

EROTIC CAPITAL: IS IT EXIST ON THE WORKFORCES IN INDONESIA?**Chandra Fitra Arifianto**

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ABSTRACT. *This research was conducted to see the attitudes of student-employees at the undergraduate level towards the implementation of erotic capital in their workplaces and a possibility implementation of this erotic capital is built up in the world of work, especially the recruitment of an employee. The literature review in this study originates from the concept of erotic capital or sexual capital from Hakim (2010), namely: beauty, sexual attractiveness, social skill, liveliness, social presentation, sexuality, and fertility. A descriptive survey research was used for this study with 295 student-employees as respondents who answered the questionnaire proposed by the researcher. Simple percentages are used for data analysis. The findings of the study revealed that of the 7 indicators of erotic capital, only liveliness was addressed by student-employees both cognitive, behavior and affective. Meanwhile, social skills are only addressed in a cognitive manner and sexual attraction is addressed in an affective manner. The rest is treated as something that is not needed in an employee. So erotic capital actually exists and is considered when recruiting an employee at a company in Indonesia.*

Keywords: *Erotic Capital, Student-Employees, Attitude, Recruitment*

INTRODUCTION

After the term erotic capital was introduced by Hakim (2010a), various contradictions emerged against the theory. Scambler (2019) describes erotic capital as similar to sexual capital and strongly disagrees when it is implemented. Zevallos (2011) explains that sexual capital emerges from social, culture, class and social hierarchy itself. Both erotic capital and sexual capital are concepts that have been studied as symbols, economic resources and physical resources in shaping sexual

desire in social hierarchies that influence sexual power.

This theory will certainly cause a friction, especially in the Eastern culture that upholds religion and morals, and the side of religiosity is still attached to everyday life (Arifianto et al., 2020). However, it is possible that the implementation of this theory is very difficult to find and less likely to occur.

It is considered capable of placing these erotic capital into the labor market. Such as research conducted by Pestaña and

Callejo (2016) which shows that there is an indication that erotic capital occurs in administrative staff, because erotic capital is not brought up into cultural and norm values, but rather social networks that are slightly touched by cultural learning.

Hakim (2010a) added that erotic capital is an addition to the three assets that have been attached to humans, namely economic, cultural and social capital. Bourdieu (1986) explains that economic capital, which is in the form of material (money, property, or property rights) and can be immediately and directly exchanged for these materials, such as cultural capital, which under certain conditions can also be converted into economic capital in the form of qualifications, education, and as social capital, consists of social obligations (connectivity), which under certain conditions can be converted into economic capital and described as honorary or nobility.

The implementation of erotic capital, although a little but it can be said that this exists. However, this does not mean that it does not need to be explored further. Moreover, very few literates have dared to discuss and research this theory, including in Indonesia itself. Therefore, this study aims to look at student-employee attitudes towards the implementation of erotic capital in recruitment. So, the results of this research will add to the knowledge of both sociology and human resource management.

Erotic Capital

Many people who have little or no economic factor can succeed in a capital society with only other capital, which is called erotic capital. Erotic capital is a combination of several resources and assets that can be used to generate financial gains (eg money and land). Erotic capital has many aspects. Certain aspects may be more or less prominent in different societies and at different points in time.

However, Hakim (2010a) describe the seven elements in erotic capital are:

1. Beauty, is something that depends on location and culture, it is necessary to have an accurate picture to define it. However, Vidyarini (2007) sees similarities between one culture and another regarding several aspects of beauty, including: symmetry, proportional body size or face, and skin that looks healthy. Asian beauty standards are relatively different from Western beauties. Ideally, only a sharp nose, round eyes, and cute face are adopted from the West and the rest still have an Asian face (Yan and Bissell, 2014). However, Hakim (2010a) adds that extraordinary beauty remains extremely rare, so that she is always universally valued.
2. Sexual Attractiveness, described that sexual attraction is more to body sexiness (Hakim, 2010a). In addition, sex appeal can also be associated with

personality and style, femininity or masculinity, which are characteristics of their social personality. Sexual attraction relates to the way a person acts, talks and behaves. Benzeval et al. (2013) shows that high attractiveness will result in better socioeconomic conditions. This is also the same as what was studied by Matějů and Anýžová (2017) that attractiveness acts as “capital” that can increase the labor market.

