

## KINESICS USAGE AS THE ADDITIONAL SHOCKING EFFECTS ON OVERSEAS ADVERTISEMENTS IN ELECTRONIC MEDIA

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**Abstrak:** Pada dasarnya, penelitian ini membahas tentang penggunaan kinesik sebagai penunjang efek mengejutkan pada iklan-iklan luar negeri di media elektronik. Fokus penelitian ini meliputi (1) Menjabarkan jenis kinesik apa saja yang tersampaikan pada iklan luar negeri di media elektronik. (2) Menjelaskan fungsi penunjang efek mengejutkan dari kinesik tersebut dalam menyampaikan pesan pada iklan luar negeri di media elektronik. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Pada konteks ini, hasil penelitian ini terdiri atas (1) Pada iklan pertama yang berjudul “Hotel room key” kinesik yang tergambar berupa ekspresi wajah, kontak mata, mulut, postur atau gesture, dan jarak atau ruang yang dilakukan oleh dua orang laki-laki dan seorang wanita cantik dalam iklan tersebut. Semua kinesik yang ditunjukkan bertujuan untuk menyampaikan pesan tertentu yang diharapkan dapat ditangkap oleh para penikmat iklan yaitu ketertarikan terhadap lawan jenis, seperti yang dirasakan oleh si pria tampan dan si pria tua tersebut, dengan memberikan efek kejutan pada iklan tersebut, penonton tidak mengetahui langsung penolakan dari sang wanita kepada si pria tampan tersebut, karena si wanita tidak berkata apapun yang menunjukkan penolakannya kepada si pria. (2) Pada iklan kedua yang berjudul “Embarce life episode seat belt” kinesik yang terlihat berupa ekspresi wajah, kontak mata, dan posture atau gesture yang ditunjukkan oleh sebuah keluarga yang membuat gerakan seolah-olah sedang berkendara dengan memakai seat belt. Hal ini bertujuan untuk memberikan pesan pentingnya penggunaan sabuk pengaman atau seat belt dalam mengendarai mobil. (3) Pada iklan ketiga yang berjudul “Incredible legs, incredible life” kinesik yang tergambar adalah ekspresi wajah dan kontak mata yang ditunjukkan oleh para lelaki saat sang wanita melintasi lobby. Selain itu, dari ketiga iklan di atas, terdapat kesamaan fungsi kinesik yaitu sebagai substitusi yang menggantikan fungsi bahasa verbal untuk mengomunikasikan pesan yang terkandung di dalamnya yang biasa digunakan oleh iklan-iklan lainnya, dan fungsi komplemen yang memiliki peranan untuk melengkapi, memperkaya, serta mempertegas bahasa nonverbal yang terpapar dalam iklan tersebut.

**Keywords:** Kinesics Usage, Shocking Effect, Overseas Advertisements

## BACKGROUND

Nonverbal communication is the communication process in delivering symbol or signal messages. These experts usually use the definition of "not using words" strictly and do not equate nonverbal communication with nonverbal communication. In addition, nonverbal communication is a form of communication media in various situations, especially related to the system of values, style and body language, feelings, and emotions. Nonverbal communication is an important part of the companion's ability to recognize attitudes, behaviors, actions and expectations that are demonstrated through gestures that are sometimes difficult to understand. Humans have used many channels of message transfer, among others, through the sensory channel of the body which in many ways is strongly influenced by the background of human culture. In continuous nonverbal communication, humans do not use a single channel permanently, humans always use more than one channel for interpersonal communication.

According to Kartomihardjo (1988: 73), other signals that use various movements of body parts are classified in kinesics. Kinesics is a science that studies signals that use various parts of the body, for instance; namely facial expressions, posture, finger movements, hands, arms, shoulders, hip swings, and head shake. Kinesics' instructions are perceptions that are based on the movements of others that are shown to us. Some studies prove that careful perception of the properties of observing kinesics instructions. Basically, kinesics instructions are the most difficult to be consciously controlled by people who become stimuli (referring to as persona stimuli-people who are perceived; the opposite of the respondent persona).

