

CHAPTER I

INTRODUCTION

This chapter gives brief explanation about some purposes and reasons of this study, which include background of the study, research questions, aims of the study, scope of the study, significance of the study, research methods, clarification of the terms and organization of the paper.

1.1 Background of Study

Nowadays, advertisements are familiar thing for many people. According to Williamson (2007), an advertisement becomes an unavoidable part of everyone's life. We can easily find advertisements everywhere in our daily lives in various mediums, such as television, radio, movie, magazine, newspaper, billboard or even on the bus seat. In fact, “the original word of 'advertisement' derives from a Latin word *ad-vere* which means conveying thoughts and ideas to others” (Klepper, 1986 in Widyatama 2005:14). In this context, advertisement has a similar meaning with communication.

O’Guinn et al. (2006) states that in communicating, people are persuaded to do something. In this sense, an advertisement as one form of communication has an essential part that is, a message. A message in advertisements is aims to inform people about the product and persuade them to buy the product. It deeply affects our purchasing behaviours.

In conveying message or information, advertisements use images (visual representation) and texts (verbal representation) to attract the consumers to buy

the product. This is because the consumers tend to be attracted by advertisements with good texts which are also supported by enchanting images. It is in line with Kress and van Leeuwen (1990) who describe that image is part of text, particularly non-verbal text and it supports verbal text to create meaning.

In addition, the copywriters tend to use models in creating images of a product. They use specific objects in promoting a product. For example, the advertisements of cosmetics products that use women as the model. On the other hand, men are involved as the model in the advertisements of cigarettes and automotives product. In this sense, the advertisement is created by considering gender stereotype. However, there are some cases in which the advertisements do not follow those stereotypes.

There are some products which are usually associated with women stereotypes, but now those products are used by men as well. One of them is grooming products. Nowadays, there are so many grooming products that are created and targetted for men such as facial foam, moisturizer, deodorant, and parfume in various brand. One of them is *Nivea for Men*.

Nivea is one of the most recognized skin and beauty care brands in the world. *Nivea* creates *Nivea for Men* brand in order to fulfill men's need towards skin care. In addition, *Nivea for Men* received the highest ranking in the Most Trusted Brands For Men for the ninth time in a row based on survey conducted by the Reader's Digest magazine (2011). It seems that men models and tagline in *Nivea for Men* print advertisements tend to influence and contribute to the increase of *Nivea for Men* market.

By looking at those issues, the present study attempts to investigate the representation of men in *Nivea for Men* print advertisements both verbally and visually, then it attempts to reveal the ideologies underlying the representation.

There are some studies which have been conducted in examining the representation of men in print advertisement (Tanner&McNair, 2005; Godeo, 2005; Ahmad, 2009; and Hernandez, 2010). In investigating the representation of men in print advertisement, Tanner&McNair (2005) revealed that in a sample of advertisements from selected magazines in 1983 and 2003, men were represented as being sensual or attractive. White male were portrayed more positively than the ethnic minority men in advertisements. Meanwhile, Godeo (2005), Ahmad (2009) and Hernandez (2010) discovered that men in men's cosmetics products and men in men's magazine were portrayed as men in different visions of masculinity, that is the new man or metrosexual man.

Furthermore, there are also studies concerning the representation of men in television advertisement (Kaufman, 2009; Pramitasari, 2010; Akbar, 2011). In investigating the representation of men in television advertisement, Kaufman (2009) and Pramitasari (2010) found out that men were represented as men who show their feminine side. They really care about their appearance by using skincare product, taking care of their children, and they are more involved in family life. Different from those studies, Akbar (2011) discovered that men in cigarette advertisement show their masculine characteristic through the color selection, wardrobe, and background selection. They were portrayed as men who are strong, rough, and brave. They were also avoiding the feminine attribute.

