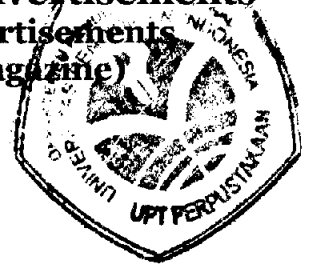


**A Case Study of Indonesian Women's Positions in  
Family Institution as Depicted in Print Advertisements  
(A Critical Discourse Analysis of Print Advertisements  
Displayed in an Indonesian Women's Magazine)**



**A Research Paper**

Submitted to the English Education Department of FPBS of UPI as a partial fulfillment of the requirements to achieve *Sarjana Sastra* degree



By  
**Penni Patmawati R.**  
030165

**ENGLISH EDUCATION DEPARTMENT  
FACULTY OF LANGUAGE AND ARTS EDUCATION  
INDONESIA UNIVERSITY OF EDUCATION  
2008**



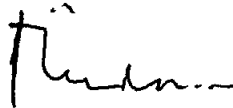
## PAGE OF APPROVAL

A Case Study of Indonesian Women's Positions in Family Institution as  
Depicted in Print Advertisements  
(A Critical Discourse Analysis of print Advertisements Displayed in an  
Indonesian Women's Magazine)

By  
Penni Patmawati R.  
030165

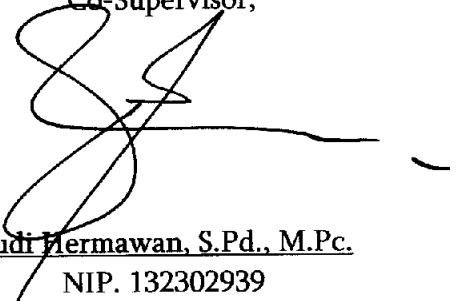
Approved by

Main Supervisor,



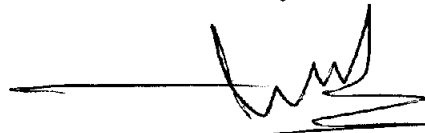
Dr. Dadang Sudana, M.A.  
NIP. 131911638

Co-Supervisor,



Budi Hermawan, S.Pd., M.Pc.  
NIP. 132302939

Head of English Education Department  
Faculty of Language and Arts Education  
Indonesia University of Education



Drs. Wachyu Sundayana, M.A.  
NIP. 131568827



## STATEMENT OF AUTHORIZATION

I hereby state that this research paper entitled *A Case Study of Indonesian Women's Positions in Family Institution as Depicted in Print Advertisements (A Critical Discourse Analysis of print Advertisements Displayed in an Indonesian Women's Magazine)* is completely my own work. I am fully aware that I have quoted some statements and ideas from many kinds of sources. All of the quotations are properly acknowledged.

February 2008

Penni Patmawati R.  
030165



## PREFACE

In the name of Allah, the Most Gracious, the Most Merciful.

*Alhamdulillah* rabbil 'aalamin, all praises and thanks are to Allah, God Almighty. I finally could finish this research paper entitled "A Case Study of Indonesian women's Positions in Family Institution as Depicted in Print Advertisements (A Critical Discourse Analysis of print Advertisements Displayed in an Indonesian Women's Magazine)". This research paper is composed for the purpose of fulfilling the partial requirements for achieving *Sarjana Sastra* Degree.

This research paper is aimed at describing how print advertisement texts represent Indonesian women's positions in family. The results of the study show that the representations of Indonesian women's positions in family institution depicted in the texts are varied according to the products or services being advertised in the advertisements.

Despite the fact that I have put all my exhaustive efforts and abilities in writing this paper, I do believe that this research paper is not yet in the condition to be called as perfect. I realize my limitations in the analyses or the interpretations made in this paper, or even in the techniques of writing the paper itself. However, I do hope that this paper can give enough contribution to readers.

Penni Patmawati R.





## ACKNOWLEDGEMENTS

In the name of Allah, the Most Gracious, the Most Merciful.