There are several parts of the bodies revealing kinesics movements, as follows:

### 1. Facial expressions

Facial expressions and eye contact are considered as important keys in determining a person's personality and emotional state. Tending to determine or guess someone's feelings or emotions whether the speaker is happy, lying, speaking right, or being frustrated by paying attention to his facial expressions. If my parents put on a sullen face, that means they are angry. A happy facial expression indicates being happy or happy. There are micro expressions that are sometimes shown by the face. Micro expression is expressions or fragments of expression that cross the face so quickly that the expressions are lost, hidden or disguised, before anyone's attention.

Micro expression looks faster, its speed is about one fifth of a second. Micro expression can sometimes be captured by a skilled observer and someone who is trained may react intuitively to micro expression without being able to say what he reacts to.

Similarly, Leathers (1976: 33) concludes that face expressions are divided into: (a). The face of communicating judgments with happy and unhappy expressions, which shows whether the communicator views the object of his research as good or bad.(b). The face communicates interest or not in the environment or other people.(c). The face communicates the intensity of involvement in a situation. (d). The face communicates the level of individual control over his own statement. (e). The face often communicates the existence or lack of understanding.

## **2. Eye contact**

Visual information plays a very more significant role in women in their social life than men, women's visual activity. It is more sensitive to situational conditions than men. Moving your eyes, looking or not looking at other people. All eyes movement can be interpreted or given meaning by others. In normal conversations, the battle of view lasts only about a second before someone or both look away. Because longer-term fights are rare, if that happens, eye sight is significant and can cause special awareness. The inherent eye view can also be interpreted as a sign of sexual attraction and carefully avoiding this little intimacy, except at the right times. The behavior of the eye is often so subtle that we react to it only on intuition.

## **3. Mouth**

People often talk about 'sensual mouth', about people 'mouth tightly closed' or people whose lips are sharp. Actually, it is not the shape of the mouth that is questioned here, this is the shape of the nose. But the issue is how the mouth is used. Is it used to defend itself, tightly closed to withstand attacks from this world? Or relaxed, and ready to open? The part around the mouth is very sensitive compared to other body parts, besides the genitals. Under normal circumstances, except when we talk, our lips are closed. But a closed mouth can be a mouth that locks tightly against the world, or in a more relaxed state, not open but ready to open. In intimate situations, the mouth becomes more active and moves more. Lips will relax, when you feel good

and comfortable. They are a little open. This is a sensual position, which will be more emphasized if they put their fingers near the mouth.

#### **4. Posture/Gesture**

Sometimes people show emotions in their souls through posture. Recent studies conducted by psychologists' state that postures often reflect the attitudes of the person concerned with people who are with him. The same postures can give clues about how relationships between people in a group. Posture changes are sometimes parallel to spoken language. Psychiatrist Albert Schefflen studied postures by filing psychotherapy sessions and found that people do a kind of kinesics dance. The individual will move his head and eyes every few sentences, usually after he has finished speaking the subject, will make a major change in his posture which together with the change of opinion - for example was only as a listener then as a speaker. Shows a limited number of postures and produces changes in predictable sequences. Mehrabian mentions three meanings conveyed by posture, namely: (a). Immediacy is expression of liking or dislike of other individuals. (b). Power is defined as an expression of high status in the communicator. (c). Responsive is described that when individuals react emotionally to the environment, positively or negatively.

#### **5. Room**

A human's sense of self does not seem to be limited by his skin, he must have a certain level of space between himself and others. This is a truth that people can easily show by approaching others gradually. Anthropologist Edward Hall is one person who discusses human feelings about space. The level of space needed by a person is also influenced by his personality - introverts, for example, need more space than extroverts. Space can also give instructions about someone's status. Situations and moods affect distance. He also mentions four kinds of distance when dealing with other people, such as; (a). Familiar, using close phase and far phase. The close phase is between 0-6 inches, lovers are hugging, the far phase is between 6-18 inches. (b). Personal, with a phase close between 18-30 inches and a phase far between 30 inches-4 feet. (c). Socially, with phases near 4-7 feet and distant phases between 7-12 feet, (d). Public, with close phases 12-25 f and far phases between 25- or more.

Relating to this background, there are two main topics will be discussed, as follows: (1) describes many kinds of kinesics movements are portrayed on overseas

advertisements in electronic media. (2) figure out the function of kinesics' additional shocking effects in order to deliver the messages in overseas advertisements in electronic media.