3. Social Skill, mean are elegance, charm, the ability to interact socially, the ability to make someone like her, always be in a happy and delight atmosphere, always have the desire to know, and are always relevant to him (Hakim, 2010a). It is called flirtatious, that can be learned. Haj-Mohamadi et al. (2020) show that flirtatious expressions on the face compared to happy or neutral expressions are faster to be described as sex words by men. A person with power

- has a lot of charm and charisma, including being trained to be wise in flirting.
4. Liveliness, is a combination of physical health, social energy and a good sense of humor. Someone who has a lot of passion in him will look extraordinarily attractive than others (Hakim, 2010a). Liveliness is also considered a form of friendship that shows a social quality in togetherness (Schut, 2020).
 5. Social Presentation, can be described as a style of dress, make-up, perfume, jewelry, hair style, and various accessories worn to show social status and style (Hakim, 2010a). Someone trained in social presentation is more attractive than someone who looks like a tramp. Appropriate social presentation involves not only verbal and nonverbal expressing skills, but also involves the skills to follow social rules. Therefore, to behave effectively socially, a person must be able to play the role assigned to him, which is based on the expectations held by the social system (Wu, 2008). Social presentation about how a person looks, speaks and acts and will produce an impact in the form of sexual attraction (Watt, 2019).
 6. Sexuality, is sexual competence, energy, erotic imagination, playfulness, and all other things that are able to satisfy their partner sexually, is that someone a good lover only to their partner (Hakim, 2010a). These competencies differ, not only with respect to age, but also to enthusiasm and competence of their partners, when given interactive elements. It seems reasonable to conclude that sexual skill is not a universal attribute. This factor is listed last because it is usually done in private and has a deep connection. Interestingly, Rahardjo and Hutagalung (2016) show that sexual competence is associated with a person's sexual self-esteem, and this has a direct influence

on sexual behavior. Sexual self-esteem is one's own sexuality that is evaluated positively by oneself and this encourages them to be expressive in sexual activity.

7. Fertility, can be an erotic capital for women who are fertile, have children in perfect and healthy condition. Even fertility can be an additional value of an erotic capital for women because there are differences in valuations in a culture. This is unique to women because men cannot produce children. Generally, this seventh element occurs in agrarian societies rather than modern societies (Hakim, 2010a).

RESEARCH METHODOLOGY

This study used a descriptive survey design method and the number of respondents used was 295 female undergraduate students of a private campus in South Tangerang and also become employees in their daily lives. This

Overall, erotic capital is a combination of aesthetic, visual, physical, social and sexual attractiveness which is used as capital in achieving something. Erotic capital itself can be learned and developed by women, where they are superior to men. On this basis, the respondents in this study were all female student employees.

Furthermore, the researcher observed the attitude of female student employees towards the implementation of erotic capital, so the attitude theory was used. In psychosocial, attitude elements consist of affective, behavior and cognitive (Breckler, 1984; Jain, 2014).

nonprobability sampling uses a snowball technique to determine the sample, where researchers recruit respondents to recruit friends, colleagues or partners with the principle of homogeneity, namely being female, studying at the same campus and also working as employees.

Data collection techniques, researchers used a questionnaire containing 21 statements with a Likert scale of measurement. The choice of answers is deliberately made four choices or symmetric, without any neutral or ignorant choices (Joshi et al., 2015), among others: strongly agree (SA), agree (A), disagree (D), and strongly disagree (SD). This is to avoid the respondent's tendency to choose neutral or not knowing, so that it cannot be

included as a form of agreement or disapproval.

Questionnaires were distributed virtually, using google forms services. Baltar and Brunet (2012) base limited access to the target population, so that virtual questionnaires are a wise way to do it. Meanwhile, this research uses online survey tools, which are freely available online. Simple percentage and frequency calculations were used to interpret the statements in the questionnaire.

RESULTS AND DISCUSSION

In this study, the researcher reflected on the attitude components as in table 1. This attitude components are then

combined with the 7 elements of erotic capital and the statements in the questionnaire are arranged.

