CHAPTER I

INTRODUCTION

The section introduces the present study. It contains introduction of background of the present study, statement of problems, aims of the study, research method and organization of the paper.

1.1 Background of the Study

In competition of marketing industries, every company competes to dominate the marketplace to achieve profit as much as possible. It can be seen that there are many products with different brands sold in markets such as toys products, beauty products and household products. A product is defined as anything offered to a market to be used or consumed and it can satisfy consumers' wants and needs (Kotler, Wong, Saunders & Armstrong, 2005: 539). Products can be physical things, services, people, places, organizations, ideas or a combination of those entities (Kotler, Wong, Saunders & Armstrong, 2005). From the various products sold, the physical products displayed in markets are usually packaged.

The concept of packaging is crucial in the area of marketing industry. It is a part of physical product. Stadnik (2009: p.8) states that packaging is an external wrapper of the product that functions to protect the product inside against damage. Thus, packaging cannot be separated from the physical product, since it extremely functions to protect the product inside to prevent the damage of the product. Meanwhile, O'Shaughnessy (1995; cited Gutierrez, 2001: p.2) argues that in the modern era, packaging plays role as marketing tool to promote the product and to provide informations to consumers. Kotler (2005: 550) also states that packaging

recently functions to attract consumers, to describe and to sell the products. It can be understood that besides its function as protecting the product inside, packaging also functions as a media of communication, for it can communicate messages, give informations (e.g. what and how the product inside) and make it saleable. According to Dobson and Yadav (2012), packaging communicates messages to consumers through visual designs in the form of logos, graphics, colors, images and so on. Moreover, Gutierrez (2001: p.2) mentions that packaging's communication function can be viewed through several ways including designs and colors. It means that design of product packaging has important role in conveying or communicating messages to consumers.

Kotler (2005: 550) states that "Packaging is the activities of designing and producing [...]". Thus, design is a part of product packaging. Design of product packaging can be simple or aesthetic. The aesthetic designs may consist of elements including a combination of verbal structures (linguistic) and non-verbal structures (pictorial). Butkeviciene *et al* (2008; cited in Dobson & Yadav, 2012: 12) investigated verbal messages include name of product, brand, producer, informations, special offers, instruction of usage, whereas non-verbal messages include form, colors, size, imageries, graphics, materials and smell. Meanwhile, Hine (cited in Honkaniemi, 2009: p.4) assumes that design of packaging has two basic components; graphics and structures. Ampuero and Vila (2007; cited in Kuvykaite, Dovaliene & Navickiene, 2009: 442) investigated the elements of product packaging consist of graphic elements including typography, colors, image and shaped used and structural elements including form, materials used and

size of container. Those elements are combined in one entity to carry meaning to be shared and communicated to others.

Roxburgh (2010) asserts that "Design is described as reproducing ideology and identities". He also mentions that "The art of designs is reliant on Myth of Creativity" (Roxburgh, 2010). It means that behind visual representation of product packaging design, there is hidden ideology to be conveyed. On the other words, the producers of marketing business cooperating with graphic designers do not only sell the product, but also they sell ideas or ideology through visual representations on the product packaging design. Ideology is viewed as "A basis of social representations shared by members of a group" (van Dijk, 1998: p.8).

In this case, gender representation in the visual image of several product packaging designs is an issue of the present study. According to Duveen (1993), gender is viewed as one of social representations which is constructed by culture and society. Gender representations in media or discourse often involve stereotypes. Doring (2006: 173) argues that the depiction of men and women in media often portrays traditional gender stereotypes. According to Amancio (1993), "Gender stereotypes are seen as social representations or collective ideologies defining model of behavior". It can be understood that gender stereotype refers to what male and female should behave in society as social and cultural construction.

Based on the matters, the present study aims to investigate women representation in detergent product packaging designs and to reveal the ideology behind visual representations. Detergent is a kind of cleaning product. The topic

was chosen because there are several packaging designs of detergent products which have had a brand image (e.g. well-known by consumers) represent woman as model illustrated in its visualization. The present study is limited to analyze four selected packages of detergent product of PT. Kao.