## **RESEARCH METHOD**

This research takes the descriptive qualitative as the research design. The expert states that descriptive qualitative research is studies are designed to obtain information concerning the current status phenomena. Similarly, Cristine Marlow describes that qualitative is defined as the interpretive approach generally uses words (qualitative data) rather than numbers or concepts that can be quantified (qualitative data), rich description of phenomena can be produced. This research includes the type of case study using descriptive qualitative method. Case study has the characteristics as stated by the experts as a study that is conducted intensively, detailed and depth toward an organization, institution or certain phenomenon. Case can be an individual, an institution or a group considered as a unit in the research. It uses descriptive qualitative method. It could be concluded that descriptive qualitative method is interpreted as a method that researches the status of human, an object, a set of condition, a system of thought, or even a class of phenomenon at the present, and also produces written or spoken descriptive data of research that is possible to observe. Meanwhile, the main data of this research comprise the body movements from every part of scene in three overseas advertisements.

## **RESEARCH FINDINGS AND DISCUSSION**

Language is part of communication tools used in conducting social interactions in society. Based on its function, language as a communication tool can be divided into two, namely verbal and nonverbal. In practice, nonverbal language is widely used in everyday communication besides verbal language. This is caused by in the process of communication, especially in everyday conversation, nonverbal language has an important role as a support for conveying information to opponents. As known, that in the conversation process, social contact is very important, which is not what a speaker will say but how the speech style and body language say it, so that the information received by the speaker is well received without there is a slight misunderstanding. Body language that needs to be considered in every conversation includes gestures, facial expressions, eye contact, physical distance, and other non-verbal messages. These components are often

referred to kinesics languages which play an important role in conveying all the information that is said by the speaker well and clearly to the opponent he said. This can be seen in the three advertisements below: *“Hotel Room Key”*, *“Embrace Life”* in the episode *“Seat Belt and Incredible Legs”*, *“Incredible Worker”*. In this term, it will be analyzed movements and functions of kinesics language in each television advertisement, here is:

#### **A. 1<sup>st</sup> advertisement: Room Key Hotel**

*“Hotel Room Key”* is an advertisement that uses nonverbal communication, namely kinesics, because the actors and actresses in this advertisement don't say any words. It tells about a beautiful, sexy and smart young executive woman entering a cafe. When this woman sits at one of the tables in the cafe, there was a handsome man who looked at him. The man continued to look at him. The woman realized this, because the woman returned the view from the handsome man. But the woman did not respond more than glance at the handsome man. Then the handsome man gave the key to his hotel room, hoping the woman would visit him. The woman took the key shortly after the handsome man left the cafe, and then gave it to an old man sitting at the cafe's long table. Apparently, the woman was not interested in the handsome man's invitation and he did not want to establish further relations with the handsome man. That was the reason why he gave the handsome man's hotel room key to the old man sitting at the cafe's long table. The handsome man knew the refusal when the handsome man had an elevator with an old man holding his hotel key. The handsome man is shocked and then realizes that the woman does not have the same attraction as the handsome man.

That's the story in the clan. This advertisement, titled *“Hotel Room Key”* is an advertisement that promotes Danier Leather artificial leather jacket products with the *“Feel the difference”* slogan. Turning back to the story in the ad, it can be drawn the conclusion that the handsome man was attracted to the sexy woman because she was wearing a Danier Leather leather jacket. The *“Feel the difference”* motto is felt by the woman because after she wears a Danier Leather jacket, she is more noticed by men.

#### **1. Kinesics Movements**

This advertisement *“Hotel Room Key”* uses signals from various parts of the body which are kinesics. These advertisements convey promotional messages using meaningful

body movements. This ad uses body language as a tool to clarify messages or promotional information to be conveyed. The following are the kinesics forms contained in this ad:

No.	KINESICS MOVEMENT	PICTURES
1.	<p><b>Facial expression</b></p> <p>Facial expressions in these advertisements are always present in every scene, because through facial expressions, actors and actresses convey messages to each other. The form of facial expressions in this advertisement is shown in the first scene, which is when the handsome man looks at the woman. His wide smile with his mouth clasped sideways so that the prominent cheekbones and eyes that were staring fixedly at the woman depicted the expression on the handsome man's face that he was very interested in her.</p> <p>The next facial expression was seen in the woman. His flat smile and tend to look sullen and a glance at his handsome man indicates that he realized that someone was watching his movements and he felt a little uncomfortable because of that.</p> <p>When the handsome man gives the hotel key to the woman. The woman's expression was very strange, she saw the key the handsome man gave him with a smile, but did not smile full. His smile even seemed flat and far from sincerity to give a smile. It was as if the woman said, "How dare you take me to your hotel room, even though we don't know each other yet." The smile far from sincerity reflects rejection.</p> <p>The next facial expression from the fourth picture was a grin that was carried out by the woman while seeing an old man sitting in front of him, implying that he had the idea of brilliant to give the hotel key from the handsome man to the old man sitting in front of him. It communicates that he is not interested in the handsome man's invitation.</p>	   

