifestyle.

9. Respondents' Family Background On Smoking

Table 9. Respondents' Family Background On Smoking.

No.	Answers	Amount	Percentage
1.	Majority smokers	9	60%
2.	Not majority of smokers	6	40%

(Source: Primary Data, 2014)

The following question functions to find out that the contemporary culture is moving fast, to figure out how do they feel when they smoke in public, because womenused to feel not comfortable to smoke in front of people, and it was considered taboo for them to smoke in the preceding years.

10. Respondents' Confidence to Smoke In Public

Table 10. Respondents' Confidence to Smoke In Public.

No.	Answers	Amount	Percentage
1.	Yes	11	73,3%
2.	No	4	26,7%

(Source: Primary Data, 2014)

Question number 11 indicates the truth about the hypothesis of question number 9, where people are now comfortably smoke in public, not only men but also women. This question also proves that this fast-changing postmodern society allows female to choose their lifestyle without getting judged by people.

11. Female Smokers In Respondents' Surrounding

Table 11. Female Smokers In Respondents' Surrounding.

No.	Answers	Amount	Percentage
1.	More than 5	14	93,3%
2.	Less than 5	1	6,7%

(Source: Primary Data, 2014)

The twelfth question tries to prove whether postmodern society is really moving quickly or not, the question below is based on the characteristic of postmodern society shown in the theory of postmodern consumerism.

12. Respondents' Perception On The Rapid Cultural Change

Table 12. Respondents' Perception On The Rapid Cultural Change.

No.	Answer	Amount	Percentage
1.	Yes	11	73,3%
2.	No	4	26,7%

(Source: Primary Data, 2014)

The question below shows people's view about a person who smokes Marlboro, comparing them to people who do not smoke this product. Because this product has the price above theaverage cigarette products, female smokers might also want to look more elegant and exclusive by choosing it. This question indicates the reason of the female smokers to smoke Marlboro.

13. Respondents' Perception On The Exclusiveness of Marlboro

Table 13. Respondents' Perception On The Exclusiveness of Marlboro.

No.	Answers	Amount	Percentage
1.	Yes	6	40%
2.	No	9	60%

Question number 14 reveals the respondents' reason behind their consumerism for smoking Marlboro instead of a cheaper product.

14. Respondents' Point of View to Choose *Marlboro*

Table 14. Respondents' Point of View to Choose *Marlboro*.

No.	Reason	Amount	Percentage
1.	Because by smoking Marlboro, a person will be looking more elegant	2	13,3%
2.	Because I enjoy smoking Marlboro better than other products	9	60%
3.	Because my environment affects me (friends/family)	3	20%
4.	Because Marlboro advertisements attract me to buy the product	0	0%
5.	Others	1	6,7%

The purpose of question number 15 is to indicate that there is a reason behind their consumerism act towards this product, whether to find other identities or to move to another society by smoking the best cigarette product.

15. Respondents' Perspective About *Marlboro* Compared to Other Products

Table 15.Respondents' Perspective About *Marlboro* Compared to Other Products.

No.	Answer	Amount	Percentage
1.	Yes	8	53,3%
2.	No	7	46,7%

The sixteenth question functions to indicate that respondents have a reason behind their smoking lifestyle.

16. Respondents' Perception of Special Pleasure by Smoking

Table 16. Respondents' Perception of Special Pleasure by Smoking.

No.	Answers	Amount	Percentage
1.	Yes	5	33,3%
2.	No	10	66,7%

The question below aims to reveal the reason behind respondents' act of smoking *Marlboro.*

17. Respondents' First Reason to Start Smoking

Table 17. Respondents' First Reason to Start Smoking.

No.	Reason	Amount	Percentage
1.	For diet	2	13,3%
2.	To escape from problem/release stress	5	33,3%
3.	To look tough	0	0%
4.	Influenced by the surroundings	5	33,3%
5.	Others	3	20%

The purpose of question number 18 is to figure out the reason behind the respondents' consumerism towards Marlboro and how the product supports their lives.

18. Respondents' Opinion Toward Life Optimization by Smoking

Table 18. Respondents' Opinion Toward Life Optimization by Smoking.

