

## CHAPTER I

### INTRODUCTION

This is an introductory part of this paper. It covers background of the study, reason of choosing this topic, scope of the study, statement of problem, aim of the study, research methodology, and the organization of this paper and clarification of the key terms.

#### 1.1 Background of the study

Advertisements are easy to find because there are many kinds of advertisement nowadays. They can be found in newspapers, magazines, brochures, pamphlets, or in television and radio. Producers of product or services are competing to make good advertisements to offer their products or services because if the advertisement is interesting, it will give good impact to the product or the service. According to Oxford Dictionaries (2014), “advertisement is a notice or announcement in a public medium promoting a product, service, and event or publicizing a job vacancy”. Meanwhile, the word ‘advertisement’ comes from the Latin verb ‘advertere’ meaning ‘to turn toward’ (Hasanah, 2013).

In addition to promoting and publishing, advertisement has other functions. Schwartz and Sagiv (1995, cited in Branchik and Chowdhury, 2012), state that advertisement expresses societal values or desirable goals that serve as guiding principles in society. Furthermore, Hynes and Johnson (2007, (cited in Hasanah, 2013) say that “advertisement must be considered to be ‘relics’ thriving on what is going on in the society”.

Inequity of roles between men and women in society make the gender issues sharper. Masculinity is the gender that is reconstructed by the media. Advertisements tend to represent masculinity because of some problems in the society. In recent days, masculinity continuously develops together with the various issues that are faced by men. Masculinity is a critical, analytical term, which means it can be difficult to define (King, 1997).

Kennedy (2000), states that masculinity is manly character or gentlemen and how men act as truly men. Men show their masculinity through activities known as men activity, for example wall climbing and surfing. Society thinks that men who do those activities are real men and sometimes society judges that men who do women's activities such as cooking and sewing are men with questioned masculinity. Oakley (1972), states that masculinity is not always about an obvious use of power and muscle to overcome an enemy, and can work by detours by in insidious ways.

Nowadays, there is a process of masculine construction in Indonesia's television which is presented by various TV programs such as music and reality show. For example, in music, Indonesian music industry has phenomenon about bands and boybands. The concept of bands and boybands are totally different where a band show their masculinity with playing instruments such as guitar, drum, bass and keyboard but a boyband is a group of men who is singing and dancing on the stage. Indonesian boybands are assumed effeminate by the society because they are dancing look like women. BBC magazine (2008) reports an article about a study in London which concludes that the selection of music instrument is a significant variable of gender. Based on the study 81% of boys prefer playing an electric guitar and girls prefer playing a harp. It shows that a gentleman prefers playing an instrument as a band to show their masculinity. There are also *L-men of the year*, one of the reality show or a contest which is held annually. This contest is about discovering a man who will become an ambassador of *L-men*. *L-men* itself is a product of healthy drink

or supplement to help men get perfect body or six-packs. As an ambassador of *L-men*, the chosen one must have proportional body to represent the product. L-men ambassador stereotypes that a real man must six-packs and brawny to show that they are masculine. It evokes men society that to be masculine you have to six-packs.

There are a previous study about “*The Representation of Masculinity in Volume 5 : Princess in Pink (a series of the novel of princess diaries)*” (Maylova, 2012), this research investigates representation of masculinity and the differences between male and female actors based on their social actions using Critical Discourse analysis that focuses on Van Leeuwen theory. In this study, the author only took some of the page which is content masculinity. It is not represent masculinity pervasively.

TV not only constructs masculinity through music and reality shows program, but also passes it through advertisement. In Indonesian television, advertisement of men’s cosmetic are broadcast incessantly: a facial foam such as *Biore for men*, *Vaseline for men*, *Garnier for men* and *Loreal for men*, a shampoo such as *Clear for men*, and a perfume such as *Axe* are advertised for men’s market. Most of those products have explicit slogan like *Biore for men, men’s thing!* And the slogan suggests that men need their own cosmetic.