2.	<p><b>Eyes</b></p> <p>Eyes are windows of the heart. From this advertisement, the way of the handsome man looks at the woman, implied that he was attracted to the woman. The woman realized that because she returned the man's gaze by glancing at him. The inherent eye view, which is done by the handsome man can be interpreted as a sign of sexual attraction.</p>	
3.	<p><b>Mouth</b></p> <p>In intimate situations, the mouth becomes more active and more open. Like the handsome man. He is sexually attracted to her. His mouth is in a sensual position, which means he places his fingers near his mouth, as shown in the picture.</p>	
4.	<p><b>Posture/Gesture</b></p> <p>At the time, after the woman handed over the hotel room key to the old man. The old man turned to the woman. The woman responded by turning to the old man. For the woman, this conveys the meaning that the woman sincerely expects the old man to go to the hotel room according to the key he gave. For the old man, this conveys the meaning that he wants to ascertain whether the woman really invited her to the hotel room according to the key number given by the woman.</p> <p>The posture carried out by the old man expresses responsiveness, which is reacting emotionally about what the woman is doing. The posture performed by the woman shows immediacy, an expression of love for the old man, even though the attitude is just pretending to be.</p> <p>Based on the above, description of any kinesics forms in the ad entitled "Room Key Hotels", a conclusion can be drawn that this advertisement shows interest in the opposite sex, as felt by the handsome man and the old man. The shocking effect was that from the advertisement the audience did not know directly</p>	

	<p>from the woman's rejection of the handsome man, because the woman did not say anything that showed her rejection to the man. But after the woman gave the handsome man's hotel key to the old man, then the audience knew that it turned out that the woman was not attracted to the handsome man.</p>	
5.	<p><b>Distance / Space</b></p> <p>Kinesics revealed that in the form of space was shown in a scene where the handsome man handed over the keys to his hotel room to the woman and a scene where the woman handed the hotel room key from the handsome man to the old man. Based on what Edward Hall said about four kinds of distance when dealing with others, the space or distance used in the scene is the first type, which is familiar with the dean phase between 0-6 inches. This distance usually shows a message of attraction to the opposite sex.</p>	

## 2. Kinesics Function

Jalaluddin Rachmat (1985) in the book *Psychology of Communication*, says that kinesics in an advertisement titled "Hotel Room Key" which is an advertisement that promotes Danier Leather artificial leather jacket products, serves as a substitute, namely to replace verbal symbols. Because in this advertisement, actors and actresses do not put out any words from their mouths, they interact only using nonverbal communication namely kinesics or body language which includes facial expressions, eyes, mouth, posture and distance / space.

In addition to functioning as a substitute, kinesics in this advertisement also functions as a complement which is complementing and enriching the meaning of nonverbal messages conveyed when communicating or interacting with other people. In this advertisement it enriches the delivery of nonverbal messages that show sexual attraction to the opposite sex, as did the handsome man to the woman from the expression on his face, eye contact, mouth, to the distance he wanted her. In addition, this ad, titled "Room Key Hotel" provides kinesics information about what a woman does in response to a negative sexual attraction from a man, which means she refuses to have further contact with a man, but the refusal is not directly and roughly.

