CHAPTER I
INTRODUCTION

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

1.1. Background of the Research

Advertising is generally a powerful tool for selling since it is repeatedly exposed to the viewers. However, it is also a powerful tool for attitude change and behavior (Shrikhande, 2003) and delivering messages (Williamson, 1978). One of the issues which is often shown by media of advertising is the issue of gender.

With regard to gender, gender stereotypes are important topics and very influential since they can affect conceptualizations of women and men. In addition, they can also establish social categories for gender (Brannon, 2004). According to West and Zimmerman (1987), gender is not something we are born with, and not something we have, but something we do, – something we perform (Butler, 1990). There are four separate componentsthat people use to differentiate male from female—physical appearances, occupations, behaviors, and traits (Deaux & Lewis, cited in Brannon, 2004). Internationally, women are expected to be weak, dependent, and timid, whereas men are expected to be strong, wise, and forceful (Brannon, 2004).

Media of advertising display gender stereotypes in which they undermine the men, women, and their abilities these days. Generally, advertising still conforms to traditional gender (Sheehan, 2014), where men were the breadwinners, and women were the home-makers. Those gender stereotypes which are found in the advertisements may influence people to believe that negative portrayal of men and women since people are likely to perceive the world as what is depicted through television (Srikhande, 2003). Advertisements with family backgrounds, such as sanitary products, cooking flavors products, and
baby stuffs products are examples of television advertisements that have frequently been raising the issues of gender roles.

A number of studies on the portrayal of a specific gender on advertisements have been conducted over the years. Fathimah (2014), for instance, uses a multimodal analysis to investigate women’s representation specifically as a mother in Indonesian television advertisements focusing on visual and verbal semiotic modes. Additionally, Sriratu (2016) investigates the representation of a female model in the ‘insight’ rubric of Male Magazine 147th Edition using a multimodal analysis. Moreover, Bardwick and Schumann (1967) studies is about the image of women in the television commercials.

Since the previous studies above only focus on one specific gender role, the present research; therefore, aims to explore the representation of two specific genders—the representation of men and women in the Royco and Masako television advertisement to fulfill this void. Thus, the readers can see the disparity between men’s and women’s representation in the Indonesian television advertisements. Royco and Masako are two of Indonesian cooking products. Royco and Masako products are chosen as the subjects of analysis because they display men and women in unique ways—for example: a man who is usually set as a business man or works in institutions in the TVC is depicted as a chef. Moreover, it is interesting to see on how Masako depicts a beautiful woman with short hair.

The present research applies The Grammar of Visual Design proposed by Kress and van Leeuwen’s (2006) to carry out the meanings on the visual modes involved in the present research. Thus, Kress and van Leeuwen’s (2006) The Grammar of Visual Design is an appropriate tool in analyzing, describing and interpreting the representation of men and women in the Royco and Masako television advertisements. Moreover, Social Semiotic is the theory of representation, as stated by Kress and van Leeuwen, (2006, p. 6) “Visual representation is set within the theoretical framework of Social Semiotics”. Therefore, Social Semiotic is an appropriate approach to use in the present research.
The present research focuses on the narrative representation which only covers the analysis action process, reaction process, and circumstances; the conceptual representation which only covers analytical process and symbolic process; the representation and interaction cover the analysis on the gaze, size of frame, and vertical angle; and the meaning of composition of the visual data which deals with the value of left-right and center-margin. Additionally, the present research also employs supporting tools, such as Barnard’s (2006) connotative meanings in physical appearance; Fisher’s (2004), Wilfred’s (1962), and Linschoten and Mansyur’s (as cited in Kasali, 1995) connotative meanings in color. They are used to support the analysis of visual mode.

1.2. Research Questions
The research is carried out to examine the how men and women are represented in Royco and Masako TVC based on four aspects of gender stereotypes, namely physical appearances, occupations, behaviors and traits (Deaux & Lewis, cited in Brannon, 2006). Specifically, the present research answers these following questions:
1. How are men and women represented in Royco and Masako TVC?
2. What meanings can be inferred from this representation?

1.3. Aims of the Research
The answers of the research questions are expected to fulfill the following aims:
1. To investigate men and women representation in Royco and Masako TVC in terms of physical appearances, occupations, behaviors and traits.
2. To interpret the meanings of men and women representation in Royco and Masako TVC.

1.4. Significance of the Research
The present research hopefully can contribute to enrich knowledge in these aspects:
The research, theoretically, may contribute to help people to have a better understanding of Kress and van Leeuwen’s (2006) *the Grammar of Visual*
Design analysis in advertising as well as to enrich the existing theories of men’s and women’s representation in television advertisements in Indonesian context.

Additionally, advertisements may contain issues that cover meaning beyond what is shown. Thus, practically, the present research can hopefully enrich the attempt of making audience to be able to see beyond what is seen. Moreover, the research is expected to be useful for the researcher and readers in building a critical awareness towards the advertisements found in daily life.

Lastly, the research may reveal how elements in advertisements can construct meanings. Therefore, the people who work in this field can take the benefits and be more careful and thoughtful in making meaning in advertisements.

1.5. The Scope of the Research
The research discusses how men and women are represented in terms of physical appearances, occupations, behaviors and traits by using visual social semiotic mode in television advertisements. The present research employs Kress & van Leeuwen’s (2006) Reading Images: the Grammar of Visual Design to analyze the visual mode. Additionally, the research also uses theory of Barnard (2006) as a tool to analyze the connotative meanings in fashion and physical appearance as well as theory of Fisher (2004), theory of Wilfred (1962) and theory of Linschoten and Mansyur (as cited in Kasali, 1995) are used as tools to analyze the connotative meanings in colors. They are used to support the analysis of visual mode.

The research focuses on the narrative representation and conceptual representation, representation and interaction which cover the gaze, size of frame as well as angle, and the meaning of composition of the visual data which deal with the value of left-right and center-margin.

1.6. Clarification of the Key Terms
Gender
Gender is social creation which is developed by value within society, belief as well as preferred ways of organizing collective life that refers to how someone sees themselves as masculine or feminine tendencies (Oakley, 1972).
Gender Stereotype
The beliefs about the characteristics associated with, and the activities to, men or
women (Brannon, 2004).

Gender Roles
Gender roles refer to the activities or behaviors typically associated with women
or men (Brannon, 2004).

Multimodality
Kress and van Leeuwen (2006) stated that multimodality is an analysis of texts by
using more than one mode at the same time.

1.7. Organization of the Research
The present research will consist of five chapters. It will be organized as follows:

Chapter I Introduction
This chapter consists of Background of the Research, Research Questions, Aims
of the Research, Significance of the Research, The Scope of the Research,
Research Methodology which contains Data Collection and Data Analysis,
Clarification of the Key Terms and Organization of the Paper.

Chapter II Theoretical Foundation
The second chapter discusses the Theoretical Frameworks and the Literature
Reviews as the foundation of the research.

Chapter III Research Methodology
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.

Chapter IV Finding and Discussion
The fourth chapter consists of the result of the research and the answer of
research questions as well as the discussion and the interpretation of the findings.

Chapter V Conclusion and Suggestion
As the last chapter, this section is the conclusion of the research and the
suggestion for further study.