

I CAN EXPLAIN IT: BLEACHING THROUGH FASHION AND UTTERANCES BY CELEBRITIES THAT MAKE CLARIFICATION

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Abstract

Celebrities are figures who get exposure in their lives. So when they make a mistake or something that tends not to meet the expectations of society, it will have an impact on their popularity and good name. To improve their image, celebrities use clarification to the public with a press conference. In the clarification, there are implicit aspects that are used to cover up the shortcomings of their mistakes. This research seeks to prove the use of clarification strategies in verbal aspects that play a role in supporting what celebrities say. As well as the use of bleaching, to create a religious image of celebrities to tend to cover up mistakes with visual aspects that they want to emphasize in order to create a holy impression for the viewer. This article analyzes two celebrity press conferences under the hook and qualitative research. The findings reveal that Lexical Substitution, Elaboration of Information and Rearrangement of statement are used as a clarification strategy and bleaching through their fashion and verbal is existent. This study implies that clarification strategy and bleaching might apply on tendentious conversation not only on celebrities' clarification pers conference, but also fashion or gestures aspect that contain bleaching when required to hide a negative ambiance from them.

Keywords: celebrities, clarification, utterances, bleaching, press-conference

Introduction

Celebrities, known for their achievements in entertainment, sports, music, politics, or social media, have gained fame, widespread recognition, and a significant influence on public following. With their popularity in this regard celebrities tend to safeguard their image by harnessing resources that help them maintain their popularity by defending themselves, refining their speech, and appearance. Theories that support this phenomenon called bleaching, the bleached expressions are initially not offensive but they tend to be neutral and modifiable for the purpose of introducing religious meanings (Purnomo et al. 2022). Though this theory is actually intended to address trans adaptation, it is implementable to investigate bleaching performed by celebrities. Within modern culture, the complex relationship between the concept of presentness of celebrities has sparked a lively conversation. This article's opening statement sets the tone for a thorough investigation of a subject that explores the link between public people and the issues they personify. Interpersonal conflict is a phenomenon that occurs in many human relationships, including in family relationships.

This study examines the conflict between TA and SZ with her assistant and divorce between GA and GM. It is sure to provoke

philosophical thought and critical that we understand the ideas underlying this occurrence as we set out that the bleached expressions initially not offensive but it tends to be neutral and modifiable to aim the introducing religious value, taking cues (Purnomo et al. 2022) and (Philips, 1985).

Several studies that have a correlation with our research. Regarding the way celebrities clarify things about themselves, there are several strategies, including through verbal or written apologies (Salma Meilina & Fauziati, n.d.), through attributes attached to the individual (Um, 2013), through the role of mass media as a forum for communication (Squires, 2014) can also be done through processing the term as the context to which it is intended (Napoli et al., 2013), and through the support of other parties behind it (Ambroise & Albert, 2020). Therefore, the factors behind someone "vanishing" their name against themselves are not far from what they say to attract audience sympathy. The verbal communication that celebrities use is expressed directly. Celebrities tend to change the language they use to be complex and also include an apology. Through words spoken directly by celebrities, this will be followed by showing the emergence of their appearance as another medium of communication. Celebrities need a

strategy for them to start carrying out their actions in the form of speaking space as stated (Philips, 1985). One of them is by using a media platform that can be easily accessed by everyone, such as attending podcasts uploaded on YouTube or using social media but in written form. This writing can be used as material for celebrities to reiterate when asked about their purpose in writing those captions.

The gap left by the previous study only examined from written to spoken and within the scope of the conference room. The focus is only on the written statements and questions given to the witness. Using elaborative strategies that add completely new complete sentences and use aspects of syntax and lexicon (Philips, 1985). Apart from that, the object developed is different from previous research. It is hoped that this research can fill in gaps and provide a new perspective on a different object, namely a celebrity, whose existence everyone knows and is in the spotlight for several cases that arise. Therefore, two questions arise in this research:

1. What clarification strategies are employed by the celebrities?
2. How do the celebrities that make clarifications of their issues perform bleaching?