No.	Answers	Amount	Percentage
1.	Yes	5	33,3%
2.	No	10	66,7%

Question number 19 aims to figure out whether the respondents are trying to move themselves into another part of society or not, just like what theory of postmodern consumerism

says that the act of consumerism makes it possible for a person to move from one area of society to another independent of circumstances of birth, gender, or race as they want. The writer thinks that smoking might be the way of people to associate with other societies.

19. Respondents' Point of View as a Non-Smoker in a Smokers Environment

Table 19. Respondents' Point of View as a Non-Smoker in a Smokers Environment.

No.	Answers	Amount	Percentage
1.	Indifferent	10	66,7%
2.	There was a desire to try	5	33,3%

(Source: Primary Data, 2014)

As indicated from the previous question, the question below is trying to figure out the correlation between the theory and the real life consumerism act. The respondent reveals their experience on smoking and relating it with how they communicate with people.

20. Respondents' Perspective Towards Communication Simplification by Smoking

Table 20. Respondents' Perspective Towards Communication Simplification by Smoking.

No.	Answers	Amount	Percentage
1.	Yes	2	13,3%
2.	No	13	86,7%

(Source: Primary Data, 2014)

Question number 21 aims to make prove that smokers might find something behind their act of consumerism, which we can see from the previous questions. The respondents may stand on their own reason tokeep smoking although they know that it is very bad for their health. It can also be an indicator that postmodern society cannot be fulfilled, as the theory has stated.

21. Respondents' Perception On The Dangerous Effect of Smoking

Table 21. Respondents' Perception On The Dangerous Effect of Smoking.

No.	Answers	Amount	Percentage
1.	Yes	15	100%
2.	No	0	0%

(Source: Primary Data, 2014)

This question asks the respondents directly, whether they are really personally enjoying themselves to smoke or they just do it because they found any demands in the society to keep doing it.

22. Respondents' Perception On Satisfaction by Smoking

Table 22. Respondents' Perception On Satisfaction by Smoking.

No.	Answers	Amount	Percentage
1.	Yes	13	86,7%
2.	No	2	13,3%

(Source: Primary Data, 2014)

The purpose of question number 23 is to prove that the theory of postmodern consumerism about finding a new identity by consuming something does really exist in the thoughts of the consumers.

23. Respondents' Opinion On Identity Acquisition by Smoking

Table 23. Respondents' Opinion On Identity Acquisition by Smoking

No.	Answers	Amount	Percentage
1.	Yes	2	13,3%
2.	No	13	86,7%

(Source: Primary Data, 2014)

Question number 24 aims to find out the truth of the theory which says that postmodern consumers can never really be fulfilled, they keep on consuming and there is no way to stop because their needs are never really been fulfilled.

24. Respondents' Desireof Constantly Consuming Marlboro

Table 24. Respondents' Desire of Constantly Consuming Marlboro.

No.	Answers	Amount	Percentage
1.	Yes	6	40%
2.	No	9	60%

(Source: Primary Data, 2014)

The last question attempts to find out whether people has the desire to stop consuming one day or never, whether they think that they can ever be satisfied with this act or not.

25. Respondents' Attitude Towards Smoking

Table 25. Respondents' Attitude Towards Smoking.

No.	Answers	Amount	Percentage
1.	Yes	15	100%
2.	No	0	0%

(Source: Primary Data, 2014)

4.1.2. Interview Result

The writer also takes an interview with the respondents to get deeper information for the research, and the interview questions are basically about their answers in the questionnaire, given by the writer beforehand. So, the interview itself gives only additional information and does not change the final result of the research.

4.2. Research Analysis

These following sub-chapters are the data analysis from the results above, and will be classifying the data according to the postmodern consumerism theory.

4.2.1. *Marlboro* Female Smokers Demographics

According to *Oxford Advanced Learner's Dictionary*, "demographics are data relating to the population and different groups within it" (2010:389). Demographics can be viewed as the essential information about the population of a region and the culture of the people in the chosen research location, andcommonly examined demographics include gender, age, ethnicity, employment status, and even education background.The writer will go straight to the result answers from questionnaire number 1, which shows that most of the respondents, precisely 14 women, are 17-25 years old.There are no underage female smokers, as the law in Indonesia which says that 17 and under are considered as children. From 15 respondents, the writer has gained one female smoker aged above 25, she is the mother of one of the respondents. It can be concluded that the majority of female smoker in the chosen location, The Heritage Coffee in Semarang are women in their 17-25, which means grown up women who most likely to be in their youth and have not married yet.