### **B. 2<sup>nd</sup> Advertisement: Seat Belt**

The Embrace Life ad in the Seat Belt episode tells the importance of using a seat belt as a safety and savior in driving, especially in driving a car. In this case, advertisers want to invite viewers or consumers to drive well by always wearing seat belts when driving a car on the road. This advertisement is very useful and provides good learning to the public, especially television adversaries that seat belts are a helping god of the people when they drive cars on the streets. As known, the seat belt is one of the important tools or components to support driving safety. In the rules of correct car driving, the use of seat belts is an obligation and should be followed by all motorists. If all car drivers always use seat belts when driving a car for both short and far distances, this automatically avoids them from any bad risks such as things that are not desirable in the sense, if an accident occurs, at least the use of seat belts can avoid and at the same time save them from the risk of serious injury and the worst risk of death. That is the message or information that the advertiser wants to convey so that all levels of society use a seat belt while driving a car on the street. However, there are interesting things in the packaging and presentation of these advertisements. As explained above, the tendency of foreign advertisements often uses nonverbal language, namely kinesics language as a medium for channeling information or messages to their viewers or consumers. In this advertisement, Embrace Life's seat belt advertisement packs the message they want to convey, using language and body movements and without the slightest verbal communication. The drama scene is represented by a harmonious small family. In this advertisement, the small family is pictured gathering in the family room with a relaxed and warm atmosphere. This family consists of a mother's father and a daughter. Father did a scene sitting on a wooden chair as if he was sitting on a car seat driving a car on the street. This scene starts with the movements of the father's hands and feet sitting in a chair like someone who is driving a car, the chair slowly approaches the table in front of him. Instead, the mother and daughter just stared and saw the father with a smile of warmth, and then suddenly the chair approached the table in front of him and spontaneously the mother and daughter made a gesture as if they were attaching a seat belt to the father and son. A father's automatic does not hit the table in front of him. The scene gives viewers as television viewers that the message to be conveyed is that seat belts have a very important role in driving cars on the road and avoiding them from the risk of fatal accidents.

As known, this advertisement is not a single verbal communication is reflected in it, every movement of the characters from the beginning to the end of the story contains the meaning that the advertiser wants to convey. When it is viewed from each movement containing in this advertisement, the types of kinesics pictured are as follows:

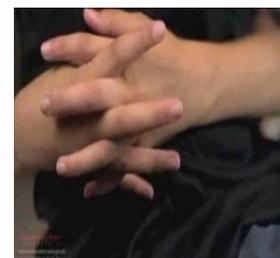
### 1. Kinesics Movement

NO	KINESICS MOVEMENT	PICTURES
1.	<p><b>Facial expressions</b></p> <p>In nonverbal communication, the kinesics language, facial expressions have an important role in conveying messages and meanings to others around them. Just as what is contained in this advertisement, can be seen at the beginning of the story of this advertisement, the father's facial expression shows the feeling of his heart. He put on a big smile full of cheerfulness and happiness staring at his wife and daughter. From the expression on his face as a whole gave the impression that he was in a happy state. His face shows calm and comfort in driving a car. Although, the description of the actual car is not described. Based on the gesture and body movements of the father, it was seen that he was driving a car. In this case, the facial expression shown by the father reinforces his body movements or body language. Aside from the form of a smile, the facial expression depicted in this advertisement is the look or look in the eyes of the father when he sees his wife and daughter look very calm and shows that he enjoys what he is doing. Likewise, by the facial expressions shown by his wife and daughter, full of smiles on the lips and visible teeth that adorn their lips, giving the impression that excitement is supported by loose laughter. However, this changed when the father's movements turned toward his daughter and without him guessing the speed of his chair approaching the table in front of him, the expression on his face turned gloomy, shocked, with glaring eyes and a smile that disappeared on his lips and mouth dropped. The expression</p>	   

	<p>shows that something unexpected has happened. The message that can be captured from the expression of the father is a feeling of confusion and panic which shows if something bad will happen. Expressions of dislike and discomfort can be seen from the expression on the face of the father that changes suddenly, and at the same time followed by the expression on the face of his wife and daughter who show almost the same facial expression.</p>	
2.	<p><b>Eyes contact</b></p> <p>In addition to facial expressions, other types of kinesics that play a role in building meaning in the ad are eye contact. Eye contact is closely related to facial expressions because eye contact can be said to be part of facial expressions. This is indicated by the eye contact between father and child that is reflected in the advertisement. When the father turned towards the child, it was seen that the father's eyeball movements showed something. The eyeball movement implies that between father and child has a fairly close inner bond. From the scene can be seen if the father can convey the feeling of his heart that is happy and happy and the message can be captured properly by the child through the eyes and eye movements are the same. This shows that if eye contact is one type of kinesics has a meaning that can convey messages to others.</p>	
3.	<p><b>Posture/Gesture</b></p> <p>Another type of kinesics that is reflected in this advertisement is posture. Posture has a very big role in conveying the message intended by the advertiser. The posture that can be seen in this advertisement is the movement of the father's right hand that rotates from the outside in the direction of giving the message that the movement resembles the movement of someone turning the car key and turning it on. This is a message that can be captured by other people, especially viewers</p>	

