

CHAPTER I

INTRODUCTION

This is an introductory part of this paper. This chapter provides background of the study, research questions, aims of the study, scope of the study, significance of the study, research methodology, clarification of terms and organization of the paper.

1.1. Background of the Study

Many companies compete to create attractive promotions in selling their products to market. The sale process does not only involve people but also media as marketing tools. Advertisement is one of the promotion tools which most often used by companies to sell their products. The media of advertisement can be print media such as newspapers and magazine or electronic media such as television and radio.

Advertisement comes from the Latin word “*ad vertere*” means "to turn toward". According to Dyer (1982), advertisement means drawing attention to something or notifying or informing somebody of something. According to Oxford Dictionaries (2014), advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. In other words, advertisement is a tool of communication to attract people's attention in order to promote and publicize product or service.

As the development of science and technology, the development of advertisement around the world is growing rapidly. The development does not only occur in printed advertisements, but also in electronic advertisements. An advertisement is made as attractive as possible to catch audiences' attention in order to make audiences buy the product. Therefore, many products sold in the market due to the influence of advertising presentation.

Television advertisement is one of the most ideal tools to promote a product. It invites viewers to indirectly feel the benefit of the product. Television advertisement uses some interesting music/sounds, actors, storyline, settings and properties to make audiences easily tempted to the product.

Advertisement is not only used as promotion and publication tool, but also as guidelines in society because advertisement obtains societal values. Societal values in advertisement can construct ideologies. An ideology is a logical and relatively fixed set of beliefs or values (Wodak and Meyer, 2009). Thus, ideology reflects the common beliefs and values in society. A graphic designer should be able to produce an advertisement that contained ideology in it. Roxburgh (2010) asserts that design is described as reproducing ideologies and identities. He also mentions that the art of design is reliant on “Myth of Creativity” (Roxburgh, 2010). In other words, an advertisement is not only designed to sell products, but also to show ideas and ideologies through visual representation. According to Correa (2011), advertisement is a vehicle for ideologies which reflect ideas, beliefs, and opinions of the society. Therefore, ideology is conveyed through the representation in advertisement.

Representation is the construction of aspects of reality in any medium (Chandler, 2002). Representation may reflect ideologies because it constructs the aspects of reality which in turn will be the set of beliefs and values in the society. Gender is one of the aspects of reality which always shows in television advertisement. The representations of gender often involve stereotypes. Doring (2006) states that the depiction of men and women in media often portrays gender stereotypes. According to Amancio (1993), gender stereotypes are seen as social representations or collective ideologies defining model behavior. It can be understood that gender stereotype refers to what men and women should behave in society as social and cultural construction.

Many television advertisements use the representation of women to promote and publicize their product. Women often show in various advertisements, for example, beauty products, cleaner products, electronic device

products, food and drink products, etc. It may occur because women have bigger desire to shop than men and women have responsibility for shopping in a household. Thus, many television advertisements make women as their target audiences.

Some studies have been conducted to analyze the representation of women. Aryani (2012) analyzes women representation in *PT. Kao* detergent products. She investigates how woman was represented through product packaging designs. The data used were the selected packages namely *Attack Softener, Attack Clean-Maximizer, Attack Color and Attack Easy*. The results of the study show that women are mostly represented as feminine, tender, motherhood, mature, independent, warm, loving, caring, beautiful, attractive, friendly and happy. Another previous study about women representation was done by Utami (2013). She investigates women representation in magazine advertisement. She uses *Maybelline's Moisture Extreme Lipcolor, Sally Hansen's Mega Shine Nail Top Coat, Dove Deodorant, Loreal's Kiss Proof Ultra Glossy Lipstick, Maybelline's Volum' Express Turbo Boost Mascara*. The results of the study show that women are mostly represented as stylish and trendy women as reflection of modern women.

The previous studies above analyze the representation of women in printed advertisements through packaging designs and magazine advertisements. They do not analyze the representation of women in other types of advertisements, such as radio or television advertisements. Those studies also analyze the representation of women without clearly enough explain about the ideology of the representation and how the representation create stereotype of women in society.

Based on the matters above, the present study aims to investigate the representation of women in other media. This study analyzes television advertisement to give another analysis about how women are represented visually in advertisement. The present study also analyzes the representation of women in another kind of advertisements. Instant seasoning is a kind of television advertisements which usually represents women as the model of their

visualization. The present study is limited to analyze five instant seasoning advertisements and reveal ideologies behind the representation.

Instant seasoning advertisements always engage women as their models. However, every advertiser of instant seasoning companies has their own way to represent women and convey ideologies behind the representation. The present study investigates 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 representation of women in the advertisements above is analyzed through their visual elements. There are some visual elements of television advertisements: actor, setting, property, frame size, camera angle and color saturation (Dyer, 1996; Selby and Cowdery, 1995). Following the kind of visual elements itself, this study analyzes actor, setting, property, frame size, camera angle, and color saturation involved in instant seasoning advertisements. These visual elements belong to the visual sign in semiotics. The present study uses some theories: Barthes' orders of signification theory (1957), Kress and Leeuwen's reading images: the grammar of visual design (2006), and some other theories about visual elements in television advertisement.