In recent days, cigarette television advertisements in Indonesia which offer construction of masculinity have been appearing for quite long time. Most of cigarettes television advertisements display men as an object to influence or suggest the other men that men who are smoking those cigarettes are the real men. It becomes big effect to the society when the number of the smoker rises up.

Previous studies entitled *Sign of Masculinity “Semiotics Analysis of A-Volution cigarette TV advertisement”* (Prianggi, 2011) analyzed about the textual codes and the significations of masculinity on A-Volution cigarette television advertisement using Pierce’s theory. The findings reveal five elements of textual

codes and eleven signification of masculinity on the A-volution cigarette TV advertisement. In her study, (Prianggi, 2011) only analyzed some the scenes which show masculinity only from in 0.23 second until 1.02 second of the advertisement.

Based on the matters above, this study intends to analyze how is the advertisements represent masculinity. The masculinity is analyzed from the signification of signs represented in the advertisements. This study also investigates the differences between how is masculinity represented in advertisement and how is masculinity represented nowadays in the society. *Djarum Super* television advertisement chosen because most of the scenes in that advertisement almost show men who are represent masculinity.

The representation of masculinity in *Djarum Super* television advertisement was analyzed through the visual elements found in those advertisements. Dyer, (1996); Selby and Coedery, (1995) mention that there are some visual elements of television advertisements: actor, setting, property, product offered, frame size, camera angle, color saturation and video editing. However, the visual elements investigated in this study are actor, setting, property, frame size, camera angle, color saturation and video editing. Those visual elements were investigated because they belong to the visual signs in Semiotics. Moreover, this study revealed the difference between how is masculinity represented in the advertisement and nowadays.

This advertisement analyzed by using a semiotic theory about signs proposed by Barthes (1957). According to Barthes (1957) (Cited in Hasanah, 2013), there are three levels of representation or three orders of signification. The first order of signification is denotation consisting of a signifier and a signified, the second order of signification is connotation consisting of a signifier and an additional signified attached to it, and the third order of signification is myth or ideology which is viewed as a combination of denotation and connotation. This theory is appropriate to be used because it helps to reveal how is masculinity represented in *Djarum Super*

advertisements and the difference between how is masculinity represented in the advertisement and how is masculinity is represented nowadays.

## **1.2 Reasons for choosing the topic**

Cigarette TV advertisements show the audiences masculinity actions which are done by the model of the advertisement because stereotype in the society has been mark up. The society believes that men who are smoking are the real gentlemen. Cigarette television advertisements are focusing on situations where men are trying to overcome an obstacle in a group and most of those advertisements show men's activities to represent that the only gentlemen who can do this activity. However, *Djarum Super* cigarette television advertisement is more interesting because most the scenes in this advertisement show men who are showing their masculinity through the actions and those actions represent that the only gentlemen who do these activities. The activities such as diving, surfing, off road and hill climbing only did by the men who are having huge adrenaline and brave.

## **1.3 Scope of the study**

This study analyzes *Djarum Super* cigarette television advertisement by using Barthes orders of signification, three orders of signification use to examine how masculinity is represented in this advertisement and reveal the difference between how masculinity is represented in the advertisement and how masculinity is represented nowadays.

## **1.4 Research Question**

There are two main issues were investigated in this as shown below:

1. How is masculinity represented in *Djarum Super television* advertisements?

2. What are the differences between how is masculinity represented in *Djarum Super television* advertisements and how is masculinity represented in Indonesian's showbiz nowadays?

### **1.5 Aims of the study**

Based on the research questions formulated above, this study aims to discover the answers of the following statements:

1. Discovering how masculinity is represented in *Djarum Super television* advertisements.
2. Discovering the differences between how is masculinity represented in *Djarum Super television* advertisements and how is masculinity represented nowadays.

