CHAPTER I
INTRODUCTION

This chapter presents the introductory part of the research covering background of the research, formulation of the problems (comprising thesis statement and research question), purposes of the research, scope of the research, research methodology, significance of the research, clarification of terms and organization of the paper.

1.1. Background of The Research

To begin with, gender can be defined as a set of socially costructed ideas about differences between men and women. Gender assigns a person to one of social-cultural categories available in society, such as female/male. These differences between each category of gender are initially based on the roles that are mostly performed in society (Abolaji, 2011; Brannon, 2004; Meyer, 2010).

Meanwhile, the roles that are continuously played by either women or men provide the base for gender stereotypes. Thus, gender stereotypes define how men and women commonly behave in society (Brannon, 2004). Gender stereotypes describe how women and men differently act and prescribes what qualities they are expected to have (Prentice and Carranza, as cited in Wang, 2009).

According to Deaux & Lewis (as cited in Brannon, 2004) there are four aspects of gender stereotype which can be analyzed to differentiate men and women. Those aspects are traits, behaviors, phyical characteristics, and occupations. In relation to these aspects, a number of research suggests that there are some common stereotypes on gender which exist within society, in terms of physical appearances, occupations, behaviors, and traits.

Women are often depicted as physically beautiful in various media. They are also associated with domestic works and women-related behaviors. Furthermore, women are also often attributed with negative traits such as being dependent, irrational, emotional, subordinate and fragile. Meanwhile, men are often associated with outside works or paid-works. Men are attributed with some characteristics such as self-centered, loud, decisive, self-confident, rational, aggressive, and dominant (Acevedo, 2006; Aksu, 2005; Brannon, 2004). These stereotypes are

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prevalent in the society that they are often shown in various media such as books, magazines, and advertisements (See Fullerton & Kendrick, 2000; Johnson & Swanson, 2003; Shrikhande, 2003).

The research on gender representation in various media has provided a sufficient insight on how men and women are portrayed an stereotyped in the society. However, there is the urgency to investigate men or women's representation in a specific gender role. This is considered important as Brannon (2004) argues that it is gender roles which build the starting point for gender stereotypes.

The research which focuses on a specific gender role is conducted by Johnson and Swanson (2005). Their research aims at investigating the representation of women, specifically as a mother, in English contemporary women's magazines. The research suggests that women can be either represented as beng selfish or selfless, independent or dependent, successful or unsuccessful in domestic sphere, and instinctively smart or indecisively unknowledgeable, depending on whether they are working mothers or at-home mothers. This shows that, as a mother, women's representation in media does not always conform to the negative stereotypes.

The current research aims to see whether or not the specific women's role as a mother is represented in the same way in Indonesian context as well. Thus, the present research will investigate women's representation specifically as a mother in Indonesian television advertisements. Furthermore, mothers are chosen as the focus of the research since being a mother is the "basic feminine accomplishment of gender" (Christopher, 2012, p. 74). Therefore, being a mother is considered one important role of women which is worth analyzing. Meanwhile, advertisements are chosen as the subject of the research because they reflect society's belief about gender as well as influence people's way of perceiving gender roles in society (Acevedo, 2006; Correa; 2011; Johansen, 2012). Finally, the present research focuses on advertisements in television since television plays an important role in the development of sex-role perception (Moschis and Moore, cited in Johansen 2012).

There are many products and services which involve the role of mothers in their television advertisements. One of them is *Dettol* products. *Dettol* is one worldwide brand name for hygiene products designed to help protecting family from illness caused by germs (see www.dettol.co.id). This is the reason for why all of it's advertisements involve the role of family members, especially the mother. In Indonesia, *Dettol* advertisements always involve the role of mother which is played by Indonesian actresses in Indonesian context. This reason justifies *Dettol* advertisements as the reliable source of data for studying mothers' representation in Indonesian television advertisements.

Since television advertisements use more than one mode of communication to create meanings, the present research employs multimodal analysis as the procedure of the research. The visual data will be analysed based on Kress & van Leeuwen's (2006) *visual grammar*. Meanwhile the verbal data will be based on Halliday's (1994) *systemic functional linguistics*. To investigate the representation of mothers in *Dettol* television advertisements, the present research focuses on the narrative representation and conceptual representation, representation and interaction which cover the gaze, size of frame, and angle, and the meaning of composition of the visual data. Meanwhile, the verbal data will cover the analysis on transitivity and mood system.

1.2 Formulation of Problems

Based on the problem stated in the background, the research is carried out to discover how mothers are represented in *Dettol* television advertisements based on four aspects of gender stereotypes, namely physical appearances, occupations, behaviors, and traits (Deaux & Lewis, cited in Brannon, 2006). Therefore, the research is carried out to answer these following research questions:

1. How are mothers represented in terms of physical appearances, occupations, behaviors, and traits?
2. What meanings can be inferred from this representation?

1.3. Purposes of The Research

The purpose of the research is to discover how mothers are represented in *Dettol* television advertisements. Specifically, the research has two objectives as follows:

1. To investigating mothers' representation in *Dettol* television advertisements in terms of physical appearances, occupations, behaviors and traits.