*Alhamdulillah rabbil 'aalamin*, all praises and thanks are to Allah, God Almighty. Thanks to Allah, this research paper is finished at last. I would also like to extend my gratitude to:

1. Dr. Dadang Sudana, M. A., as my main supervisor who has given his guidance, encouragement, and critical support. I do learn from this process.
2. Budi Hermawan, S.Pd., M. Pc. , my co-supervisor, who has been very kind as to give his guidance and patience, spared his times for me to interrupt his busy schedule and helped me work with the analysis and the writings.
3. My beloved parents (*Mamah* and *Bapa*), sisters (*Nuy* and *Neng*), and brother (*Bakti*), who have encouraged me to keep motivated in writing the paper and support me with mental, spiritual, and material supports.
4. My beloved husband (*A Muzi*), who has given me great supports and understanding. You've done all the best that you could have done to help me write this research paper. *Ana ubhibbuka fillah*.
5. My second "family" in Cimahi (*Ibu, Bapa, Kaka, Ceuceu, Rierie*). Thank you for giving me a nice place to stay that feels like home, when I really need a place like home to be able to do and write my research paper.
6. My friends in Non-Dik B 2003, especially my best friends—*Mey, Rika, Desy, Lia, & Jinan* (thanks for accompanying me in ups and downs since 2003—friends indeed are friends in need), who have given such great motivation for me to finish this paper and helped me to understand the theories with our small discussions. For *Upit*, thanks for lending me your PC, I found it very helpful. Thank you so much!
7. The administration staffs of the English Education Department (*Kang Irfan, Kang Farhan, and Bapa Engkus*) who have been very helpful in providing important information.
8. Those who have given contributions of any form in the process of composing and writing this paper, from the beginning to the end, whose names I can't mention all in this paper.



## ABSTRACT

The present study, entitled *A Case Study of Indonesian Women's Positions in Family Institution as Depicted in Print Advertisements (A Critical Discourse Analysis of print Advertisements Displayed in an Indonesian Women's Magazine)*, describes how the advertisement texts displayed in a women's magazine represent the Indonesian women's positions in family. The data were obtained from three editions of an Indonesian weekly women's magazine, published during the period of September to December 2006. The study employed qualitative principles using Fairclough's framework of CDA. Halliday's Systemic Functional Grammar and Kress and Van Leeuwen's theories of reading images are used as the tools of analysis for analyzing the texts under study. The results show that the representations of Indonesian women's positions in family institution depicted in the texts are varied according to the products or services being advertised in the advertisements. They are represented as mothers who do the domestic tasks, are in charge in taking care of and watching the children, have career, and have the liberty to manage their own money. However, the advertisement texts mostly represent the Indonesian women as mothers in the family who are in charge for social activity types related to domestic works, especially taking care of children.



## TABLE OF CONTENTS

	Page
Page of Approval .....	i
Statement of Authorization .....	ii
Preface.....	iii
Acknowledgements.....	iv
Abstract.....	v
Table of Contents .....	vi
List of Tables.....	ix
List of Figures .....	x
List of Appendices .....	xi
 <b>CHAPTER 1 INTRODUCTION</b>	
1.1 Background of the Study.....	1
1.2 Reasons for Choosing the Topic .....	4
1.3 Scope of the Study .....	5
1.4 Statements of the Problems .....	5
1.5 Aims of the Study .....	6
1.6 Methodology.....	6
1.6.1 Research Method .....	6
1.6.2 data Collection and Data Analysis .....	7
1.7 Clarification of key Terms .....	8
1.8 Organization of the Paper.....	9
 <b>CHAPTER 2 THEORETICAL FOUNDATION</b>	
2.1 Text .....	10
2.2 Print Advertisement .....	11
2.3 Discourse Analysis and Critical Discourse Analysis .....	13

2.3.1	Defining Discourse Analysis and Critical Discourse Analysis .....	13
2.3.2	Fairclough's Approach to CDA .....	14
2.3.3	Discourse of Advertising .....	16
2.4	Systemic Functional Linguistic .....	17
2.5	The Linguistic System of Transitivity .....	19
2.5.1	Types of Process .....	21
2.5.2	Circumstances .....	24
2.6	Lexical Relations .....	25
2.7	Pronoun and Noun Analysis .....	25
2.8	The Visual System of Transitivity .....	26
2.8.1	Types of process .....	27
2.8.2	Circumstances .....	30
2.9	Family as an Institution .....	30
<b>CHAPTER 3 METHODOLOGY</b>		
3.1	Research Method .....	32
3.2	Data Source .....	33
3.2.1	Source of Data .....	33
3.2.2	Profile of the Women's Magazine .....	34
3.3	Research Procedures.....	35
3.3.1	Data Collection .....	35
3.3.2	Framework of Data Analysis.....	36
<b>CHAPTER 4 FINDINGS AND DISCUSSIONS</b>		
4.1	Findings.....	41
4.1.1	Analysing Verbal Texts .....	41
4.1.1.1	Linguistic Transitivity Analysis .....	41
4.1.1.2	Lexical Relations Analysis .....	53