The next question in the questionnaire reveals more examined demographic information, which is the current occupation of the respondents. The result shows that the respondents are mostly university students, from 15 respondents, there are 12 of them, followed by 3 private/government employees. Which means that most of the object of the research is mainly university students who smoke *Marlboro* at *The Heritage Coffee*, Semarang.

The third question is the final part of the questionnaire that indicate the general information and also the demographics of the respondents. The result shows that 14 female smokers in the chosen location are from public school, a conclusion can be withdrawn that the environment of public school is less strict than private or religious school which have an impression of a stiff place to learn and have strict rules to follow. While homeschooling and

informal education might not be quite popular yet in Indonesia, and the writer thinks that by studying at home, parents will make a less effort to supervise their children.

4.2.2. *Marlboro* as a Popular Culture

The result of the fourth question shows that almost all of the respondents, nine of them are gaining the information about the product via advertisement, we can see that this American product uses advertisement as a great media to connect with people or consumer target. The company is successful in making a great advertisement that attracts a lot of people, and it also showsthat their products are really have a great quality. From this result we can conclude that advertisement does have a big role in the product's marketing. Some of them also know the product from their friends, six women indicates that the products really have a good reputation in this postmodern society and has attracted a lot of consumers, especially from the sample respondents' environment, so their closest people, their friends recommend this product to them.

The fifth question clarifies the previous question, and it has already proven from the result that Marlboro is really popular among female smokers' society, even though the difference is not very much. The question number six proves that smoking culture in women's life really does exist and has started for more than one year ago, showing that the data about the existence and the increasing number of female smokers in Indonesia is true.The seventh questionshows that the product is a part of popular culture. The postmodern consumerism theory says that postmodern era is where contemporary culture moves at a great speed, this theory has been proved by the answers of the respondents in the questionnaire, there are more respondents that do not choose *Marlboro* as their first cigarette, which means that as a popular culture product, *Marlboro* has not always been at the top of the chart, this product was also popular back then, but the market is always moving dynamically, *Marlboro* has to always develop and innovate in order to survive, which can bee seen by the variety of the product itself.The innovative *Marlboro* is proven by the result in the question number 8, the majority of the respondents (10) were smoking *Marlboro* since more than a year ago, while two of them were started it since a year ago. Another one person since six months ago and the rest of them started since less than 6 months ago.The result above is showing that the product is experiencing up and down in the market, but they always keep people to consume their product.

4.2.3. Postmodern Consumerism in *Marlboro* Female Smokers

Question number 9 in the questionnaire represents one of the main characteristics of postmodern society, where people are free to choose what they want unlike people in the modern era. After the writer has found out about *Marlbor*o being a product of popular culture which attracts female consumers in the society, now the focus is about the movement of the contemporary culture itself, the writer tries to figure out whether the society really move along the cultural pattern nowadays or not. The answer is in the result of the questionnaire,nine of the respondents come from a family with a majority of smokers, while only 6 of them are not. It means that the society has changed. A person with a majority of smokers in his/her family is not a rare thing anymore. Smoking has become a lifestyle, where people gather with their family and smoke together, unlike the previous years.

The tenth question functions to figure out how people, especially the respondents perceive the cultural change in the postmodern society, how women nowadays feel when they smoke in public. The result reveals that most of them, 11 women are feeling comfortable and less

considerate about their image as a woman, and by this confidence of the respondents, we can conclude that people are already accustomed to see women smoke in public. This question refers to the change of the society in this postmodern era in terms of female smokers. Question number 11 strengthens the result of the previous question, which we can immediately see in the answers of the question. Almost all of the respondents, 14 of them say that they see many female smokers in their environment(in this question, many means more than 5), and only one of them says that they see few female smokers in their surroundings. We can draw a conclusion that the result of question number 10 has a correlation with the big number of female smokers nowadays. The relevancy is when the number of female smoker is raising, then a greater number of female smoker will join them because when they see many female smoker around, it would feel less awkward to smoke in public and they would feel more comfortable when they see other female smokers around.