Unlike those previous studies, the present study examines the verbal and visual representation of men in print advertisements and attempts to reveal the ideologies underlying representation. For the sake of data, this study uses selected advertisement of *Nivea for Men* print advertisements. Furthermore, the study employs the frameworks of Critical Discourse Analysis proposed by Fairclough (1995) and Visual theory of mood, subjectivity, social distance and modality by Kress and Van Leeuwen (1990) to investigate the verbal representation and visual representation in the texts and image of advertisement.

1.2 Research Questions

The present study is guided by the following questions:

1. How are men represented verbally in *Nivea for Men* print advertisements?
2. How are men represented visually in *Nivea for Men* print advertisements?
3. What are the ideologies underlying the representation?

1.3 Aims of the Study

The purposes of the study are as follows:

1. to investigate the verbal representation of men in *Nivea for Men* print advertisements
2. to investigate the visual representation of men in *Nivea for Men* print advertisements
3. to reveal the ideologies underlying the representation

1.4 Scope of the Study

This study specifically investigates the representation of men both verbally and visually in *Nivea for Men* print advertisements which were released in 2008 until 2012 by using Critical Discourse Analysis as the basic framework of the study. In addition, this study applies visual theory of mood, subjectivity, social distance and modality analysis (Kress and van Leeuwen, 1990) to discover the visual texts of the advertisement.

1.5 Significance of the Study

This study contributes to the development of the language and image analysis, primarily in the investigation of the representation of men in *Nivea for Men* print advertisements. Considering the rapid development of men's grooming products in Indonesia, this study hopes to help people to have a better understanding about both texts (verbal representation) and images (visual representation) in the advertising messages. This study is also expected to contribute to the development of the advertising industry especially in Indonesia by revealing the social interaction between the copywriter and the consumer.

1.6 Research Methods

This study used qualitative descriptive method in order to describe and interpret messages in print advertisements. It also used verbal and visual text analysis. The data were analyzed by using Critical Discourse Analysis (CDA) as the basic framework. CDA, as Fairclough (2003:9) defines, is "a framework for studying connection between language, power and ideology". In CDA, there are

three levels of text analysis that are offered by Fairclough (1995), those are description, interpretation, and explanation.

The data were taken from men's health magazine, www.niveaformen.com, www.beiersdorf.com, and www.visit4ads.com, which were released in 2008 until 2012. Six advertisements were selected as the data. The data were categorized based on the men's grooming products advertisement. This study used both clauses and images as the object of investigation. The analysis of transitivity, the inclusion and exclusion of element of social events, and the concreteness or abstraction representations of social events were applied in analyzing the advertisements verbal texts (see Fairclough, 2003). Meanwhile, visual mood, subjectivity, social distance, and modality in image analysis were employed to analyze the visual texts (see Kress and van Leeuwen, 1990).

1.7 Clarification of the Terms

In order to avoid ambiguity or confusion, there are terms that should be clarified.

1. *Representation* is a term which refers to the way every aspect of the world is described through discourse (Fairclough, 2003).
2. *Print Advertisement* is an advertisement that printed on paper, be it newspaper, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium (www.advertising.about.com)
3. *Verbal texts* are defined as "texts whose meanings are realized through linguistic code" (Kress and van Leeuwen, 1990:4).

4. *Visual texts* are defined as "texts whose meanings are realized through paintings or photographs" (Kress and van Leeuwen, 1990:4).
5. *Ideology* is representation of aspects of the world, which can be shown to contribute, to establishing, maintaining and changing social relations of power, domination and exploitations (Fairclough, 2003).

1.8 Organization of the Paper

This paper is organized in five chapters. Chapter I is the introduction part of this paper which consists of the background of the study, research questions, aims of the study, scope of the study, significance of the study, research methods, clarification of the terms, and organization of the paper. Chapter II discusses the theoretical frameworks of the study, containing the basis theories for this research. It also provides the previous studies that are related to the present study. Chapter III provides the research methodology, discussing the steps and procedures of the study, the data resources in conducting the study, and data analysis. Chapter IV presents the result of the research. It contains the research findings and discussions. Chapter V is the conclusions of the study and suggestions for further study.