

CHAPTER 1

INTRODUCTION

This chapter provides the background of this research paper and followed by the research questions. This chapter includes the aims of answering the research questions that come after. There is also scope of the study in this chapter along with the organization of the paper.

1.1 Background

Representation concerns meaning and language. Representation can generally be understood as giving meaning to things through language. This is how to express a complex thought about people or objects or things or events to other people then communicate them through language to make other people understand them (Hall, 1997). Accordingly, Hall (1997, p.15) explains that “representation is an activity in which language is used to say something meaningful about the world to other people”. Many things can be represented. No exception is gender.

“Gender is a subject coinciding with inequality of roles between men and women in society” (Eckert, 2007, p.18). Furthermore, the inequality constitutes an inducement of gender theory, feminism. Nowadays, feminism continuously develops together with the various issues that are faced by women. In recent days, there is a process of feminine construction on Indonesia’s magazine which is presented by

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THE REPRESENTATION OF WOMEN IN YAMAHA MIO FINO ADVERTISEMENT

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various advertisements, apparently, magazine or print media advertisements are interesting media to analyze.

Nowadays, advertisements may be conveyed through various types of media which are either traditional or modern. Each media has its strengths and weaknesses. They can be used to fulfill the communicative purposes of advertisements, depending on the audience and the impact that one wishes to make.

Modern advertisements, especially in print media or audio-visual form, use images, icons, or signs as media to convey messages or information. In competition of marketing industries, every company competes to dominate the market place to achieve profit as much as possible. It can be seen that there are many products with different brands sold in markets such as motorcycle products and car products. “Products can be physical things, services, people, places, organizations, ideas, or a combination of those entities” (Kotler& Wong, 2005). The use of images, terms, or signs is embedded in gender issues.

The representation has been shown as a productive topic to be examined. There are some studies that analyzed representation in many ways. Notably, the representation theories have been analyzed by some researchers, no exception is in formal linguistics. The formal study of language has led to the growth of fields like psycholinguistics and semiotics, which explores the representation and function of language in the mind. In formal linguistics, the first discourse representation theory

was created by Kamp (1981). Kamp is a Dutch philosopher and linguist, responsible for introducing Discourse Representation Theory. Another researcher who investigated representation is Hall (1997). Hall explores some theories about representation, for example in *Representation: Cultural Representations and Signifying Practices* (1997). Then, Hall's theories are applied by some researchers to seek many ideas and analysis

In linguistics, many researchers investigate representation especially in gender representation. As evidenced by a various media to analyze. It can be found in advertisement or any program and media. The analysis of women representation and ideology has been conducted by several researchers. One of the researchers is Muthmainnah (2003) who observed the representation of young women in print advertisements of *Cosmogirl* magazine. The study seeks to discover the characteristics of young women in toiletries advertisements. The study is limited to young women as the object. The findings clearly show that the selected print advertisements reflect representations of young women of *Cosmogirl* Magazine. The young women are represented as easy-going, casual, who do their daily activities in a simple way, especially in taking care of their face, body and hair, to keep them beauty and health. In line with Wells (2003), historically, advertising has portrayed gender in distinct and predictable stereotypes. Men are represented as strong, independent, and achievement oriented, while women are represented as nurturing and empathic but

softer and more dependent. From the statement above, it can be concluded that historically, advertisements identically depict women as soft and caring.

Then, Martakusuma (2011) investigated more specifically the representation of women in selected advertisements in local magazine (Martakusuma,2011). The study focuses on taglines and the products. The products and magazines were all about automotives. Furthermore, this study seeks to obtain more specific about the representations of women in automotive advertisements which are usually synonymous with men.

Previous researches mostly explore representation of women in television advertisement and have not discovered more about representation of women in motorcycle products, especially in Yamaha advertisements. This study used visual elements of advertisement, such as actor/actress, setting, properties, and product offered. However, in any kind of research, the relationship between women and sexuality in advertisements that exploit women to sell products and to determine the women characteristics mostly used Barthes (1957) in Chandler's (2002) semiotics. The framework was used in this study because it was an appropriate method to analyze the construction of the study within qualitative methodology which is passed on from symbolic interaction perspective.

Thus, this study seeks to examine representation of women in advertisement using Barthes' (1957) *orders of signification* analysis. Barthes' *orders of signification*

analysis focus on the first order signification (connotation) of a sign and the second order signification (denotation). Denotation refers to the real (literal meaning of a sign which can be found in dictionary or many explanations). Connotation is the personal interpretation of the sign which depends on each individual's socio-cultural background, whereas myth is the *naturalization* process on every representation as something normal, usual, and seems fine. Related to connotation is what Barthes called as myth. Myth is a Saussurean dyadic model which develops semiotics into a discipline of human culture analysis. According to Barthes (1957), this developed sign model of Saussurean is created in order to explain societies' lives which have already been dominated by connotation. This connotation will transform into a myth, when the connotation is assumed as something natural: 'myth is assigned to make a natural rationalization of a particular belief so that such belief could not be confronted' (Berger, 2010, p.65). The concept of "myth" was not used in this study because it is associated with ideology which is not the concern of this study.

In this study, there are three print advertisements of the Yamaha Mio Fino themed "Fashionable Matic" which is employed to analyzed and discover how the visual elements (model, setting, properties, frame size, camera angle, color saturation) represent women in daily life.

1.2 Research Questions

Based on the previous explanation that have been mentioned before, the present study attempts to reveal the following questions:

1. How are women represented in *Yamaha Mio Finoprint* advertisements themed '*fashionable matic*'?
2. What are the similarities and differences in the representation of women in the advertisements?

1.3 Aims of the Study

The study is aimed to reveal the representations of women through visual analysis and specifically, this study is aimed to investigate:

1. The representation of women in *Yamaha Mio Fino* printadvertisements themed '*Fashionable Matic*' version
2. The similarities and differences in the representation of women in the advertisements.

1.4 Scope of Study

This study focuses on the analysis of images in selected print or image advertisements by using semiotic analysis. Semiotic theory is defined as “a unified approach to every phenomenon of signification and/or communication” (Eco, 1976, p.3). “Semiotics is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else” (Eco, 1976, p.7)

Furthermore, this study focuses on the visual elements (model, setting, properties, framesize, camera angle, and color saturation) of the advertisement to reveal the representation of women symbol used in the selected advertisement. The main objective of this study is to reveal the representations of women through symbols. This study only uses visual analysis.

1.5 Organization of Paper

The research is divided into five chapters. Chapter I introduces the study including introduction of the background of the study, research questions, aims of the study, research methodology and organization of the paper. The second chapter provides the information about literature review exerted in doing the research, theories or theoretical frameworks and previous studies which are related to the problems of the study to investigate as the foundation of the research. In the third chapter, the discussion revolves around the research methodology describing the steps and procedures of the study as well as the data resources in conducting the study. The fourth chapter provides the findings and discussion of the research and it will be interpretations of the results of the study. The last chapter, this section presents the conclusions and suggestions for the next research.