

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the research questions, the aims of the study, the scope of the study, the significance of the study, the research methodology, the clarification of the terms, and the organization of the paper.

1.1 Background of the Study

Representation is the process which links between things, concepts, and signs. In other words, representation is the meaning production of the concepts in our minds through language (Hall, 1997). Danesi (1946, p. 123) defines representation as “the activity of making texts which is constrained by social conventions, by communal experiences, and by other contextual factor”. Those ideas of Hall (1997) and Danesi (1946) basically mean that representation is the process in which people use language to produce meanings. Language served as the medium to represent meanings. There are, of course other media that can be used to represent meanings, for instance pictures and advertisement.

Advertisement is the nonpersonal communication of information which is usually persuasive about product, service, or idea (Bovee as cited in Taflinger, 1996). Goddard (1998) asserts that advertisement is not only about the commercial promotion of branded products, but can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organization. The purpose of the advertisement is to persuade an audience and to bring about changes of reader’s attitude (Rowman, 2008; Varghese & Vilanilam, 2004). Moreover, advertisement can also influence the public, especially to increase or decrease the salience of an issue for the public (Gwiasda, 2001). Advertisement can also convey meanings or ideologies to the audiences, either implicitly or explicitly.

Studies on advertisement include a study conducted by Kim and Lowry (2005) who examined gender roles in Korean television advertising. Their findings show that males are frequently appeared in an outdoor and business settings while females appear in the home and social settings. Moreover, males play the roles of workers or laborers while females play the roles of parents and homemakers, males are also frequently depicted as product authorities while females are depicted as product users.

Meanwhile, in the magazine advertisements, women are portrayed as sex objects and victims (Stankiewicz & Rosselli, 2008). Women are also represented as object of appeals in magazines (Mahsud, Mirza & Riaz, 2009). Moreover, women are depicted as dependent, inactive, faceless, and voiceless in the advertisements (Marcellus, 2006; Siu & Au, 1997). The ideas support the fact that men are depicted with more power than women. Arima (2003) states that in television advertisements, men are always depicted at work while women at home; men need to be competent while women should be good to other people. Men are assigned more value and prestige than women (Morris, 2006). In line with this idea, men and women are portrayed differently in the advertisements. Women play a role as inferior while men play a role as superior.

In the mentioned studies at least, the objects of investigation have been the portrayal of young, middle-aged or older male and female. This study however is conducted to examine the representation of children, especially in cellular phone operator advertisement (*3 Indie+*).

3 Indie+ advertisement is a creative advertisement which uses persuasive words to attract and make people forget that the advertisement is about cellular phone operator advertisement. Despite the fact that the advertisement was reprimanded by the Indonesian Broadcasting Commission (KPI), Subagijo, because the advertisement is inappropriate to display children that commented about an adult problems (Sinaga, 2013), the advertisement is still frequently aired on television.

Thus, this study investigates the representation of children in the cellular phone operator advertisement (*3 Indie+*).

1.2 Research Question

The study will answer the following questions:

- a) How are children visually represented in a television advertisement of cellular phone operator (*3 Indie+*) ?
- b) How are children verbally represented in a television advertisement of cellular phone operator (*3 Indie+*) ?
- c) What does the representation signify?

1.3 Aims of the Study

This study is aimed at:

- a) examining how children are visually represented in a television advertisement of cellular phone operator (*3 Indie+*)
- b) examining how children are verbally represented in a television advertisement of cellular phone operator (*3 Indie+*)
- c) identifying what the representation signifies.

1.4 Scope of the Study

The study is confined only in examining how children are visually and verbally represented in a television advertisement, especially in cellular phone operator advertisement (*3 Indie+*), and to elaborate what the representation signifies.

1.5 Significance of the Study

While the previous studies investigated gender roles (young and middle-aged men and women) in television advertisements, this study examines the representation of children in television advertisements, especially in cellular phone operator advertisement (*3 Indie+*). Since the study investigates a different research object, then the study is expected to present a different point of view in

understanding the issue of representation, specifically on how children are represented in a television advertisement.

1.6 Research Methodology

1.6.1 Research Design

To answer the research questions, descriptive qualitative method has been used to describe and analyze the way children are visually and verbally represented in a television advertisement. According to Hancock et. al (2009) “qualitative method concerns with social phenomena and it aims to help people to understand the social condition based on what they sought”.

1.6.2 Data Collection

The data were collected by downloading the television advertisement in the form of video from <http://youtube.com>. The videos of the advertisement have two different versions with 59 seconds duration. The videos are divided into twenty three print screen images. The utterances of the models are transcribed in the form of texts. Therefore, the data for the study will be in the form of image and text.

1.6.3 Data Analysis

The analysis of the data are both visual and verbal analysis. Visual analysis consists of facial expression, clothing, physical appearance and techniques of video shooting which are based on Barnard (2006), Ekman (2003), Selby and Coedery (1995), and Kress & van Leeuwen’s theory (2006). Meanwhile as explained above, verbal analysis is obtained from the process of transcribing the utterances of the models in the advertisements. The transcripts are in the form of twenty three texts. Each of the texts will be analyzed using Halliday’s theory of transitivity (1995).

1.7 The Clarification of Key Terms

1. Semiotics

Chandler (2002) defines semiotic as a study about meaning-making and representation in the form of texts and media. Eco (as cited in Chandler, 2002) states that “semiotic is concerned with everything that can be taken as a sign”.

2. Representation

Hall (1997) asserts that “representation is the process which links between things, concepts, and signs. In other words, representation is the production of the meaning of the concepts in our minds through language.”

3. Advertisement

“Advertisement is the most persuasive sales message that is directed to the most potential consumer for specific products or services at low cost” (Jeffkins, 1996, p. 5).

4. Cellular Phone

Cellular phone is a mobile radio telephone that uses a network of short-range transmitters located in overlapping cells throughout a region, with a central station making connections to regular telephone lines (The American Heritage, 2000).

5. Transitivity

Sudarto (2011, as cited in Naz et al, 2012) states that transitivity is the grammar of the clause for constructing our experience of a process, participants directly involved in that process and circumstances.

6. Text

The concept of text is not only about a written word but also all practices which signify. This includes the generation of meaning through images, sounds, objects (such as clothes) and activities (like dance and sport). Since images, sounds, objects, and practices are sign systems, which signify with the same mechanism as a language, we may refer to them as cultural texts (Barker, 2000).

7. Visual Grammar

Visual grammar describes social resources of a particular group, its explicit and implicit knowledge about this resource, and its uses in the practices of that group (Kress & Leeuwen, 2006).

1.8 Organization of the Paper

This paper will be divided into five chapters as follows:

CHAPTER I

This chapter is the introduction part of this paper which will consist of the background of the study, research questions, the aims of the study, the scope of the study, the significance of the study, the clarification of the terms, and the organization of the paper.

CHAPTER II

This second chapter will contain the theoretical frameworks and the literature reviews as the foundation of the research.

CHAPTER III

The third chapter will provide the research methodology describing the steps and procedures of the study and the data resources in conducting the study.

CHAPTER IV

The fourth chapter will present the findings and discussion of the research.

CHAPTER V

The fifth chapter will contain the conclusion of the research and the suggestion for further research.