Question number twelve shows the awareness of the respondents about the present time cultural change in our society, particularly in the raising number of female smokers appearance nowadays. 11 of 15 respondents realize that the quantity of female smokers is escalating, while 4 of them say that it is not. By this result, the writer can conclude that women who smoke are doing it consciously and not worrying about how this action can generate a negative impact to the environment, the next generation and the children.

4.2.4. Reason Behind Postmodern Consumerism

Question number thirteen represents the respondents' reason behind consumerism in the aspect of image of the brand, the writer would like to know how female smokers see the brand, this question can also indicate the reason of their consumerism. The image could be the cause of their consumerism act, because the product has the price above average and people with a low social stratification do not commonly smoke *Marlboro*. The previous statement is the cause of why the writer groups *Marlboro* as an exclusive and elegant cigarette product. The result of this question signifies that women are not considering the product as an exclusive cigarette product, the reason behind their act might appear on the following questions.

The fourteenth question reveals the cause by asking more specific question, and nine of their answers are indicating that they chose it because they enjoy smoking Marlboro better than other products, three of them answered they environment to be the reason, and two of them are referring to the previous question, they think they look more elegant by smoking Marlboro, similar to the hypothesis of the writer on the previous question. The following question is a way to indicate the reason of the respondents' consumerism act, and apparently more respondents think that *Marlboro* is better than other products. The sixteenth question is also an indicator of the reason behind consumerism, they seem to enjoy smoking *Marlboro* but they have no particular reason of why they are doing it. The next question makes sure about the respondents' reason that caused them to smoke in the first time, the result prove that 5 women are influenced by the surrounding to smoke, and 5 more of them think that smoking can release their stress, this statement is definitely wrong, a false assumption by the society, because we all know that smoking is bad for health, it has even listed on the package which clearly state that smoking kills. In Indonesia, the government recently has even started to put bad consequence images of smoking on the packages, the environment gives a bad opinion about smoking. It means that the respondents are smoking because of the influence of their surroundings.

Question number eighteen reveals that although smoking does not help them to optimize their lives, or help them in any part of their lives, they keep enjoy smoking without any reason, and the writer concludes by the answers above that women are just influenced by the surroundings and environment to smoke, without any particular cause and reason.

4.2.5. Postmodern Consumerism Helps People to Move Into Another Society

These following questions represent the influence of the product in helping people to move into another society, just like the theory says. Question number 19 indicates the respondents' feeling when they saw people who smoke in public when they had not smoked yet in the past, this question represents how smokers influence other people to smoke by seeing them. The result of the questionnaire shows that the respondents are not interested to smoke by seeing others smoke in front of them, however, the result of the previous questions reveals that their surroundings like family and friends have the responsibility in giving them the desire to start smoking. The twentieth question also tries to correlate the theory with the respondents in real life, this time shows their thoughts on how smoking makes interaction with other people easier. The result shows that the respondents are not smoking to make it easier to interact with people, it means that they have no desire to move to another society or to fit within the social structure.

4.2.6. Postmodern Consumers Can Never Be Fulfilled

The question number twenty-one represents one of the statements in the theory, that the postmodern consumers can never be fulfilled. The result of the previous questions says that the reasons for smoking are the environment and the capability of cigarette to release stress. The writer has explained above and as we all know, smoking is bad for health, the package of the cigarette itself even says so. Therefore, the stress-releasing assumption is definitely wrong, thus the result in this number is not correlated to the statement. All of the female smokers know that smoking is bad for their health, but they think that smoking helps them release their stress, it means that their consumption toward the product is meaningless, female smokers will never be fulfilled by consuming this product. The twenty-second question shows that the respondents are gaining the sense of freedom and satisfaction by smoking, but looking at the result of the previous questions, particularly at the part where the writer tries to find out the reason of their smoking actbased on the postmodern theory, they seem to have no motive behind it. One of the motives will be revealed in question number 23, the result substantiates this thesis with a specific question, itproves that they are not looking for new identity by smoking. Question number 24 shows that the respondents are satisfied with the product and looking forward for the innovation of the product, and by this question, the writer concludes that the respondents are not fulfilled and always want to consume the product itself. The last question shows that all of the respondents are thinking to stop smoking one day, they all know that smoking is bad, but based on the interview, all of them do not know the exact time. It means that the respondents are always wanting more and they do not know when to stop.