When clarifying things, celebrities need a platform and a way to make it easier for them to express themselves. Celebrities who clarify verbally tend to be careful with the sentences they say. Meanwhile, if you do it non-verbally, namely by making clarifications in writing which will be uploaded on the media platform, you will also be careful when typing. One way is to use complex sentences so that there is no room to add or subtract from the sentences that have been said. This aims to convey meaning to the audience. Referring to (Philips, 1985), several clarification strategies used are lexical substitution, information elaboration, and strategies for rearranging the arrangement.



Figure 1.

TA and SZ are wearing the same-colored shirts.

During the celebrities clarify, there are aspects that are highlighted to help “bleach” their utterance. According to (Purnomo et al. 2022), bleaching helps influence the character to narrate what she or he wants to show. This can be through their words, their appearance and the place where they carry out clarification, or operations. When a celebrity starts to make a statement, he will emphasize more on sentences that indicate that celebrities really didn't do it and give repeated confirmations, this could be in the form of a hand gesture that stomps against the table. The statement also included the use of words that refer to religion, such as the pronunciation of *Naudzubillah Min Dzalik* that has the meaning "We seek refuge in Allah from this matter." Then, another way is that an appearance that seems different from their original self before is one of their visual forms when clarifying. In terms of choosing the color of the clothes they wear, they tend to choose neutral colors, not too many motifs, and not too flashy. On the other hand, the meaning of color can also lead to the religious side, namely choosing the color white which means "holy" or "clean" which can indicate that someone really wants to cleanse themselves again regarding the allegations directed at them.

Literature Review

To attain the objectives sought by celebrities, namely the justification of their reputation or image, celebrities undertake strategic adjustment by clarification. The initial phase in their clarification strategy, as articulated by (Phillips, 1985), involves selecting a venue, often a courtroom for more significant matters, while smaller-scale issues are addressed through press conferences. This serves as a preamble to the verbal clarification process, during which celebrities adopt a period of silence before furnishing their legal representatives with comprehensive statements and supporting evidence. The ensuing delivery of the initial statement is delegated to the lawyer. Conversely, there are instances when celebrities proactively issue statements as circumstances dictate. During such instances, implicit clarifications align closely with the elucidation strategy propounded by (Phillips, 1985). Without this whitewashing, the clarification may fall short of positioning the celebrity as an innocent victim. The predominant

elucidation strategy involves elaborative information, where celebrities consistently provide supplementary explanations and details about past events, reinforcing their innocence. This information dissemination facilitates social interaction, considering the extensive media coverage of their statements. This interaction, however, necessitates addressing assumptions and other information requiring clarification. In certain instances, celebrities actively engage with media personnel, as exemplified by the interaction between TA and a media representative in the provided dialogue.

Bleaching in clarification is used to express and soften with something neutral and is considered to raise nuances of religious. In bleaching itself there are textual expressions that are prone to be replaced in order to reinforce the status as a parable. Bleaching often appears in the parable of a thing, one example that can be taken is the clarifying clothes of celebrities who tend to be neutral with the intention of not being in the spotlight and can be used as a "cover" for their mistakes. This is done by celebrities with the aim of getting attention and expecting justification for their innocence. Here, vulnerability refers to the possibility for neutral expressions to be transform or substituted to evoke religious overtones. In the context of clarification, textual expressions also include visual expressions related to textual expressions such as the verbal clarification made by TA in the press conference who wore a soft pink hijab and white dress and her husband wore a neutral beige jacket as well.

The other aspect is the appearance of a celebrity, which becomes the first point when they appear. If a celebrity who is famous for her life of wealth and expensive accessories such as bags, watches, bracelets and others, tends not to use them when holding a press conference. Celebrities tend to wear neutral colors and not too much on their clothes, even the logos of expensive brands are not shown. In addition, how the celebrity responds to the issue up to the moment of giving a statement is also looked at as they tend to use passionate language, or more of a normal tone. Their gestures and expressions are also a feast for the media. Celebrities when responding passionately will be followed by gestures such as stomping their hands, raising their index finger when giving a statement which

means that they are affirming their point of view. Another supporter of affirmation is when celebrities speak by raising their tone from the usual.