4.1.1.3 Pronoun and Noun Analysis .....	58
4.1.2 Analyzing Visual texts; Visual Transitivity Analysis .....	62
4.1.2.1 Identifying the Processes .....	63
4.1.2.2 Analyzing the Circumstances of Accompaniment .....	74
4.2 Discussions .....	75
4.2.1 The Representations Of Indonesian Women's Positions in Family Institution in The Advertisement Texts .....	75
4.2.2 The Types of Processes Predominantly Used in the Texts to Construct the Indonesian Women .....	87
<b>CHAPTER 5 CONCLUSIONS AND SUGGESTIONS</b>	
5.1 Conclusions .....	89
5.2 Suggestions .....	90
<b>BIBLIOGRAPHY</b> .....	92
<b>APPENDICES</b> .....	95
<b>CURRICULUM VITAE</b> .....	xii





## LIST OF TABLES

		Page
Table 2.1	Process types, their meanings, and their relevant participants in SFL.....	20
Table 3.1	Categorization of print advertisement texts taken from The women's magazine.....	35
Table 4.1	Types of process constructing Indonesian women identified from the verbal texts per category of advertisement .....	42
Table 4.2	The frequency of occurrences of the verbal texts of the advertisements .....	53
Table 4.3	The lexical choices in the verbal texts of the advertisements....	54
Table 4.4	The occurrences of lexical choices in the advertisement texts..	56
Table 4.5	The patterns of occurrences of the pronouns and nouns in the verbal texts of the advertisements .....	58
Table 4.6	Pronouns and nouns occurring with Indonesian women in the verbal texts of the advertisements .....	61
Table 4.7	Types of process constructing Indonesian women identified from the visual texts in each category of advertisement .....	71
Table 4.8	The frequency of occurrences of the processes in the visual texts of the advertisements .....	71
Table 4.9	participants accompanying women identified in the visual texts of the advertisements .....	74



## LIST OF FIGURES

		Page
Figure 2.1	Fairclough's dimensions of discourse and discourse analysis.....	15
Figure 2.2	Relational Processes .....	24
Figure 2.3	System of Circumstance .....	24
Figure 2.4	Visual system of transitivity .....	27
Figure 3.1	T.18 .....	39
Figure 4.1	T.2 & T.3 of the <i>Automobile</i> category .....	63
Figure 4.2	T.5 of the <i>Banking Products</i> category .....	64
Figure 4.3	T.6 in the <i>Cleansing Agent</i> category .....	65
Figure 4.4	T.7 and T.8 of the <i>Contest &amp; Draw</i> category .....	66
Figure 4.5	Text 9, 12, & 14 of the <i>Food Product</i> category .....	67
Figure 4.6	Text 10 & 11 of the <i>Food Product</i> category .....	68
Figure 4.7	Text 19 & 22 of the <i>Information, Self Improvement, &amp; Career</i> category .....	69
Figure 4.8	Text 23 & 24 in the <i>Medicines &amp; Vitamins</i> category .....	70



## LIST OF APPENDICES

	Page
Appendix 1: The Advertisement Texts .....	95
Appendix 2: Analysing the Texts.....	102
The Official Letter of the Research Paper Title	



## BIBLIOGRAPHY

- Amiruddin, Mariana. 2003. *Membangun Resistensi, Membongkar Stereotipe*. Available online at [http:// www.jurnalperempuan.com](http://www.jurnalperempuan.com). [Tuesday, 24 July 2007].
- Advertising*. 2007. Available online at [http:// www.wikipedia.com](http://www.wikipedia.com). [Tuesday, 24 July 2007].
- Babaii, Esmat. & Ansary, Hasan. 2005. "On the Effect of Disciplinary Variation on Transitivity: The Case of Academic Book Reviews", *Asian EFL Journal*. Available online at: [http://www.asian-efl-journal.com/sept\\_05\\_ha&eb.pdf](http://www.asian-efl-journal.com/sept_05_ha&eb.pdf) asean efl [7 August 2007].
- Be Gentlemen: Persoalan Patriarkhis?*, 2007. Available online at [http:// www.kalyamitrawebsites.com](http://www.kalyamitrawebsites.com). [Monday, 8 January, 2008].
- Book, Albert C. & Shick, C. Dennis. 1996. *Fundamentals of Copy and Layout*. (2<sup>nd</sup> edn). Illinois USA: NTC Business Book.
- Downing, L. Hidalgo. 2003. *Text World Creation in Advertising Discourse*. Available online at <http://www.ucm.es/info/circulo/no13/hidalgo>. [4 November 2007]
- Eggs, S. 2000. *An Introduction to Systemic Functional Linguistics*. Great Britain: Biddles Ltd.
- Eriyanto. 2001. *Analisis Wacana Pengantar Analisis teks Media*. Yogyakarta: LKiS Yogyakarta.
- Fairclough, Norman. 2003. *Analyzing Discourse textual analysis for social research*. London: Routledge Taylor and Francis Group.
- , 1995. *Critical Discourse Analysis: the Critical Study of Language*. London: Longman.
- , 1989. *Language and Power*. London: Longman.
- Fitzgerald, E., et. al. 1992. *Language: Its Structure and Use*. Australia: Harcourt Brace Jovanovich Group (Australia) Pty Ltd.
- Gee, James Paul. 1999. *An Introduction to Discourse Analysis: Theory and Method*. London: Routledge.