1.2. Research Questions

Regarding to the reasons that have been mentioned before, this study is conducted to reveal these following questions:

- 1) How are the women represented in instant seasoning advertisements?
- 2) What is the ideology behind the representation?

1.3. Aims of the Study

Relevant to the background of the study above, the research aims to:

- 1) To investigate how women are represented in instant seasoning advertisements
- 2) To reveal the ideology behind the representation

1.4. Scope of the Study

The study investigates the representation of women in five instant seasoning advertisements: *ABC 'Sambal Masak'*, *Royco 'All in One'*, *Indofood 'Bumbu Racik Tempe'*, *Masako 'Bumbu Kaldu Penyedap'* and *Bango 'Bumbu Ayam Goreng Bacem'*. This study focuses on analyzing the visual elements in those advertisements through actors, settings, properties, frame sizes, camera angles and color saturation. This study uses some theories: Barthes' orders of signification theory (1957), Kress and Leeuwen's reading images: the grammar of visual design (2006), and some other theories about visual elements in television advertisement in order to investigate the representation of women and reveal the ideology behind the representation.

1.5. Significance of the Study

The study hopefully may contribute to develop the knowledge of semiotics, especially in the semiotics analysis of advertisements. Advertisement can contain signs or ideologies that cover the message. Therefore, this study is expected to enrich other researchers and readers in understanding the message beyond what it seen in an advertisement.

1.6. Research Methodology

1.6.1. Research Method

The methodology used in this study is a qualitative-descriptive approach because it only focuses on describing, interpreting and exploring the meaning of all the visual elements in selected scenes in instant seasoning advertisements. The signs and the images of selected scenes in the advertisements are analyzed using Barthes' orders of signification theory to investigate the representation and

ideology behind the representation that are reflected in the instant seasoning advertisements.

1.6.2 Research Procedures

a. Data Collection

Procedure of this study begins with data collection by downloading five videos of instant seasoning advertisements from www.youtube.com. The advertisements consist of *ABC 'Sambal Masak'* (duration: 30 seconds), *Royco 'All in One'* (duration: 31 seconds), *Indofood 'Bumbu Racik Tempe'* (duration: 29 seconds), *Masako 'Bumbu Kaldu Penyedap'* (duration: 31 seconds) and *Bango 'Bumbu Ayam Goreng Bacem'* (duration: 29 seconds). These advertisements are divided into several scenes that contain representation of women.

b. Data Analysis

The analysis relies on theory on Barthes' orders of signification theory (1957), Kress and Leeuwen's reading images: the grammar of visual design (2006), and some other theories about visual elements in television advertisement. Furthermore, the scenes from the advertisements are analyzed by their visual elements: actors (physical appearances, fashion, and facial expressions and emotions), setting and properties, frame sizes, camera angles, and color saturation. The next step is investigating ideologies contained in the instant seasoning advertisements based on the data that has been analyzed.

1.7. Clarification of Terms

There are several main terms in the present study that are presented below:

- 1) **Advertisement** is a text which attempts to attract people's attention (Goddard, 1998).

- 2) **Instant (Of Food)** that can be made very quickly and easily (Oxford Learner's Pocket Dictionary, 2008).
- 3) **Seasoning** is salt, herbs, or spices added to food to enhance the flavor (Oxford Learner's Pocket Dictionary, 2008).
- 4) **Woman** is adult female human being (Bull, 2011).
- 5) **Representation** is the production of meaning of the concept in our minds through language (Hall, 1997: p. 17)
- 6) **Ideology** is a logical and relatively fixed set of beliefs and values (Wodak and Meyer, 2009).
- 7) **Denotation** is the "literal" or "obvious" meaning (Chandler, 2002: p. 140).
- 8) **Connotation** is the meaning that influenced by "socio-cultural and 'personal association'" (Chandler, 2002: p. 140)
- 9) **Signs** are everything that represents the other thing (Chandler, 2002: p. 2)
- 10) **Semiotics** is "the study of signs" (Chandler, 2002: p. 1)

1.8. Organization of the Paper

This Paper consists of five chapters. The details of each chapter will be presented below:

1.8.1 Chapter I: Introduction

Introduction contains background of the study, research questions, aims of the study, scope of the study, significance of the study, research methodology, clarification of terms, and organization of the paper.

1.8.2 Chapter II: Theoretical Foundation

The second chapter contains general review of related theories and the previous study that connects or supports the present study.

1.8.3 Chapter III: Research Methodology

This chapter discusses the steps and the procedures taken in conducting the research, including data collection and data analysis.

1.8.4 Chapter IV: Findings and Discussions

Findings and discussions presents the result of the study and the answer of the research questions that will be explored and discussed thoroughly.

1.8.5 Chapter V: Conclusions and Suggestions

This chapter consists of the conclusions of the study and recommendations for further study.