### **1.6 Research Methodology**

#### **1. Design**

The method that was used in undertaking this research is a descriptive qualitative approach. Belk (2006, p. 3) states that a qualitative method is the method which is "interpretative and subjective". According to Denzin & Lincoln (2005) the qualitative method stresses on qualities not entities. Thus, it is also committed to a deep understanding of particular phenomenon (Gay et al., 2006) and the descriptive method is an investigation that attempts to describe and examine the particular phenomena and current situation (Travers, 1978, cited in Sevilla et al, 1992).

Therefore, the qualitative descriptive method is an appropriate method for this study because the purposes of this study are to analyze, describe and interpret the representation of masculinity in *Djarum Super television* advertisements.

## 2. Data collection

*Djarum Super* cigarette television advertisements were chosen as the data source then found the advertisement in the Internet from the *Djarum super* website: [www.djarum-super.com](http://www.djarum-super.com). There were five *Djarum Super* television advertisements collected in this study. The version of those advertisements were *Clouds* (duration : 58 seconds), *Iceberg* (duration: 58 seconds), *Race* (duration: 59 seconds), *My Great adventure Indonesia* (duration: 2 minutes), *My great adventure Indonesia continuous* (duration: 3 minutes). All of the advertisements were downloaded from [www.youtube.com](http://www.youtube.com).

The results of data in this research are having some transcript of advertisement of *Djarum Super*. The data above were collected based on the advertisements which present the issue of how masculinity is represented in those advertisements. Then, each advertisement was categorized and analyzed based on the scenes containing the issue of how masculinity is represented in that advertisement.

## 3. Data analysis

Three steps were taken in analyzing how masculinity is represented in *Djarum Super* television advertisements. The first step was transforming each advertisement selected in this study into the scenes containing the issue of how masculinity is represented in that advertisement and this step was done by watching the advertisements carefully to identify which scenes contained the issue of how masculinity is represented in the advertisement and then putting the scenes in the tabular form. The second step was taken by analyzing the visual elements found in each scene and the analysis was carried by identifying actor, setting, property, frame size, camera angle, color saturation,

and video editing used in that scene. The last step was done by interpreting the findings based on the previous analyses to reveal the differences between how is masculinity represented in *Djarum Super* television advertisements and how masculinity is represented nowadays.

### **1.7 The organization of paper**

This study consists of five chapters; it attempts to examine how is masculinity represented in Djarum super television advertisement and the differences between advertisement and nowadays. The first chapter is introduction; this chapter consists of background of the study, research question, aims of the study, research method, organization of the paper and clarification of key terms. Generally, the chapter I is a preface to the main theme of the study. The second chapter is Theoretical Foundation which consists of theoretical frameworks related to the present study. The third chapter is Research Methodology which explains the methodology in conducting the study. It contains Research Objectives, Research Methodology, Research Procedure, Data Sources and Collection, Data Analysis, and Framework. The next chapter is Findings and Discussion reveal. Moreover, in this chapter, provides the findings of the study. The last is Conclusion and Suggestion. This chapter provides conclusions and suggestions from the writer based on the findings of the study.

### **1.8 Clarification of Key Terms**

#### **1. Gender**

Gender precisely describes the systematic structuring of certain behavior and practices which are associated with women or with men in particular societies, femininity and masculinity (Marchand, (1985).

## 2. Advertisement

Advertisement is an announcement in a newspaper, a magazine, a television, or on poster about product, event, job vacancy, and so forth (Oakley, 1972)

Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor (Ennis, 2005).

## 3. Masculine

Masculine is more like a *universe* which denotes and define feminine, in the notion of dominant discourse; masculine is defined as *paternal law* (Kennedy, 2000).

## 4. Masculinity

Masculinity is describes men and boys that are personal and human (Oxford Dictionary, 2014).

Representation refers to how a person, a group or a particular idea is presented in media (Enfield, 2000)

## 5. Code

a) Code is a set of practices familiar to users of the medium operating within a broad cultural framework (Chandler, 2002).

b) Code is the combination of the sign that relay on the general agreement in particular society for the purpose of delivering messages from one person to another on communication (Ennis, 2005).