

# **CHAPTER I INTRODUCTION**

This chapter consists of an introduction containing background of the problems, the reasons for choosing the topic, scope of the study, research questions, aims of the study, methodology, and organization of the paper.

## **1.1 Background of the Study**

Advertisement, according to Janice M. King (1995), is a paid message from a company that appears in a print or broadcast medium. The print and broadcast media by which the message delivered are newspapers, consumer magazines, business publications, television, and radio. However, other media have also been used as a medium of advertising, such as the internet, billboards, and even movies. Moreover, advertisements can also be found in public places, such as on the walls of waiting rooms, on the sides of buses, even on clothing. Advertisements are usually displayed anywhere people can easily see and/or hear. It is because most advertisements are designed to reach a very large audience.

Since advertising can provide inquiries about products or services, most of advertising clients are for-profit corporations seeking to increase demand for their products or services. Advertisement is then used to create people's awareness of the company's products or services, prompt people's interest of the products or services, and encourage or persuade them to actually buy the products or services.

However, McManis et.al. (1987) as cited by Sofiinsani (2005) claims that persuading people to do things (e.g. buy some products) is not the only purpose of

an advertisement. In fact, advertisement is also used to persuade people to believe in things (believe that some thoughts offered by an advertiser is a good, right, and urgent one).

Moreover, advertisement is an inseparable component of the media that we consume everyday. In fact, many media commentators stated that media content is driven by advertising. While the media, as Eriyanto (2001) says, can be used by the dominant group as a tool to represent reality in the way that the group wanted; it is used as an instrument of ideology, where the values of the dominant group are planted, the elite group is benefited, and the lower level of society is marginalized.

In conclusion, the advertisements can also represent certain group of a society in the way that particular group or the advertisers wanted. For example, in Indonesia, the advertisements for detergents usually represent women as the user of the product, and, because of which, Indonesian people could think and believe that washing clothes is women's work.

Therefore, the writer was interested to find out how the advertisements represent the Indonesian women's positions in family institution. The study, however, was narrowed down on the print advertisements only, in order to gain a reasonable amount of data to be analyzed. In addition, the verbal content of the advertisements were easier to detect and the analysis were easier to conduct. The print advertisements chosen to be analyzed are those displayed in a well-known Indonesian women's magazine. The women's magazine is published weekly in Indonesia, and it has pioneered the construction of brand new image of Indonesian women. The advertisements are selected in terms of those modeled by women and

addressed for women, to see how the advertisement texts displayed in the magazine represent the women.

Since the subject of this study was the advertisement texts, the study, then, was conducted by means of textual analysis, in light of a Critical Discourse Analysis (CDA). CDA, as stated by Atkins (2002), has been used to analyze a number of areas including; racial inequality, abuse of political and institutional power, and sexual inequality.

In the field of advertisement, Janks (2005) used CDA to analyze *Spot the Refugee*, an advertisement produced by the United Nations Commissioner for Refugees. She applied the systemic functional linguistic as the tool of analysis of her study. For every clause in the text, she considered the transitivity (Process, Participants and Circumstances), voice, mood, tense/modality, theme and lexical choices. The study indicated that it is important not to take for granted texts located in the discourses that we inhabit.

Janks also used CDA as framework of analysis in analyzing an advertisement for the Standard Bank's *Domestic Promise Plan* which appeared in the *Weekly Mail and Guardian* in 1994. In this study, however, she also included a visual text analysis. Because she asserted that in unpacking a text it is never possible to read meaning directly off the verbal and visual textual signs. Here she argues that CDA is an extremely important research tool because it offers different dimensions of analysis that, provide the means both for producing research and for analyzing data.

## 1.2 Reasons for Choosing the Topic

Most of the advertisement models are women, and many stereotypical portrayals about women have been made through the advertisements. Values, standards, and portrayal about women are projected through the advertisements and often are internalized by many women who perceived them right. So, that is why the writer was interested in conducting a study to investigate the positions of the Indonesian women in family institution which are depicted in the advertisements texts.

Print advertisements have been chosen as the subject of the study because they can be easily found in the magazines. In addition, the headlines are very easily recognizable and very easy to remember that one can simply remember the headline of an advertisement even if he or she only read it once.

The medium in which the print advertisements are displayed is an Indonesian women's magazine that is said to be the one that has pioneered the construction of a brand new image of Indonesian women. Book and Schick (1996) note that the copywriter who is creating an advertisement must consider the specific magazine in which the advertisement will appear. The copywriter will write an advertisement that is suitable to the magazine. If the magazine has the aim to construct Indonesian women's image, then the advertisements displayed in it would also follow this concept. Therefore, print advertisements displayed in the women's magazine were chosen to be analyzed in this study, since they are assumed to contain certain representations of Indonesian women.