as advertisers. In addition, the movement of the right foot is lifted from top to bottom, confirming that the movement means someone who is stepping on the gas or brake of the car. Coupled with the movement of the father's hands raised to chest height with both fingers clenched which is moved right and left with a constant position, like someone who is holding the steering wheel of a car. Thus, the overall message can be captured by the audience. It's someone who is driving a car on a highway, because the movements shown by the father describe the steps in driving a car.

On the other hand, the movement of the child who ran from the seat, then fastened both fingers right on the belly of the father and the wife pressed the two fingers stretched diagonally right on the chest and the back of the father had a meaning like the shape seat belts commonly used in driving a car. Based on some of these movements, the message to be conveyed by the advertiser is the importance of using seat belts or seat belts in driving vehicles, especially cars, so that the rider's safety is guaranteed and avoided the risk of bad driving accidents.



## 2. Kinesics Function

Based on the movements depicted in the advertisement, it also has kinesics functions, namely as substitution. As is known, the main message to be shown in this advertisement is the importance of using a seat belt in driving, but in its packaging, it prefers to use nonverbal language as a whole, therefore, the kinesics function in the advertisement is a substitute or substitute for verbal language. Kinesics serves as a substitute meaning that kinesics language has a role to replace verbal language commonly used in advertising. This is indicated by the existence of all body movements that can be said to be a symbol to communicate the message to the audience without any verbal communication in it. With the use of nonverbal language, namely kinesics, it is expected that television viewers can capture the message that the advertiser wants to convey more easily or in other words the message can be received clearly by the audience, so that the audience is expected to carry out what is intended in this advertisement.

In addition, kinesics in this advertisement functions as a complement, in the sense of enriching and reinforcing the meaning contained in nonverbal languages, namely kinesics. The meaning of kinesics is seen from the facial expressions and eye contact shown by the father towards his daughter, which indicates an inner bond between father and child. This is confirmed by the posture shown by the girl and wife resembling the shape of a seat belt that shows an attachment between one another and is a form of protection. Because the advertisement context gives an appeal to always use a seat belt or seat belt, it is expected that with the use of kinesics, the audience can apply what is described in the advertisement in their daily lives, so that the accident rate due to the use of seat belts can be reduced. Advertisers, thinking if using the kinesics language rather than verbal language in this advertisement, the audience can immediately capture the appeals and messages to be conveyed without any confusion or ambiguity in them. In addition, it can provide different and surprising effects from other advertisements, so that it can attract the audience to listen to the message and what meaning is hidden behind the advertisement quickly. Moreover, television viewers and the wider community can understand and capture the meaning tucked behind the advertisement so that it can be applied directly to their daily lives.

### **C. 3<sup>rd</sup> Advertisement: *Incredible Legs***

This advertisement, titled "Incredible legs" is the third ad that represents foreign advertisements that use body language or kinesics in delivering promotional messages. This advertisement promotes a food product called chicken of the sea which contains low fat and omega 3 ingredients. This advertisement tells about a sexy woman who shows off the beauty of her body, which is on her slender abdomen and her legs are level. This woman walked through the front lobby of her office to the elevator. Along the way, many men looked at him, fascinated by the beauty of his body. The woman did not feel uncomfortable because of being looked at by all the men in the office, she instead showed her body elegance with movements that were tempting and aroused the lust of men. He strolled into the elevator. Shortly after the elevator was closed, the face of the woman who had been tempting expression, now turned into a relieved expression. Apparently, the woman's body was not as sexy as she showed off to the men in the lobby. The woman's stomach that had been lean turned distended. It turned out that he only held the stomach as he walked in the lobby, only to tease the men.