- Gerot, Linda. & Wignel, Peter. 1995. *Making Sense of Functional Grammar*. Cammeray: Antipodean Educational Enterprises.
- Halliday, M.A.K. 1985. *An Introduction to Functional Grammar*. London: Edward Arnold.
- Handayani, Christina S. 2004. *Kuasa Wanita Jawa*. Yogyakarta: LKiS.
- Isworo L., Brigita. 2006. *Melepaskan Diri dari Jerat Adat*. Available online at: <http://www.kompas.com/kompas-cetak/0612/23/Fokus/3193629.htm>. [Monday, 8 January, 2008].
- Janks, Hilary. 2005. "Language and the Design of Texts". *English Teaching: Practice and Critique*, December, 2005, Volume 4, Number 3, pp. 97-110. Available online at: <http://www.education.waikato.ac.nz/research/files/etpc/2005v4n3art6.pdf>. [7 August 2007].
- ND. *Critical Discourse Analysis as a Research Tool*. Available online at: <http://www.unisa.edu.au/hawkeinstitute/cslplc/documents/CDAresrchfml.pdf> [7 August 2007].
- Joniak, Lisa. 2006. *The Qualitative Paradigm: An Overview of some basic Concepts, Assumptions, and Theories of Qualitative Research*. Available on-line at <http://www.unf.edu/dept/cirt/events/past/joniak>. [6 August 2007]
- Kilas Balik Femina*. 2007. Available online at <http://www.Femina-online.com>. [6 August 2007].
- Kress, Gunther. & Van Leeuwen, Theo. 1990. *Reading Images*. Victoria: Deakin University Press.
- Levine, Deena R. & Adelman, Mara B. 1990. *Beyond Language: Cross-Cultural Communication*. (2<sup>nd</sup> edition). New Jersey: Prentice Hall Regents.
- M. King, Janice. 1995. *Writing High-Tech Copy That Sells*. New York: John Wiley & Sons, Inc.
- Majalah Femina Menangi Asia Media Award 2006*. 2006. Kompas Cyber Media. Available online at <http://www.kompas.com/gayahidup/news/0605/20/073124.htm> [6 August 2007].



- McGregor, Sue L.T. ND. *Critical Discourse Analysis--A Primer*. Available online at <http://www.kon.org/archives/forum/15-1/mcgregorcda.html>. [27December, 2006].
- Meyer, Carol H. 1976. *Social Work Practice: The Changing Landscape*. (2<sup>nd</sup> Edition). New York: The Free Press. A division of Macmillan Publishing Co., Inc.
- Nurbagus, Ida. 2005. *Terancam Punahkah Ibu RT?*. Available online at <http://www.duniaesai.com>. [Monday, 8 January, 2008].
- Oshima, Alice. & Hogue Ann. 1981. *Writing Academic English: a Writing and Sentence Structure Workbook for International Students*. Massachusetts: Addison-Wesley Publishing Company.
- O'Grady, William, et. al. (eds). ND. *Contemporary Linguistics: An Introduction*. New York: Longman.
- Rahima, Swara. ND. *Perempuan Bekerja, Dilema Tak Berujung*. Available online at <http://www.duniaesai.com>. [Monday, 8 January, 2008].
- Ritonga, Razali. 2007. *Pendapatan Keluarga dan Kualitas Anak*. Available online at <http://www.kompas.com>. [Monday, 8 January, 2008].
- Sofiinsani, Anggi Maulani. 2005. *The Perceived Image of a Beautiful Woman in Cosmetic Advertisements*. Unpublished research paper. Indonesia University of Education, Indonesia.
- Subhan, Zaitunah. 2004. *Kesetaraan Dan Keadilan Gender*. Available online at <http://www.duniaesai.com>. [Monday, 8 January, 2008].
- Widri Enggal, Meryn. 2007. *The Study of Mood and Interpersonal Meaning in an Advertising Tabloid*. Unpublished research paper. Indonesia University of Education, Indonesia.
- Wodak, Ruth. 2002. *Aspects Of Critical Discourse Analysis*. Available online at [http://www.zfal\\_1.pdf](http://www.zfal_1.pdf). [7 August 2007].

