STATEMENT OF AUTHORIZATION

I certify that this research paper entitled *The Representation of Women in Instant Seasoning Advertisements* is completely my original work. This research paper contains ideas and quotations from other articles, journals, and books. Those ideas and quotations have been properly cited and mentioned in the bibliography page of this research paper.

Bandung, August 2015

Widi Astuti Winara
PREFACE

Alhamdulillah, by the Grace of Allah SWT finally the writer finished this research paper entitled *The Representation of Women in Instant Seasoning Advertisements* as a partial fulfilment of the requirements for Sarjana Sastra Degree in Universitas Pendidikan Indonesia.

The writer realizes that this research paper is far from perfect. Therefore comments and suggestions are highly expected for the improvements of this research paper. Hopefully, this research paper can give beneficial contribution for future researchers of the related study and the readers of this research paper.

Bandung, August 2015

Widi Astuti Winara
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ABSTRACT

This study entitled The Representation of Women in Instant Seasoning Advertisements. This study aims to investigate how women are represented in instant seasoning advertisements and reveal ideologies behind the representation. This study investigates the representation of women in five instant seasoning advertisements; ABC ‘Sambal Masak’ advertisement “Kayak Masakan Mami”, Royco ‘All in One’ advertisement “Ini Resepku”, Indofood ‘Bumbu Racik Tempe’ advertisement “Resep Kering Tempe”, Masako ‘Bumbu Kaldu Penyedap’ advertisement “Cuma Ubi”, and ‘Bango’ ‘Bumbu Ayam Goreng Bacem’ advertisement “Petani Ketumbar”. The advertisements were downloaded randomly from www.youtube.com. This study uses a descriptive qualitative method. Women in instant seasoning advertisements were investigated through the visual elements of the advertisements as follows; actresses (physical appearance, fashion, facial expression and emotion), setting and properties, frame size, camera angle, and color saturation. This study uses order of signification’s theory by Barthes (1957), reading images’ theory by Kress and Leuween (2006), and some theories of visual elements in television advertisement. The results show that women are mostly represented as brave, feminine, motherly, cheerful, independent, calm, optimistic, and modern women. The study also concludes that there are three ideologies in instant seasoning advertisements: femininity, modernism, and recreation.

Keywords: Semiotics, Representation, Women, Advertisements
# TABLE OF CONTENTS

PAGE OF APPROVAL

STATEMENT OF AUTHORIZATION ................................................................. i

PREFACE ................................................................................................. ii

ACKNOWLEDGEMENT ........................................................................ iii

ABSTRACT ............................................................................................... iv

TABLE OF CONTENTS ........................................................................... v

LIST OF TABLES ..................................................................................... ix

LIST OF FIGURES ................................................................................ xii

CHAPTER I INTRODUCTION ................................................................. 1

1.1. Background of the Study ............................................................... 1
1.2. Research Questions ...................................................................... 4
1.3. Aims of the Study ........................................................................ 4
1.4 Scope of the Study ......................................................................... 5
1.5 Significance of the Study ............................................................... 5
1.6 Research Methodology .................................................................. 5
  1.6.1 Research Method .................................................................. 5
  1.6.2 Research Procedures ............................................................... 6
1.7. Clarification of Terms ................................................................. 6
1.8. Organization of the Paper ............................................................. 7

CHAPTER II THEORETICAL FOUNDATION .................................... 9

2.1 Semiotics ....................................................................................... 9
2.2 Orders of Signification ................................................................. 11
  2.2.1 Denotation and Connotation .................................................. 11
  2.2.2 Myth .................................................................................... 12
4.1.1.5 The Actresses of Bango ‘Bumbu Ayam Goreng Bacem’
Advertisement “Petani Ketumbar” ................................. 76

4.1.2 The Analysis of Setting and Properties in Instant Seasoning
Advertisements ................................................................ 79

4.1.2.1 The Setting and Properties of ABC ‘Sambal Masak’ Advertisement
“Kayak Masakan Mami” ...................................................... 79

4.1.2.2 The Setting and Properties of Royco ‘All in One’ Advertisement “Ini
Resepku” ........................................................................ 82

4.1.2.3 The Setting and Properties of Indofood ‘Bumbu Racik Tempe’
Advertisement “Resep Kering Tempe” .............................. 86

4.1.2.4 The Setting and Properties of Masako ‘Bumbu Kaldu Penyedap’
Advertisement “Cuma Ubi” .................................................. 89

4.1.2.5 The Setting and Properties of Bango ‘Bumbu Ayam Goreng Bacem’
Advertisement “Petani Ketumbar” ..................................... 92

4.1.3 The Analysis of Frame Size in Instant Seasoning Advertisements ....... 95

4.1.3.1 The Frame Size of ABC ‘Sambal Masak’ Advertisement “Kayak
Masakan Mami” .............................................................. 95

4.1.3.2 The Frame Size of Royco ‘All in One’ Advertisement “Ini Resepku”
...................................................................................... 98