Methods

This research uses a qualitative design because the analysis is in the form of a description. This approach is used to find and describe the strategies of clarification by celebrities (TA, SZ, GA, and GM) and find what they bleach through their utterances and fashion. The data source of the analysis is a video transcript from their YouTube channel "BERITA SELEBRITIS TV" and "Intens Investigasi" as well as their appearance with some questions and answers that they had. TA and SZ are a youtube influencer with three billion subscribers and had to hold clarification conferences due to their conflict with their assistant meanwhile GA and GM are an artist and actor whose got an unreasonable divorce rising public curiosity. The data we present as support is in the form of textual data which is a presentation of individual pronunciation. Visual data, as a form of depiction or display of individuals and operational data, as a forum for conveying clarification. We took the data that we presented above via social media, namely YouTube, where celebrities also use this media to publish it. The data was analyzed using the strategies of clarification by Phillips (1985). They explained several strategies for clarification like verbal explanation, lexical substitutions and elaboration information. The following example may illustrate the data.

Result and Discussion

The general finding from this research is to find a bleachings' fashion and utterances from TA, SZ, GA and GM that make clarification on pers conference, this research divided into two sub-discussions. First, the clarification strategies used by celebrities based on the strategies of clarification proposed by Phillips (1985). Second, the white-washing expressions to neutral for the purpose of introducing religious value based on Purnomo et. al (2022) stated, bleaching strategy.

Clarification Strategies

The data identified by the clarification strategy while celebrities make clarifications by Phillips (1985), From the results of the data

above, celebrities (TA, SZ, GA and GM) clarification statement shows that there is a lot of use of additional information, substitution word that make different lexical meaning, and rearrange their statement to support his previous clarification. The addition of this information started from his own point of view, namely when he had a problem, what activities did he do to deal with this problem. Celebrities use imagery that would not be possible in their person, such as metaphors. As stated by Meilina (2023) that the way people apologize to others is unique, and every person apologizes differently when they are conveyed and should employ several strategies to make the apology effective.

Lexical Substitution

Lexical substitution in the context of explanation refers to the use of words or phrases meant to precisely replace or re-explain prior words or statements or to offer the appropriate clarification. At the conference, the celebrity was responding to a question from a reporter who asked about the celebrity's somber facial expression. For the purpose of their reputation in front of the public, artists may employ lexical substitution to make their intentions clear, prevent misunderstandings, or alter formulations to more effectively communicate their thoughts.

Table 1
 Lexical Substitution on GA Utterance

Transcript	Translation
<p>“Sedih, senang, semuanya bagian dari kehidupan, jadi sedih ya dijalanin sedih, senang dijalanin senang gitu, ya kalo sisanya sekarang ada masalah setiap masalah kan ada jalan keluarnya mungkin jalan keluarnya kita berdua ya int?”</p>	<p>“Joyful and sad are parts of life; therefore, while sad is lived sad, joyful is lived happy. If, however, there is a problem now, well, every problem has a solution, so perhaps this is our journey together.”</p>

To ensure that the message is understood by others, the GM in the lexical replacement example above inserts a sentence that clarifies what was previously said. In this instance, GM said that both happy and sad emotions are a natural part of life in response to questions from the media over his more solemn appearance. However, the first line is still ambiguous, difficult to understand, and unhelpful. The next line is added as a means for a celebrity to uphold his reputation by emphasizing the point he made.

Elaboration of Information

Regarding Phillips (1985) that elaboration of information is all but one of the celebrities gives more information about the unrelated information than the clarification topic did. Clauses, word, statement out of the agreement or topic. On GA and GM conference from Youtube Channel BERITA SELEBRITIS TV. GA asking questions to reporters before they start the conferences pers question.

Table 2
 Elaboration of Information on GA Utterance

Transcript	Translation
<p>“Yang suka nongkrong depan rumah ngikutin sekolah Gempi siapa angkat tangan?! Saya sebel, nakal. Kan pasti bikin bikin gini (konferensi pers klarifikasi) sabar sedikit”</p>	<p>“Who likes to stay in front of our house following Gempi go to school, raise your hand?! I'm annoyed, that's mischievous. We definitely make this out (clarification conference pers) be patient.”</p>

The primary form of elaboration by these utterances, was the addition of clauses in clarification agreement. In the examples of this that follow, the content does not contain in divorce clarification in italics. The clarification should be done in relate with their divorce, GA and GM give more and rambling information denying the actual reason for their divorce. This question from GA asking, is unnecessary and has no correlation to divorce clarification. GA

received giggling as a reaction from the reporter and GM, her ex-husband.