This advertisement does not use verbal communication at all to promote the product, especially the actors and actresses. They don't interact with each other by talking, they only exchange messages nonverbally, namely kinesics or body language. The following is the body language contained in the ad titled "Incredible legs":

### 1. Kinesics Movement

NO	KINESICS MOVEMENT	PICTURES
1.	<p><b>Facial expression</b></p> <p>The picture on the side shows that the facial expressions of the men who were fascinated when they saw the woman passing in front of him. The men were glued to look at the woman because of the beauty of the body that was drenched by the woman. The expressions of the faces of the men indicated the awe of the woman who was marked by a gaping mouth, eyes that were centered on just one object, the woman, and accompanied by a mischievous smile. This expression shows a kinesics message in the form of attraction to the opposite sex sexually.</p> <p>On the contrary, in the second picture shows the seductive expression on the woman's face. The expression is characterized by a challenging eye view, namely by lifting the two eyeballs up, and the left eye brow also raised slightly upwards. In addition, other facial expressions were shown with a seductive smile which was marked by the lifting of the left lip part slightly upwards. Facial expressions like this convey the kinesics message in the form of sex a pill a woman to attract the attention of the opposite sex.</p> <p>The third picture shows the expressions of the woman's relief because it holds her stomach so that it still looks slim and sexy. The facial expression was marked by poking her lips forward as if she were blowing something. The expression is also accompanied by facial muscles that relax so that the face looks more relaxed.</p>	  

2.	<p><b>Eyes contact</b></p> <p>The first picture shows eye contact carried out by two men who saw the woman heading for the elevator. Eye contact is characterized by a view that is fixed in one direction, namely the woman, accompanied by the tightening of the muscles around the eyes. The eye view with no slight flicker like the picture on the side can show a kinesics message, namely sexual attraction to the opposite sex. In this case the sexual attraction shown by the two men was because they saw the beauty of her body.</p> <p>Instead, the second image shows tempting eye contact. Eye contact is characterized by a challenging eye view, with the lifting of the two eyeballs upward and the left eye brow also raised slightly upward, as explained in previous facial expressions. The lifting of the two eyeballs upwards is accompanied by the tightening of the muscles around the eyes. Kinesics in the form of eye contact like this conveys a message in the form of stimulation to create the attraction of the opposite sex.</p>	 
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## 2. Kinesics Function

Similar to the first and second advertisements, the third ad, entitled "incredible legs, incredible worker" has a kinesics function as a substitute and complement. The substitution function shown in this advertisement is in the form of nonverbal symbols that replace verbal language as a communication medium to convey the contents of the advertising message. These symbols are shown through facial expressions and eye contact that occur between men and the beautiful woman as an actor and actress in the advertisement because there is no verbal communication in it. It is expected that through the description of the message contained in the advertisement can be conveyed well and clearly.

In addition, the kinesics depicted in the advertisement functions as a complement, which complements, enriches, and reinforces body language or kinesics which is shown through the facial expressions of men when they see the sexy woman with a seductive look across the front lobby. In addition, the function of kinesics as a complement is reinforced

by the presence of eye contact between those who show interest between each other. The woman showed a challenging and very seductive look that was able to attract the attention of all the men who were in the lobby. On the contrary, the eyes of the men in the lobby showed an interest in her and felt very tempted to grace the woman's slim and sexy body.

## CONCLUSION

Kinesic emphasize on body movements and body language which is shown as a sign of giving information to others. This can be seen in the three advertisements entitled "Hotel room key", "Embrace life episode seat belt", and "Incredible legs, incredible worker". In the first advertisement titled "Hotel room key" kinesics was drawn in the form of facial expressions, eye, mouth, posture or gesture, and distance or space performed by two men and a beautiful woman in the ad. All kinesics shown aims to convey a certain message that is expected to be captured by the ad audience, namely attraction to the opposite sex, as perceived by the handsome man and the old man, by giving a shock effect to the ad, the audience does not know the rejection directly from the woman told the handsome man, because the woman did not say anything that showed her rejection to the man.

Meanwhile, in the second advertisement entitled "Embrace seat belt episode life" kinesics which is seen in the form of facial expressions, eye contact, and posture or gesture shown by a family that makes movements as if they were driving with a seat belt. This aims to give the message the importance of using a seat belt or seat belt in driving a car. In the third ad, entitled "Incredible legs, incredible life" kinesics which is depicted is the facial expression and eye contact shown by the men when the woman crossed the lobby.

In addition, from the three advertisements above, there are similarities in kinesics' functions, namely as substitutions that replace verbal language functions to communicate the messages contained therein which are commonly used by other advertisements, and complement functions that have a role to complement, enrich, and reinforce nonverbal languages that are exposed in these advertisements.

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