4.3. Further Research

The writer would like to see more research about popular culture in the societywhich always changing and evolving. It is always interesting to see the social pattern or new and fresh popular

culture in the society. A further research about postmodern consumerism is indeed, important. As we can see in this research, the number of female smokers nowadays are increasing, the writer would like to find out the continuity of this popular culture which unfortunately bad for the next female generation, and apparently the result of the research shows that there are no particular reason for doing it. Next research about this topic would be great, especially a research which able to help people to learn more about postmodern consumerism and hopefully can contribute to people to choose wisely in the future.

CHAPTER 5

CONCLUSION

This thesis is basically trying to prove the hypotheses of the writer, which are: the female smokers choose the product as their lifestyle because it helps them to find their identity, female smokers are smoking *Marlboro* because they want to be accepted in particular society, and they are aware of the dangerous effect of the product but they still choose to be a smoker as their way to live.

Based on the questionnaires and interview result, the writer concludes that: first of all, generally, female smokers of the product in Semarang, particularly from the sample gained from the chosen location named *The Heritage Coffee*, are mostly 17-25 years old. There are no underage female and based on the encounter and the interview, the respondents are mainly students of universities, and there are no underage women in the gained samples with public school as their educational background. Based on the questionnaire, advertisement is the media that help most of the respondents to acknowledge the existence of the product, it plays a big role for attracting people to consume *Marlboro*. The respondents of this research say that people around them are smoking this product, it proves the existence of the product in the postmodern society. The product itself is proved to be a part of popular culture, it always moving dynamically in the chart of cigarette products popularity. More respondents were not smoking M*arlboro* at first, but it always innovating and developing to keep the company alive, as the theory says that contemporary culture moves at a great speed, it always moving forward. The existence of this product in postmodern society is true, as the result shows that most of them come from a family which has a majority of smokers, it shows that societies nowadays are following the popular or contemporary culture. The female smokers even feel confident to smoke in public, because they also said that it is not a rare thing to see female smokers around them. The result of the

questionnaire shows that female smokers are aware of the cultural change in the society, there were a few women who smoke in the past, but now we can see them everywhere. As the part of the postmodern society, their awareness of what happening in the cultural change can be a reason for the writer to conclude that they are consciously doing the act of smoking without worrying about the negative impacts on the environment and the next generation.

Looking at the first hypothesis, the answers in the questionnaire prove that they are not trying to find any identity by smoking Marlboro, considering that an expensive cigarette such as *Marlboro* has an exclusive image. Apparently, the respondents enjoy to smoke *Marlboro* but they do not have any particular reason for doing it, they say that their environment and the ability to release their stress by smoking are the reason behind the act, but as we and the respondent know that smoking is clearly bad for health proves that the consumerism of the product is meaningless, it has been proved in the question which asks directly to them whether they are trying to find a new identity or not. When the writer asked them if there anything more than just inhaling smoke, they do not feel anything, they even answer that smoking do not help them in any part of their lives. The second hypothesis proved to be wrong because they feel that at first they were not interested to smoke by seeing others smoking in front of them, it can be concluded that they do not think that the act of consumerism by other people is making them wanted to start smoking, it means that they do not have the mindset to move into another society or in this case, becoming a smoker.However, their families which consisted of smokershave the biggest responsibility for their cause to smoke cigarette. Most of them clearly say that they do not smoke to make it easier to interact with people.

The final hypothesis has proven to be right by observing the result of the given questions by the writer. The respondents appear to be not fulfilled by keep consumingthis product, the package of *Marlboro* clearly say that smoking kills, the result also shows that they aware of the risk of smoking, but they keep smoking instead. The questionnaire reveals that the respondents are not looking for a new identity, hence the freedom, enjoyment, and satisfaction do not have any value. They are enjoying the product and keep wanting more, moreover, the product has always been putting on innovation to always attract the consumers so that they do not know when to stop. By this result, the writer concludes that postmodern society can never be fulfilled, indeed.

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