

# CHAPTER I

## INTRODUCTION

This chapter provides the introductory part of the study covering background of the study, formulation of problems, aims of the study, scope of the study, review of research methodology, significance of the study, clarification of the terms and organization of the paper.

### 1.1 Background of the Study

The issue of gender has been considerably talked about in society. Gender is differently related to sex. According to Esplen and Jolly (2006), sex is about physical, biological and genetic differences between men and women. In addition, according to Chemers (2000), men and women are theoretically different in terms of biology (hormones, temperament), cultures (socialized for different roles), and structures (relative standing in organizational structures). Looking at the Chemers' suggestion that men and women can be different in term of culture which is realized by different roles, gender can be included in that term. Gender can be defined simply as the different roles between men and women which are influenced by society. As stated by Brannon (2004), gender is about how men and women behave in society. As known socially, men have higher positions than women. This case is still unendingly debated. This social problem automatically affects people's beliefs. Some people think that men still have higher position than women, but some others oppose to this. Subsequently, this case also occurs in mass media.

Mass media are bridges to convey information to the world. One of the examples is magazines. Magazines are mass media which convey the contents of information not only through the presentation of written text, but also through the images. Furthermore, according to Pusporini (2009), magazines differ from one another depending on the targeted readers. It means that in one type of magazines, they only contain specific topics. Generally, magazines are published in the form of printed texts. Nowadays, as stated by Altstiel and Grow (2007), magazines are blended with the internet, they can be published online.

Many researchers have conducted analyses in printed magazines to investigate gender issues, especially women. Kasai (2012), for instance, has conducted research to reveal the representation of ideal image of women in American and Japanese cooking magazines: *Martha Stewart Living* and *Haru\_mi*. This research aims to know the comparison on how both magazines convey their messages through their magazines. To reveal the aims of the study, the writer has discussed three issues which are the historical background of women in society in both U.S and Japan, the way they manipulate their images as homemakers in their magazines, and the kinds of influences Stewart and Kurihara have had on their readers. The findings show American society has clearer social class distinction which is more racial and cultural than Japanese society. Another research has been conducted by Barker (2012) investigating discursive representations of femininity in contemporary a South African women's magazine, which is *Cosmopolitan*. The research uses the theoretical discourse analysis, especially discursive analytical process, to gain the construction of femininity in the magazine. The findings show that femininity in the magazine is depicted and constructed as normatively white with the aim of pursuing a stable heterosexual relationship, needing to nurture which includes the nurturing of men, and taking all the responsibility to gain success of the heterosexual relationship.

This recent study aims to see the representation of women in an online magazine which has different topics the previous research. Therefore, the present study attempts to investigate the representation of a female model, in an adult magazine targeted to men. Furthermore, the study puts female models as the focus of the study because they are seen as the objects of men's interests. Meanwhile, this magazine is chosen as the subject of the study because it is one of the magazines in Indonesia which is targeted to adult male readership with women as the models of the magazines. Finally, this recent study tries to reveal the representation of a female model in an edition (147<sup>th</sup> edition) of *Male Magazine*. Since the study takes an edition of the magazine, this study is included as a case study.

*Male Magazine* is a weekly online magazine published in Indonesia since November 2012. *Male* which stands for “*Mata Lelaki*” is the magazine which is targeted to adult men (above 18<sup>th</sup> years old). Mostly, this magazine is about lifestyles. This magazine contains several rubrics, each of which provides different topics. This study will focus on the ‘insight’ rubric. ‘Insight’ is chosen as the data for this study the female models presented in this rubric also become the cover girls of the magazines.

Since magazines use more than one mode to convey the information to the readers, the recent study adopts multimodal analysis to reveal the representation of the object of the study. This study attempts to analyze the visual and verbal modes in *Male Magazine*. Basically, the visual data are analyzed using Kress and Van Leeuwen’s (2006) visual grammar, and some supporting tools by Wilfred (1962) and Barnard (2007). Meanwhile, the verbal data are based on Halliday’s (1994) transitivity.

## **1.2 Formulation of Problems**

Based on the explanation of background of the study, this present study investigates the representation of modern women in Indonesia, specifically as female models in *Male* online magazine. The investigation conducted stems from the need to know how women are represented in male readership’s magazine. Based on this thesis statement, this study attempts to answer these following research questions:

1. How is the female model visually represented in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine*?
2. How is the female model verbally represented in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine*?
3. What do the representations signify?

## **1.3 Aims of the Study**

The aims of the study are to discover the representation of a female model in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine*. Specifically, the research has three objectives as follows:

1. To know the representation of the female model in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine* through the visual mode.
2. To know the representation of the female model in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine* through the verbal mode.
3. To reveal the meaning of the representations.