2. To interpreting the meanings of mothers' representation in *Dettol* television advertisements.

1.4. Scope of The Research

The present research discusses how mothers are represented in terms of physical appearances, occupations, behaviors, and traits, using visual and verbal semiotic mode in television advertisements. For the visual analysis, the research focuses on the narrative and conceptual representation which deal with vectors and movements, representation and interaction, which deal with the gaze, size of frame, and angle, and the meaning of composition, which deals with the value of left-right and center-margin. Meanwhile, the verbal analysis is limited only to transitivity and mood analysis. Additionally, multimodal analysis will be conducted only to verbal and visual data found in scenes containing the appearance of mothers.

1.5. Significance of The Research

The present research is expected to provide significances as follows:

1. To theoretical frameworks on gender representation, the intended research is expected to enrich the existing theories of mothers' representation in television advertisements in Indonesian context.

2. To future research, it is expected that the use of multimodal analysis in the present research can provide guideline for later research which uses the same procedure of analysis.

3. To society in general, the result of the present research on mothers' representation in advertisements is expected to give a benefit for society to whom the advertisements are imposed.

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1.6. Research Methods

The present research employs a descriptive qualitative research design to analyze the advertisements consisting of verbal and visual semiotic modes. Descriptive qualitative research allows researchers to analyze, observe and describe the unquantifiable data and to examine the nature of something in various social settings (Berg, 2001; Walliman, 2011).

The descriptive qualitative method in the present research is applied using multimodal analysis, that is, the procedure of analysis to study a text with various semiotic modes (Machin & Mayr, 2012). The multimodal analysis is employed in the present research to see how mothers are represented in *Dettol* television advertisements based on the meanings built simultaneously by verbal and visual semiotic modes**.**

1.6.1. Data Resource

The data were taken from six versions of *Dettol* advertisements. The version of those advertisements were *Dettol Reenergized, Dettol Liquid Antiseptic (First Aid), Dettol Handwash Original, Dettol Liquid Antiseptic (for Bath)*, *Dettol Liquid Antiseptic (Germ-free Floor), Dettol Anti-bacteria Original.* The present research focuses on selected scenes containing the appearance of mothers. The visual data were all mothers' images in the scenes, meanwhile the verbal data were all verbal data produced during the scenes play.

1.6.2. Data Analysis

The research follows Hermawan's (2013) procedure of analyzing multimodal text which involves verbal and visual semiotic modes. The steps are modified based on the needs of the present research. The steps are as follows:

1. Selecting the scenes consisting of the appearance of the mothers as the unit of analysis.
2. Presenting the scene, description of the scene, the elements of visual analysis and verbal analysis in tabular form.
3. Analyzing the visual data using Kress and van Leeuwen's (2006) *Visual Grammar.*

4. Analyzing the verbal data using and Halliday's (1994) *Systemic Functional Linguistics.*

5. Interpreting the findings based on the relationships between the verbal and visual data.

1.7. Clarification of Related Terms

- **Advertising:**

  Advertising designates any type or form of public announcement intended to promote the sale of specific commodities or services, or to spread some kind of social or political message (Danesi, 2004, p. 256).

- **Gender:**

  Gender is a socially determination which perceives ideas and practices of what it is to be female and male (Reeves & Baden, 200, p. 3).

- **Gender Stereotype**

  A belief about psychological traits and characteristics including the activities which are appropriate to men or women (Brannon, 2004, p. 160).

- **Multimodality :**

  The use of several semiotics modes in the design of a semiotic product or event, together with the particular way in which these modes are combined (Kress & van Leeuwen, 2001, p. 20).

- **Visual Grammar :**

  A general grammar of contemporary visual design which describes the way in which depicted elements – people, places and things – combine in visual 'statements' of greater or lesser complexity and extension (Kress and van Leeuwen, 2006, p. 1).

- **Systemic Functional Linguistics :**

  A theory of language which concerns with the function of linguistic structures in text and how people choose those structures to make meaning in the given context of culture and situation (Emilia, 2014).

1.8. Organization of The Paper

This paper will consist of five chapters with specific function and organization elaborated as follows:

CHAPTER I INTRODUCTION: This chapter will consist of background of the study, formulation of problems (including thesis statements and research questions), purposes of the research, significances of the research, and organization of the paper.

CHAPTER II THEORETICAL FRAMEWORKS. This chapter will consist of relevant theories, ideas, and issues in which the principles and justifications of the research will be grounded. It will also provides findings of previous research and other supportive information relevant to the present research.

CHAPTER III RESEARCH METHODOLOGY. This chapter will describe approaches and procedures, research design, data collection and data analysis manifested in the research.

CHAPTER IV FINDINGS AND DISCUSSIONS. This chapter will provide the result of data analysis.

CHAPTER V CONCLUSIONS AND SUGGESTIONS. This chapter will present conclusions drawn from the findings of the research. In addition, suggestions for future research will also be included in this chapter.