

CHAPTER I

INTRODUCTION

This chapter includes the elaboration of the background in conducting this research, statement of the research questions, aims of the research, significance and the scope of the research, research methodology which contains data collection and data analysis, clarification of key terms and organization of the paper.

1.1 Background of the Research

One function of communication is instrumental communication which is aimed to inform, guide, persuade, change attitude and idea, transform behavior or initiate actions and to entertain. According to Gorden, (cited in Mulyana, 2008) in this function of communication, audiences are made to believe that the information given is true and worth knowing. One of the channels of communication that can achieve the objectives of instrumental communication is advertisements.

There are two media of advertisement. They are printed (advertisement in magazines, posters and billboards) and electronic (advertisement in radio, television and internet). In particular, since its emergence, television advertising or TV commercial develops as the most effective advertising media because almost every house has at least one television. In addition, TV advertising is a good mass-marketing coverage and it has the capacity to influence people since it

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combines all three elements appealing to the senses—sight, sound and motion (Kotler, 2011).

Advertisement nowadays appears to be a powerful media in conveying messages. Besides promoting products, advertisement also offers some ideologies. For instance, skin-whitening cosmetics TV commercials today are similar to each other in portraying the image of beautiful women. Employing white, slim, tall and straight long hair women as the endorsement may be understood as offering a belief, thus ideology that beautiful women are women with such characteristics. Furthermore, the image of beautiful women in advertisements is actually the representation of neocolonialism, racism and capitalism since the endorsers in the ads are carrying the concept of idealized beauty in their whiteness (Prabasmoro 2002, Rustandi 2007).

Javanese people back then believed that beautiful women were women with brown skin and black curly hair. These characteristics of beautiful women eventually became a myth. Barthes (1967) viewed myth as codes of meaning and social values (arbitrary or connotative in fact) that are considered natural. Nonetheless, nowadays the idealized beauty that producers planted in every skin-whitening cosmetics TV commercials causes transformation of the myth. People are forced to accept the idea that slender figure, long straight hair and white skin are the accepted representation of beautiful women. Thus, the representation of beautiful women in skin-whitening cosmetics is an interesting phenomenon to analyze. This is because Indonesia is a tropical country, therefore Indonesian women usually have brownish skin in nature, and the women seen in the TV

commercials give Indonesian women an idea that they can also become as white as the model's skin.

Departing from the matter, this research is aimed to analyze three skin-whitening cosmetics TV commercials. Those are *Olay Natural White All In One Agnes Monica Version*, *Citra Spotless White UV Guru TK Version*, and *Pond's White Beauty New*. This research attempts to reveal the representation of beautiful women in the TV commercials.

1.2 Research Questions

The research examines the phenomenon of skin-whitening cosmetics TV commercials. Specifically, this research is aimed to answer the following questions:

1. How are beautiful women represented in skin-whitening cosmetics TV commercials?
 - 1.1 What are the representations of beautiful women in skin-whitening cosmetics TV commercials?
 - 1.2 How are the representations constructed?

1.3 Aims of the Research

The answers of the research questions are expected to fulfill the following aims:

1. To discover the representation of beautiful women that is exposed in skin-whitening cosmetics TV commercials.

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1.1 To reveal the representations of beautiful women in skin-whitening cosmetics TV commercials,

1.2 To know how the representation is constructed.

1.4 Significance of the Research

In this globalization era, when all information is free to access, audience/reader/listener is expected to be media literate so they can filter whether particular information is appropriate or not. Thus, this research is expected to enrich the attempt of making audience to be able to see beyond what is shown. Audience needs to be educated so they are not taking what the media said for granted.

Furthermore, this research is employing visual grammar proposed by Kress and van Leeuwen (2006) as the theoretical framework. It is different from other studies (for example Prabasmoro study, 2003) on representation of women in advertisements where the analysis weren't based on the visual grammar theory.

1.5 The Scope of the Research

The research is limited to only investigate how beautiful women are represented in skin-whitening cosmetics TV commercials. This research also discusses the construction of the representation.