### **1.3 Scope of the Study**

This study was mainly focused on the representation of Indonesian women's positions in the family institution which were projected in the selected print advertisement texts, discovering how the advertisement texts represent their positions through the framework of Critical Discourse Analysis. The study has also identified the types of process predominantly used by the copywriter in constructing the Indonesian women.

This study was limited only on the selected print advertisement texts taken from one of the women's magazine published in Indonesia. The print advertisements selected were only those modeled by women and addressed for women. The selected advertisements were taken from three editions of an Indonesian women's magazine published during September to December 2006.

### **1.4 Statements of the Problems**

The writer was very much interested in exploring how the advertisement texts displayed in a women's magazine represent the positions of Indonesian women, especially in the family institution. Thus, the research questions were formulated as follow:

1. How do the print advertisement texts represent the Indonesian women's position in family institution?
2. What types of process are predominantly used in the advertisement texts in constructing the Indonesian women?

## **1.5 Aims of the Study**

Based on the research questions stated above, the aims of the study are:

1. To investigate the representation of the Indonesian Women's position in family institution, through a Critical Discourse Analysis of the selected print advertisement texts.
2. To identify the types of process which is predominantly used in the advertisement texts in constructing the Indonesian women.

## **1.6 Methodology**

### **1.6.1 Research Method**

This study, in principle, is a qualitative one with the type of a case study. It mainly centered in describing, interpreting, analyzing, and criticizing the representation of Indonesian women's positions reflected in the print advertisement texts. Denzin and Lincoln (1994), as cited in Joniak (1994), assert that qualitative research deploys wide range of interconnected methods. It involves an interpretive and naturalistic approach to its subject matter. With a qualitative research one can study things in their natural settings, and attempt to make sense of or interpret phenomena in terms of the meanings people bring to them. Here, Fairclough's framework of Critical Discourse Analysis (CDA) was chosen as the method of analysis. The systemic functional linguistic was applied as the tool of analysis to analyze the verbal text, and theories of reading images were applied to analyze the visual text. The research methodology is presented in detail in Chapter III.

### **1.6.2 Data Collection and Data Analysis**

The data were obtained from the print advertisement texts collected from three editions of an Indonesian women's magazine which were published during the period of September to December 2006. Apart from that, a library research on related issues has also been conducted. That is, the writer has also collected information from other books and articles in order to assist the writer in interpreting and explaining the data.

In carrying out the study, the writer was intended to follow the procedure stated below:

1. Categorize the collected print advertisements based on the products advertised.
2. Read books and articles on Critical Discourse Analysis and theories of systemic functional linguistic and reading images.
3. Identify the clauses in the print advertisement texts that are addressed for women.
4. Analyze the clauses using the theories of point 2.
5. Read books or articles on related issues.
6. Interpret and explain the data of point 4 by considering the information collected from books and articles on related issues.
7. Draw conclusions and suggestions based on the result of the study.

### 1.7 Clarification of the Key Terms

- (1) Advertisement; In this study, advertisement is defined as a paid message from a company that appears in a print or broadcast medium. (Janice M. King, 1995).
- (2) Consumer magazine: Here, the definition of consumer magazine refers to that of Book and Shick (1996) which define it as a mass publication in a form of magazine which is highly segmented, produced periodically, and has a variety of themes.
- (3) CDA: There are several definitions of CDA suggested by a number of linguists. However, the definition adopted in this study that of Fairclough (1989) which defines CDA as an interdisciplinary approach to the study of discourse, which views "language as a form of social practice" (Fairclough 1989: 20) and focuses on the ways social and political domination is reproduced by text and talk.
- (4) Verbal texts: In this study, verbal texts are defined as texts whose meanings are realized through linguistic code (Kress and Van Leeuwen, 1990).
- (5) Visual texts: As of the definition of verbal texts, the definition of visual texts adopted here is also that of Kress and Van Leeuwen (1990) which define visual texts as texts whose meanings are realized through paintings or photographs.



## **1.8 Organization of the Paper**

The research paper is organized as follows:

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### **CHAPTER II THEORETICAL FOUNDATION**

The theories to be used as the foundation to rely upon in the data analysis will be served in this chapter.

### **CHAPTER III METHODOLOGY**

This chapter consists of the research methods and the explanation of the method employed in the study, as well as the procedure used by the writer in collecting the expected data.

### **CHAPTER IV FINDINGS AND DISCUSSION**

In this chapter, all collected data and findings are presented, analyzed in detail, and interpreted as clearly as possible, using the theoretical foundation in Chapter II.

### **CHAPTER V CONCLUSIONS AND SUGGESTIONS**

This chapter consists of writer's conclusions of the result of the study and writer's suggestions for readers about related issues and further studies.