4.1.3.3 The Frame Size of Indofood ‘Bumbu Racik Tempe’ Advertisement
“Resep Kering Tempe” ....................................................... 101

4.1.3.4 The Frame Size of Masako ‘Bumbu Kaldu Penyedap’ Advertisement
“Cuma Ubi” ........................................................................ 103

4.1.3.5 The Frame Size of Bango ‘Bumbu Ayam Goreng Bacem’
Advertisement “Petani Ketumbar” .................................... 105

4.1.4 The Analysis of Camera Angle in Instant Seasoning Advertisements......
......................................................................................... 106
4.1.4.1 The Camera Angle of ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” .......................................................... 106

4.1.4.2 The Camera Angle of Royco ‘All in One’ Advertisement “Ini Resepku” ........................................................................ 108

4.1.4.3 The Camera Angle of Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” ........................................... 111

4.1.4.4 The Camera Angle of Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” .......................................................... 113

4.1.4.5 The Camera Angle of Bango ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ........................................ 114

4.1.5 The Analysis of Color Saturation in Instant Seasoning Advertisements................................................................. 116

4.2 Discussions.................................................................................................................................................... 117

4.2.1 Ideologies behind the Representation of Women in Instant Seasoning Advertisements .......................................................... 120

CHAPTER V CONCLUSION AND RECOMMENDATION.................. 122

5.1 Conclusion ..................................................................................................................................................... 122

5.2 Recommendation........................................................................................................................................ 125

BIBLIOGRAPHY ................................................................................................................................................ 126

APPENDICES ...................................................................................................................................................... 131
LIST OF TABLES

Table 2.1 Physical Appearance................................................................. 22
Table 2.2 Fashion...................................................................................... 23
Table 2.3 Facial Expressions and Emotions ............................................... 24
Table 2.4 Techniques in Video Shooting and Editing .................................. 25
Table 2.5 Wilfred’s Connotation in Color .................................................. 26
Table 2.6 Linschoten and Mansyur’s Connotation in Color ......................... 27
Table 2.8 Fisher’s Connotation in Color ..................................................... 28
Table 3.1 Selected scenes in ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” ................................................................. 31
Table 3.2 Selected Scenes in Royco ‘All in One’ Advertisement “Ini Resepku” ..... 35
Table 3.3 Selected Scenes in Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” ............................................................. 37
Table 3.4 Selected Scenes in Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” ................................................................. 39
Table 3.5 Selected Scenes in Bango ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ........................................................ 41
Table 3.6 Sample Analysis of the Representation of Women in Instant Seasoning Advertisement .............................................................. 42
Table 4.1 Orders of Signification of Actresses in ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” ................................................ 55
Table 4.2 Orders of Signification of Actresses in Royco ‘All in One’ Advertisement “Ini Resepku” ......................................................... 61
Table 4.3 Orders of Signification of Actresses in Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” ................................. 67
Table 4.4 Orders of Signification of Actresses in Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” ......................................................... 72
Table 4.5 Orders of Signification of Actresses in Bango ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ........................................ 76
Table 4.6 Orders of Signification of Setting and Properties in ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” .......................... 79
Table 4.7 Orders of Signification of Setting and Properties in Royco ‘All in One’ Advertisement “Ini Resepku” ......................................................... 82
Table 4.8 Orders of Signification of Setting and Properties in Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” .................... 86
Table 4.9 Order of Signification of Setting and Properties in Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” ................................. 90
Table 4.10 Order of Signification of Setting and Properties in Bango ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ................. 92
Table 4.11 Order of Signification of Frame Size in ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” .................................................. 95
Table 4.12 Order of Signification of Frame Size in Royco ‘All in One’ Advertisement “Ini Resepku” ......................................................... 98
Table 4.13 Order of Signification of Frame Size in Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” ................................. 101
Table 4.14 Order of Signification of Frame Size in Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” ......................................................... 103
Table 4.15 Order of Signification of Frame Size in Masako ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ........................................ 105
Table 4.16 Order of Signification of Camera Angle in ABC ‘Sambal Masak’ Advertisement “Kayak Masakan Mami” .................................................. 107

Table 4.17 Order of Signification of Camera Angle in Royco ‘All in One’ Advertisement “Ini Resepku” .............................................................................. 109

Table 4.18 Order of Signification of Camera Angle in Indofood ‘Bumbu Racik Tempe’ Advertisement “Resep Kering Tempe” ........................................... 111

Table 4.19 Order of Signification of Camera Angle in Masako ‘Bumbu Kaldu Penyedap’ Advertisement “Cuma Ubi” ..................................................... 113

Table 4.20 Order of Signification of Camera Angle in Bango ‘Bumbu Ayam Goreng Bacem’ Advertisement “Petani Ketumbar” ............................... 114

Table 4.21 Order of Signification of Color Saturation in Instant Seasoning Advertisements ................................................................................................. 116
LIST OF FIGURES

Figure 2.1 Saussure’s model of sign .................................................. 10
Figure 2.2 Peirce’s model of sign ...................................................... 11
Figure 2.3 Barthes’ Orders of Signification ....................................... 12