On TA and SZ cases, after their lawyer ended his statement TA gave several additional statements. One clarification statement that indicated elaboration of information is when TA clarified that her ex-assistant tried to drop her down, by giving her wisdom that indicates elaboration of information.

Table 3
 Elaboration of Information on TA Utterances

Transcript	Translation
<i>Kita tidak mau, ngomong sesuatu yang akibatnya lebih buruk untuk orang itu. Stop, kesuksesan tidak diraih dengan menjatuhkan orang lain, TV yang satu tidak akan lebih maju jika menghina acara TV yang lain. Dengan acara TV tersebut memberikan acara yang baik dan dia akan disukai orang lain.</i>	We don't want to say something that has worse consequences for that person. Stop, <i>success is not achieved by dropping others, one TV show will not be more advanced if it insults other TV shows. By giving a good and good program, it will be liked by others.</i>

In the examples of this that follow, the utterances not contained in their conflict is in italics. The main form of elaboration by these utterances, was the additional utterances clarification agreement that indicated defense to build her name in a good way.

Rearrangement of Statement

One pattern that someone does when straightening something out is to change a statement that they are about to say or after they have said it to help them explain the new meaning. This is done because there tends to be unintentional pronunciation errors by the speaker, which can result in mistakes for themselves. The

speaker's purpose in changing a statement is to help him cover up the error in the sentence he said previously. The error contains nothing other than the facts that he was about to say, but when the aim is different, namely to protect himself, then it is replaced with another statement that is more subtle. So, the speaker still feels that he is protected from new statements he makes and there is no room for other people to distort the facts.

Table 4
 Rearrangement of Statement on GA Utterance

Transcript	Translation
GA: "Saya sebagai manusia belajar bahwa semua ini itu proses sebab akibat, semuanya karena sebab akibat yang makanya kita butuhkan hanya untuk mengerti gitu."	GA: "As a human, I learned that all of this is a cause and effect process, <i>I mean, that everything exists because of cause and effect, which is why we just need to understand that.</i> "

The sentence above came out when celebrities GA and GM were asked by journalists about the time period until they were finally convinced to separate. As we all know, GA and GM were a romantic couple and there is far from bad news. Realizing that they would be separated made some people and fans disappointed. This became food for the TV station reporters who also covered it. Like the sentence above, where GA consciously immediately "corrected" the statement that came out of his mouth. In this case, it can be concluded that the sentence he was actually going to say was the first sentence before he started changing his statement. This means that GA and GM assume that what is happening to them is part of the result of their own cause and effect. Assuming that it is true that something big is happening in their household, which ultimately makes them choose to separate. However, both of them would not admit this in public and only gave statements that they thought were safe to broadcast. In this sentence it can also

be interpreted as a way for celebrities to tend to generate sympathy for the public so that they understand the events they have to go through by relating an event (Um, 2013). At times like this, the environment and position make individuals determine what words to say.

Bleaching through Utterances

In the world of celebrities, clarifications are frequently given to clear up any confusion or to shed light on any incident that might have damaged the celebrity's reputation. "Bleaching" in the context of celebrity speech or clarification refers to the attempts attempted by celebrities to modify public perceptions of themselves or clarify context for specific actions or situations through official comments, media appearances, or even social media posts. This is an effort to manage or reduce the possibility of impact that can result from different problems or scandals concerning the celebrity. Celebrities attempt to improve public perception of them or gain back the affections of their fans by engaging in this form of "bleaching" or clarifying.

Table 5
 Bleaching through Utterances

Transcript	Translation
<p>“Saya bukan orang suka nilep duit haji kabur. Bukan. Kalau saya nilep uang haji, jamaah hajinya datang ke kantor , kantornya dah tutup, bosnya lagi di Dubai, boleh saya setuju itu, harus media datengin”</p>	<p>“I'm not someone who likes to slip away hajj money. No. If I lose my Hajj money, the Hajj pilgrims come to the office, the office is closed, and the boss is in Dubai. I agree with that, the media should come.”</p>

This parable is not far from a religious activity which is valuable for Muslims, namely the *hajj*. Explaining the possibility of him "cheating" Hajj money and what action he would take if that

happened, made listeners think twice about refuting the accusations made against the celebrity. However, the addition of this information is accompanied by a change in language, which tends to lead to changes in personal pronouns.

