

## **CHAPTER I**

### **INTRODUCTION**

This chapter is the introductory part of the study covering the background of the study, statements of problems, purposes of the study, scope of the study, the significance of the study, research methodology, clarification of terms, and organization of the paper.

#### **1.1 Background of Study**

Nowadays, advertisements are easy to find, especially in public spaces. Advertisements are announcement in a public medium to promote a service, product, event, or even job vacancy (Bull, 2014). According to Dyer (1982), advertisements aim to give information, draw attention, and notify somebody of something. This kind of communication is used by companies to communicate and transfer their messages to potential consumers. Through advertisements, a company can attract consumers by showing the tagline of the products, which is commonly supported by visual elements. Thus, it can be inferred that advertisements are made to attract potential consumers to buy their products by publicizing and promoting them.

Advertisements apparently have a strong influence on consumers. According to Williamson (2007), advertisements are unavoidable part of everyone's life. People can find advertisements on several media such as YouTube, Spotify, TV, public transportation, cinema, online games, magazines, internet, and phone application. Advertisements aim to get the reader to buy the products. To attract people's attention to buy their products, a company usually uses a specific model of the product to raise the brand image. If the effort is successful, it will make the consumers feel that the brand is reliable and trustworthy.

Advertisements can attract people's attention if they are delivered attractively. One way to make good advertisements is to choose appropriate models for specific products. Advertisements that contain both verbal and visual elements to represent the nature of the product can attract consumers to buy their products. For example, the advertisements of cigarette can use men as the model. In contrast, for cosmetic products, a company can use women as the model. For toys products, a company can use children as the model. In the present study, the image of a family in health and body care products is the focus of representation analysis in the advertisement.

Representation in advertisements becomes an issue that may attract researchers to investigate it. Some studies have investigated the representation of people in the media in various modes. Some previous studies used verbal analysis to investigate the representation of people in online news media and online articles (Ramdhani, 2015; Lukman, 2015). Additionally, the studies on visual analysis have been conducted to investigate the representation in a television advertisement and print advertisement (Novitri, 2013; Winara, 2015; Chung, 2012, Akbar 2011; Rubio-Hernández, 2010; Damayanthi, 2015). Moreover, both the verbal and visual analyses have also been conducted to investigate the representation in online advertisements, in comic books, and in television advertisements (Aryani, 2012; Puspawati, 2013; Pratiwi, 2013; Hermawan & Ardhanas, 2015).

As mentioned above, the verbal and visual representations of people in advertisements have been conducted. Firstly, the verbal and visual representations of women are found in the advertisement of the detergent product and a comic book (Aryani, 2012; Pratiwi, 2013). Secondly, the verbal and visual representation of men is found in men's grooming products (Puspawati, 2013). Lastly, the verbal and visual representations of children are found in the advertisements of 3 Indie+ cellular phone operators and *Lembaga Perlindungan Anak* online advertisements

(Hermawan & Ardhermas, 2015; Noorshaqienna, 2017). There is also a study that has investigated the representation of family by using Barthes' signification theory (Damayanthy, 2015). The result shows that visually families are mostly represented as health, clean, happy and good family. Meanwhile, based on the verbal analysis, families are represented as a family who wants to protect their family members.

Considering those points above, since the previous studies investigated the representation of people as men, women, and children, the present study focuses on the representation of people as a family, which has not been widely studied by many researchers. The present study employs transitivity by Halliday (1994) and visual grammar by Kress and van Leeuwen (2006) to see how family is represented visually and verbally, specifically in *Lifebuoy* print advertisement.

The present study analyzes the selected *Lifebuoy* online advertisements as one example of health and body care products. *Lifebuoy* is the world's number one selling antibacterial soap, sold in nearly 60 countries. According to Top Brand Award, *Lifebuoy* soap is ranked first as the highest-selling products in Indonesia from 2015 to 2019. From a linguistic point of view, it can be seen that *Lifebuoy* advertisements represent the same thing over time. *Lifebuoy* advertisements display visual elements that depicted family. The finding of this study is expected to contribute to the analysis of family representation in online advertisements.

## **1.2 Statements of Problems**

Based on the explanation of the background of the study, this study investigates how family is represented visually and verbally in *Lifebuoy* online advertisements, especially in the Indonesian context. This study is carried out to answer the following questions:

1. How is family represented visually and verbally in *Lifebuoy* online advertisements?
2. What does the representation signify?

### **1.3 Purposes of study**

The purpose of the study is to discover how family is represented in *Lifebuoy* online advertisements. Specifically, the present study has two objectives, as follows:

1. To analyze how family is visually and verbally represented in *Lifebuoy* online advertisements.
2. To identify the signification of the representation.

### **1.4 Scope of the Study**

The present study aims to reveal the representation of family both visually and verbally in *Lifebuoy* online advertisements by using visual grammar by Kress and van Leeuwen (2006) to discover the visual text of the advertisements, and also transitivity by Halliday (1994) to discover the verbal text in advertisements.

### **1.5 Significance of the Study**

This study contributes to the development of language and image analysis. In terms of multimodal discourse analysis, this study is expected to contribute to the analysis of family representation in online advertisements. Furthermore, this study is also expected to enrich people to have a better understanding of the meaning behind visual text (visual representation) and verbal texts (verbal representation). Besides, the result of this study is expected to give a benefit for society to whom the advertisements are addressed.

### **1.6 Research Methodology**

This study aims to enrich people to have a better understanding of the meaning behind visual and verbal representation. This study employs a qualitative approach

supported by simple descriptive quantification. The data for this study are several *Lifebuoy* online advertisements uploaded from 2012 to 2015 that are taken from <https://www.facebook.com/lifebuoy/>. The data are collected using purposive sampling. Purposive sampling is a strategy in which particular settings, persons, or events are chosen for relevant information (Maxwell, 2005). Since the main goal is to focus on a specific object, the data are chosen intentionally on *Lifebuoy* online advertisements, which depicted a family. The selected data were then analyzed by using visual grammar by Kress and van Leeuwen (2006) to reveal the visual representation of family, and transitivity by Halliday (1994) to reveal the verbal representation of family.

### 1.7 Clarification of the Terms

It is essential to define some keywords of this study to avoid misunderstanding. Some terms are clarified as follows:

- **Representation** is something that is called a ‘sign’ that stands for or in place of something else (Chandler, 2002).
- **Advertisements** are announcement in a public medium to promote a service, product, event, or even job vacancy (Bull, 2014).
- **Multimodal Discourse Analysis** is a new perspective in discourse that extends the study of language with the combination of other semiotic resources (O'Halloran, 2004).
- **Visual Grammar** is a visual design that describes how depicted elements such as people, places, and things combine in visual ‘statements’ of greater or lesser complexity and extension (Kress & van Leeuwen, 2006).

- **Transitivity** is a system that explores the clause in its who-does-that-to-whom and who/what-is-what/who, when, where, why, or how function (Gerot & Wignell, 1994).

## **1.8 Paper Organization**

The present study is organized in five chapters. The introduction of the study contains the purposes and reasons for this study, which include the background of the study, the statements of problems, the purposes of the study, scope of the study, the significance of the study, research methodology, and clarification of terms. Then, Chapter II presents the theoretical framework and previous studies that are related to the present study. Chapter III describes the methods used in the study, including the research design, data collection, and data analysis of the study. Chapter IV presents the result of the data analysis. Finally, Chapter V presents the conclusions which are drawn from the findings of the study and also some suggestions for further studies.