

CHAPTER I

INTRODUCTION

This chapter includes an introductory part of this paper. It covers background, the scope of the research, research questions, aims of the research, research method, classification of terms, and organizational of the paper.

1.1 Background

An advertisement is a place to promote goods and services for people. An advertisement can also become an alternative for people to know about the information of a product that is promoted by the advertisement makers (Mufid, 2009). Through an advertisement, a product can be publicly known. An advertisement can also be considered as a trusted means to further boost the sales by many entrepreneurs who have big budget for the promotion. As a result, nowadays countless advertisements can be seen through various media including posters.

Many advertisement makers, besides trying to create and maintain the image of the products to be sold, are also trying to promote their products by showing the figure of human in the advertisements as a way to grab the attention of audiences (Harsanto,2016). Therefore, many advertisement makers use men and women as models in the advertisements. According to Mulyana (1990), women are 90% more needed as models in the advertisements. There are many advertisements which use women as models to attract potential consumers including shampoo advertisements. Usually, many shampoo advertisements show women models that have beautiful hair and a sexy body in order to attract consumers.

In shampoo advertisements, Indonesian female models usually wearing revealing clothes are now shown wearing a hijab. According to Pelangi (2014), there are three reasons behind the change in shampoo advertisements in Indonesia that show women wearing a hijab. First, the majority of Indonesians are Muslim and women's tendency in wearing hijab in their daily lives is indicated to be increasing. Second, hijab is now one of the emerging trends which has even become a lifestyle. Third, hijab itself is closely related to one's faith so that the trend tends to be long lasting and not seasonal.

All images that appear in advertisements may contain both literal meaning and ideology behind them. Therefore, semiotics can be used as a proper tool to help the analysis of the signs that appear in the images and to interpret also invest meaning in it. The explanation of semiotic itself is a study which focuses on everything that can be taken as 'sign'. The study also focuses on meaning-making and representation of the sign in words, images, sounds, gestures, and objects (Chandler, 2002).

Numerous studies have been conducted to analyse the representation of women in non-hijab shampoo advertisements using semiotics. The first one is the study from Sari (2009). This study aimed to reveal the messages showing the power of a woman's charm in the advertisement and how the woman's charm is used to attract consumers in the printed advertisement. This study analysed the advertisement of *Sunsilk* hair fall solution and *Dove* anti-dandruff shampoos. To help with the analysis, this study used a theoretical framework from Barthes (1957) and focuses on denotative and connotative meanings in the advertisements. The results showed that women are represented as independent, strong, and relentless. The second one is the study from Fifiana (2010). This study aimed to explore the representation of women in shampoo advertisements of clear soft and shiny in *Femina* magazine by using a theory from Peirce (1913) to help the analysis. The result showed that women are represented as the combination of beauty and magnificence.

Those studies focus only on analysing how women in general are represented in non-hijab shampoo advertisements. However, the analysis of representation of Muslim women in hijab shampoo advertisements is still limited to found. Hijab shampoo advertisements differ from other shampoo advertisements in terms of the object of advertisement. Generally, hair is the main focus of shampoo advertisements but in hijab shampoo advertisements, the hair is covered with a hijab. Therefore, this study aims to analyse the representation of Muslim women and what the representation signifies through seeing the women's appearance such as their fashion and color. The advertisements to be analysed are ten hijab shampoo advertisements in Indonesia, from the first to the newly released ones, namely *Wardah*, *Rejoice*, *Sunsilk*, *Emeron*, *Safi*, *Sariayu*, *Dove*, *Clear*, *Pantene* and *Lifebuoy*.

To achieve the purpose, this study used a theoretical framework from Barthes (1987). According to Shadiqi (2014), Barthes attempted to include the connotational dimension to

understand a sign by adopting Hjemslev's notion of different orders of signification to explain the connotation and denotation classification.

1.2 The Scope of the Research

This research specifically investigates how Muslim women are represented in hijab shampoo advertisements that represent Muslim women. Furthermore, this study focuses only on the visual elements such as setting/background, facial expression, frame size, clothes and colors, camera angle, and color situation to reveal the issue in related advertisements.

1.3 Research Question

Regarding the reasons that have been mentioned, the study is conducted to answer the following questions:

1. How are Muslim women represented in the hijab shampoo advertisements?
2. What does the representation signify?

1.4 Aims of Study

By following the research questions, the aim of the study is to investigate how Muslim women are represented in hijab shampoo advertisements specifically through the visual elements and find the meaning of the signs itself.

1.5 Scope of Study

The study focuses on analysing how Muslim women are represented in hijab shampoo advertisements and what the representation signifies. Those hijab shampoo advertisements include *Wardah, Rejoice, Sunsilk, Emeron, Safi, Sariayu, Dove, Clear, Pantene and Lifebuoy*. The study is concerned with analysing the visual elements of the advertisements and trying to reveal how these signs signify Muslim women on printed shampoo advertisements.

1.6 Significance of the study

Theoretically, the study is expected to offer new insights on the representation of Muslim women specifically in shampoo advertisements. Also the writer hopes that the result of this present study will be useful for the readers in academic field or general.

1.7 Classification of related terms

There are some terms in this study that are important to define in order to avoid some misunderstandings. The terms are as follows:

1. Representation

Representation can be interpreted as an idea or quality means to be a symbol or an expression of that idea or quality. (Hall, 1997).

2. Semiotics

Semiotics can be interpreted as 'study of signs'. It involves the theory and analysis of signs, codes, and signifying practices. (Chandler, 2002).

3. Order of Signification

Order of Signification is a theory that is proposed by Roland Barthes in order to gain a meaning from text that using three stages; connotation, denotation, and myth.

4. Representation

Representation is the result of meaning that conveys something.

5. Denotative meaning

Denotative meaning refers to literal and common meaning of a sign

6. Connotative meaning

Connotative meaning refers to socio-cultural or personal interpretation of a sign.

7. Ideology/myth

Ideology/myth refers to a logical or relatively fixed of value and beliefs

1.8 Organization of the paper

This study consists of five chapters, which can be described as follows:

CHAPTER I: INTRODUCTION

This chapter consists of background of the study, formulation of problems, the significance of the study, clarification of related terms, and organization of the paper.

CHAPTER II: THEORETICAL FRAMEWORK

This chapter provides theoretical framework which serves as the basis of the analysis in this study. It also contains supportive information that related to the present study.

CHAPTER III: RESEARCH METHODOLOGY

This chapter contains the explanation regarding the procedures and steps in conducting study, including data collection, study design, and data analysis used in this study.

CHAPTER IV: FINDINGS AND DISCUSSION

This chapter focuses on the explanation of the findings from the data analysis using theory from Barthes' three order of signification. Furthermore, the discussion of the findings is also presented in this session.

CHAPTER V: CONCLUSION AND SUGGESTION

This last chapter of the study discusses conclusion and the result of the study based on the findings and discussion session. Additionally, this chapter also provides the suggestion for further study related to the university subject of the writer.