1.6 Research Methodology

The research employs descriptive qualitative method to answer the research questions. This research describes critically the phenomena in the form of how beautiful women are represented. There are two different types of data, text (verbal signs) and image (visual signs) data. Semiotics is used to analyze the collected data. The analysis will be done using Roland Barthes' theory orders of signification (1957).

1.6.1 Data Collection

The advertisements to be analyzed in this research are downloaded from the website www.jingle-iklan-tv.blogspot.com. Since the internet provides many advertisements, the selection has been made to choose potential advertisements to analyze. The advertisements are:

1. Olay Natural White All In One Agnes Monica Version
2. Citra Spotless White UV *Guru TK* Version
3. Pond's White Beauty New

The data are in the form of text and image derived from verbal and visual elements of TV commercials. The investigation focuses on analyzing narration and tagline as the verbal signs, as well models (their physical appearances, fashion, action and facial expression), setting and properties as the visual signs.

1.6.2 Data Analysis

The collected data are then analyzed using semiotics theory. In specific, Roland Barthes' orders of signification (1957) are employed as the framework to analyze the text data. Its ability to explain meaning at the second stage of interpretation is considered adequate to achieve the objective of this research. Whilst, image data will be analyzed using the theory of reading image as proposed by Kress and van Leeuwen (2006).

The verbal data in the TV commercials (TVC) are taken from its narration and tagline which are transcribed. The next step is to critically select the words, phrases and sentences to be categorized into how beautiful women are represented in skin-whitening TV commercials. Describing process is then done in order to find the meaning of the signs. The last step is to interpret the finding by relating it to the framework theory.

In treating the visual data, the first step is to identify the signs, categorized them into how beautiful women are represented in skin-whitening TV commercials. The next step then is to describe and critically interpret them based on the framework theory employed.

In sum, the following steps have been taken in conducting the research:

1. Formulating the research questions,
2. Selecting and downloading the potential TV commercials from www.jingle-iklan-tv.blogspot.com,
3. Doing library research to gather information about the framework theories used in the research,

4. Fragmenting the TVC into several scenes until they become a storyboard,
5. Collecting the text and image data by selecting the words, phrases, sentences and scenes that potentially answer the research questions,
6. Analyzing the data using theories proposed by experts,
7. Categorizing the data that picture the representation of beautiful women in skin-whitening TVC,
8. Concluding the findings.

1.7 Clarification of the Key Terms

1. Advertising

A non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee in Taflinger, 1996).

2. TV Commercial

An advertisement advertised in television as the media. It is considered to be the most effective media to advertise because almost everybody have ever watched television.

3. Representation

It is something which stands for or in place of something else. Representation always involves 'the construction of reality'. All texts are constructed representations rather than simply transparent 'reflections', recordings, transcriptions or reproductions of a pre-existing reality (Chandler, 2002:239).

4. Construction

The creating of something from ideas, opinions, and knowledge (Oxford Advance Learner's Dictionary, 2000).

5. Skin-whitening Cosmetics

Cosmetics made in order to whitened human's skin. It can be in the form of moisturizer/cream, lotion or soap.

1.8 Organization of the Paper

The report of the research will be organized into five chapters as follows:

- Chapter I Introduction

This chapter contains 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

This second chapter consists of the theoretical framework as the ground to analyze the phenomenon occurs. It contains the definition of Advertising, Television Commercials, Previous Studies on Women and Media, Representation, Construction, Semiotics Approach, Order of Signification and the theory of Visual Grammar.

- Chapter III Research Methodology

It discusses the research design employs in the research. This chapter contains the explanation of Research Questions, Research Design, Research Subject, Data Collection, Data Analysis and Data Presentation.

- Chapter IV Finding and Discussion

The chapter contains findings for the research questions and the interpretation of the finding. In this research, beautiful women are represented as Confident, Powerful, Have Good Personalities, Modern, Women's Best Friend, and the Object of Attraction.

- Chapter V Conclusion and Suggestion

This chapter concludes the research. Moreover, it tries to give suggestions for the upcoming research concerning this issue.