#### **1.4 Scope of the Study**

This study only focuses on the representation of a female model through the analysis of visual and verbal modes in the ‘insight’ rubric of 147<sup>th</sup> edition of *Male Magazine*. This means that the study will only attempt to reveal how the female model is described through the relation between visual and verbal modes in the data. To discover the aims of the study, Multimodal Analysis will be used as a framework.

#### **1.5 Significance of the Study**

Theoretically, this study aims to enrich the reference of research using Multimodal Analysis, especially the analysis of visual and verbal texts, the theory of representation, the elements of ideational meaning, and how the analysis contributes to reveal a female model’s representation. However, practically, this study helps to give a critical awareness to people about how the image of Indonesian women realized by the female model presented in *Male* magazine which is targeted to men.

#### **1.6 Research Methods**

##### **1.6.1 Research Design**

This study uses descriptive qualitative research design. As stated by Sandelowski (2000), descriptive qualitative method is a chosen way while straight explanations of phenomena are needed. Meanwhile, according to Bryman (2004), descriptive qualitative analysis is an approach used by researchers to assert meanings of and in texts. From the two statements, it can be defined simply that this method is mostly about descriptions and

interpretations. Thus, this research design is suitable for the purpose of this study because this study focuses on the visual and verbal modes in the data.

### **1.6.2 Data Collection**

The data are in the form of visual and verbal modes taken from *Male* online magazine website [www.male.detik.com](http://www.male.detik.com). In this recent study, the edition of the magazine is selected based on the themes and the date of publication. *Male* magazine 147<sup>th</sup> edition entitled “Shae: Seks Urutan Ketiga” is chosen as the data of the study. Furthermore, the analysis is only conducted to those visual and verbal modes in the ‘insight’ rubric of the magazine. Finally, the data lie on eight pages of visual and verbal modes in ‘insight’ rubric of 147<sup>th</sup> edition of *Male* magazine.

### **1.6.3 Data Analysis**

Since the study attempts to conduct multimodal analysis (visual and verbal) based on Halliday’s (1994) Systemic Functional Linguistics, there are two analysis tools which are used to reveal the aims of the study. The visual texts in the data are analyzed by Kress and Van Leeuwen’s (2006) theory of visual grammar which is realized in their book “*Reading Images*” *Grammar of Visual Design*, Wilfred’s (1962) signification of colors, and Barnard’s (2007) fashion and physical appearance. Meanwhile, Halliday’s transitivity is used for analyzing the verbal texts in the data. Through these analyses, the base results of the study are served to reveal the representation of the object of the data.

## **1.7 Clarification of the Terms**

To avoid misunderstanding and misconception, there are some terms which should be clarified. The terms are explained as follows:

- Representation

“Representation means using language to say something meaningful about, or to represent, the world meaningfully, to other people” (Hall, 1997, p. 15).

- **Multimodality**  
Multimodality can be defined as an analysis procedure of two modes which combines different linguistic tools and steps of analysis (Hermawan, 2013).
- **Visual Grammar**  
Visual Grammar means a general grammar of contemporary visual design which describes the way in which reflected elements – people, places and things – combine in visual ‘statements’ of greater or lesser complexity and extension (Kress and van Leeuwen, 2006).
- **Systemic Functional Linguistics**  
Systemic Functional Linguistics is the theory of language which focuses on the function of linguistic structures in texts and how people use those structures to make meaning in the given context of cultures and circumstances (Emilia, 2014).
- **Magazines**  
Magazines are defined as publications that can be bought weekly or monthly, containing articles with images, and having particular topics (Assegaff, 1983).

## **1.8 Organization of the Paper**

This present paper is composed into five chapters as follows:

**CHAPTER I INTRODUCTION:** This section presents a background of the study, research questions, purpose of the study, scope of the study, the significance of the study describing a contribution of doing this study, research method and organization of the paper.

**CHAPTER II LITERATURE REVIEW:** This section contains theoretical framework including some experts’ opinion and previous studies which support the study.

**CHAPTER III METHODOLOGY:** This section covers the methods used in the study including research design, data collection, data analysis, and data presentation of the study.

**CHAPTER IV FINDINGS AND DISCUSSION:** This section presents findings of the study after analyzing the problems and also provides discussion of the findings which answer the research questions.

**CHAPTER V CONCLUSION AND SUGGESTIONS:** This section concludes the results of the analysis and present the interpretations toward the result. In addition, it also provides suggestions for further research.