Table 1. Description of Statements in Attitude Variables

Components	Response Form	Depiction of the Statement
Affective	Emotional	“I feel”
Behavioral	Action	“I do/see/know”
Cognitive	Evaluation	“I thought/believe”

These twenty-one items were then given and asked to 295 female student employees using a virtual questionnaire. The

discussion of this research itself is based on the administration of 295 questionnaire data entered into the google spreadsheet

system. Previously, the descriptions of respondents in this study needed to be explained. Most of them have worked for less than 2 years and some have worked for more than 5 years (see table 2).

Table 2. Employment Length of Respondents

Length of work	Number of respondents	Percentage (%)
0-2 years	209	70,8
3-5 years	58	19,7
>5 years	28	9,5
Total	295	100

Attitude towards Erotic Capital

This study seeks to reveal how the respondent's attitude towards erotic capital, for that it is necessary to look at the response tendency of the respondents. It is divided according to the grouping of their response tensions. SA and A are considered as forms of agreement on the existing elements. Meanwhile, SD and D were treated like a disagreement with the existing elements.

The highest percentage value is taken between Agree (sum of SA and A responses) and Disagree (sum of SD and D responses). Next, look at the highest score whether in the Agree or Disagree section. Simple percentages are used as the basis for determining Agree or Disagree. Of all the elements assessed, the determination was finally obtained. The results of these determinations are in table 3.

Table 3. Percentage of Response Tendency

Elements	BEAU		S.A.		SOCIAL		LIVE		S.P.		SEX		FERTILE	
	A	D	A	D	A	D	A	D	A	D	A	D	A	D
Cog	34. 6	65. 4	10. 8	89. 2	60. 0	40. 0	72. 9	27. 1	47. 1	52. 9	09. 8	90. 2	14. 2	85. 8

Beh	38. 3	61. 7	22. 7	77. 3	07. 5	92. 5	70. 5	29. 5	38. 6	61. 4	17. 3	82. 7	26. 1	73. 9
Aff	29. 2	70. 8	81. 0	19. 0	38. 6	61. 4	76. 6	23. 4	21. 7	78. 3	14. 9	85. 1	21. 7	78. 3

The researcher reminded again that what this research focuses on is agreement, the respondent's reaction to the situation described through statements. Of the seven elements, only liveliness (coded LIVE) that is addressed is in the recruitment process within the company.

Liveliness must be addressed both cognitive, behavioral and affective. As with the response to the cognitive component, the respondents considered the same that liveliness could be of added value to an employee as a behavior. While the social skill element (coded SOCIAL) is only treated as a cognitive (image in the mind) of the respondent. This is what is peculiar to society in Indonesia. Schut (2020) assesses that individuals with superior social skills and liveliness are individuals who have valuable social

qualities. So that many people feel the need for such an individual presence.

Then the last one is the element of sexual attractiveness (coded as S.A.), which is only addressed in an affective manner. This element is needed in the affective component and also in return, the element of liveliness. The element of sexual attractiveness that is felt to be considered in recruitment is of course the most attractive.

Employees with sexual attractiveness elements have high self-esteem and have an impact on the company's sense of ownership or better known as Organizational Citizenship Behavior (Erickson, 2010). Then the affective passion that is felt by the existence of sexual attractiveness, among others, is joy, interest and entertainment, both for those

who tease them or those who have their own sexual attractiveness, which have a

CONCLUSION

This research is indeed structured in a simple manner with the aim of making it easy to understand. However, with this limitation, the elements in erotic capital are visible and can be sorted into the following: first, indeed, erotic capital exists and occurs in the world of work, especially as a requirement (although sometimes not written) in the recruitment process. Second, only liveliness elements were addressed both in cognitive, behavior and affective ways. This shows that employees who are able to liven up the atmosphere and form intimacy within the company will be the first choice for recruitment. Third, the social skill element

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positive impact on the company itself (Aquino et al., 2014).

that is addressed in a cognitive manner, illustrates that employees who have good social skills are only described (because they are only cognitive) as attractive employees and the element of sexual attractiveness which is addressed affective, indicating that employees feel (because they use feelings) need the presence of individuals with their sexual attractiveness. This will have a positive impact on the company itself. Furthermore, further research is needed that can complement the results of this study. Quantitative and qualitative approaches can be used as options to be able to analyze and explore more deeply.

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