(TA's statement at Conference Pers)

SL : “Saya tidak merasa dia takut, saya tidak mau bilang *orang* takut, atau bagaimana, cuman kalau saya tau *mereka* datang niatnya bukan minta gaji, saya sudah tau”

TL : “I don't think she's afraid, I don't want to say *people* are afraid or anything, it's just that if I know *they're* coming, their intention is not to ask for a salary, I already know.”

Rather than saying what refers to one specific name, TA prefers to replace it with plural and singular personal pronouns. TA uses the pronouns "them" and "she". As we know, from this change in pronouns it can be assumed that TA is having problems with more than one person. It is known that those who have problems with TA are no higher in social level than TA. However, it can be misinterpreted if the person he refers to and means is not the same as the media or audience thinks. This change in pronouns is also used to protect real names within the scope of the trial because this is already a rule.

Fashion

What we choose to wear has become a statement, and fashion has become all about the alter ego – who do I want to be today. (Kodzoman, 2019). TA and SZ appear with their cozy style, in white. TA in white blouse, while SZ wears a white shirt with white jacket. Their verbal clarification explained before, already tends to show that they are as a victim, their ex-employees slander them.

The white blouse and white shirt combined with white jacket indicate they are still confident with what they stated. TA knowingly as content creator on YouTube, seems to be shown with colorful clothes in every video. This showed how she changed her habit, when she do the clarification.



Figure.2 *TA and SZ Conference Press about accusations from its employees*

Explain the unique features of employing white on different attires!

Subconsciously, colors also tend to convey the meaning of something and there are also aspects of the image that you want to highlight. As (Kodžoman, 2019) states that, your fashion choices can affect both your self image, the impression that you convey to others and in turn, the way in which people behave towards you.



Figure. 3 *GA and GM Conference Press about their divorces.*

From Figure. 3, they appear to be wearing the same color and type of clothing, namely a long-sleeved white sweater. Assuming that they still have the impression of being a "couple" who are close together even though they are no longer together. Flashback to before, GA and GM used to be a couple who were highly praised for their romance by the public. All wedding couples dream of wanting to be like them. The use of long-sleeved sweaters that cover more parts of the body as if they have something they want to keep tightly that only they know about. According to (Kodžoman, 2019) that body image may affect clothing behavior and clothing may affect body image and self-feelings. Thus, how we perceive our bodies can affect how we use clothing. From another angle, it can also be interpreted that they want to show that humans are not free from mistakes, so they chose the color white which tends to mean they want to cleanse themselves of all previous mistakes.

Conclusion

Clarification strategies, there are lexical substitution, elaborative information and

rearranging of statements as described by Phillips (1985) can be enveloped with attributes to support a person's statement. As Kodžoman (2019) said, clothing style is influenced by aspects of self concept such as identity, value, attitude, and mood. It can be marked by the attributes worn and seen the color of the dominant attribute. The two celebrities above both use clothes that are dominantly white and tend to have a simple style.

However, not all shades of white can be a benchmark that someone regrets what they did. On the other hand, the demands of being a celebrity do make someone have to always maintain their good name. On the other hand, a person will tend to corroborate a statement through his words, not from his appearance. In this case, what supports the answer of this research is the clarification strategy by Phillips (1985), which includes changes in perception for themselves by Purnomo et. al (2022) and also apologies from celebrities through social media by Salma Meilina & Fauziati, n.d..

In addition, there are still some previous studies that have not explained how someone clarifies through other media or without meeting the audience directly. Therefore, this research can be a new understanding of what clarification strategies are used by celebrities and can also be a reference for future research.

In this study, clarification and bleaching performed by celebrities are not only aimed at maintaining their self-images to the public. Furthermore, this research can be explored more broadly, such as in the context of fashion and the disclosure of a person in public, and more complexly between the press, celebrities or even the society at large. The implications that arise in this study are clarification and bleaching conducted by celebrities when making clarification videos or making press conferences to maintain their self-image and avoid negative perceptions from the public, but it could also be that the purpose of celebrities clarifying and bleaching

is to be respected for their courage to make these decisions. The purity of a celebrity's reputation and self-image is thus not the main purpose of making clarifications with concurrent bleaching, but instead analyzing the ambiguity of what the press has created and providing a reflection of the public's perception of social realities.

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