Theoretical foundation applied is *Social Semiotics* theory on *Reading Images: the Grammar of Visual Design* proposed by Kress and van Leeuwen (2006). *Social Semiotics* is an appropriate approach, since it is a theory of representation. Kress and van Leeuwen (2006: p.6) state that "Visual representation is set within the theoretical framework of Social Semiotics". In *Social Semiotics*, representation is viewed as a process of sign-makers to make representation of things (Kress & van Leeuwen, 2006: p.7). *Social Semiotics* focuses on meaning-making resources as social contexts and social practices in all types of Semiotics works including visual, verbal and aural in modes of communication (Thibault, 1991: p.6). Hence, the theory of *Social Semiotics* on the *Grammar of Visual Design* proposed by Kress and van Leeuwen (2006) is appropriate because the present study aims to understand meaning of visual representations that is constructed as social contexts in the visual image as a means of communication.

The model of *Reading Images: the Grammar of Visual Design* proposed by Kress and van Leeuwen (2006) is utilized as a tool of analysis because the present study focuses on analyzing and investigating elements of visual design. At the work of the *Grammar of Visual Design*, Kress and van Leeuwen develop framework of Halliday's three metafunctions of *Systemic Functional Linguistics* (SFL) in term of visual image analysis. Kress and van Leeuwen state that

"Halliday's model with its three functions is a starting point for our account of images, not because the model works well for language […], but because it works well as a source for thinking about all modes of representation" (Kress & van Leeuwen, 2006: 20; cited in Laursen, 2010: pg.9-10). Following the theory, the present study focuses on investigating how elements including people, places and things which are depicted and combined each other in the visual image construct meaning and communicate messages. Meanwhile, Barthes' theory of signification order is also utilized to support the analysis of the present study to reveal the ideology behind visual representations of detergent product packaging designs focusing on investigating denotative and connotative meanings.

The analysis of women representation and ideology has been conducted by several researchers. One of them is Zakaria (2009) who investigated representation of women in *Nike* print advertisements and underlying the ideology behind its representations. *Nike* advertisement is categorized as a kind of sport advertisement which represents women as models illustrated (Zakaria, 2009). In the research, he/she utilized the frameworks of *Critical Discourse Analysis* (CDA) of Fairclough and *Visual theory of Mood and Modality* of Gunther and van Leeuwen. Following the theory, he/she investigated women representation both verbally and visually. He/she analyzed verbal texts regarding transitivity, inclusions and exclusion of social events elements, and concreteness or abstraction of representation of social events. Then, he/she analyzed visual texts regarding mood, subjectivity, social distance and modality analyses. In verbal analysis, the result of his/her research show that the women models of *Nike* print

advertisements are represented as active, strong, masculine and persistent. While, the women models of *Nike* print advertisement are represented visually as active women who have confidence, strong attitude, independence, individual, feminine and masculine characteristics. The researcher discovered two ideologies underlying representations; ideology of equality based on the material processes of the actions performed by the women models and masculine-oriented ideology.

Meanwhile, the present study also aims to investigate women representation and ideology behind representations. However, analysis would focus on representational and interactive meaning analysis following the theory of *Reading Images* of Kress and van Leeuwen (2006). The ideology underlying representations would be revealed by applying Barthes' signification order which focuses on investigating denotative and connotative meanings.

1.2 Statement of Problems

The problems of the present study are formulated into two questions as follow:

1. How are the women represented in *detergent product packaging designs of PT. Kao*?

2. What is the ideology behind visual representations?

1.3 Aims of Study

The present study aims to reveal the women represented in *detergent product packaging designs* and to reveal the ideology behind visual representations.

1.4 Research Methodology

1.4.1   Research Design

Based on the description of the present study and its research questions that have been stated earlier, the present study uses a qualitative-descriptive method. Denzin and Lincoln (2005) state that qualitative research involves a set of interpretive, natural setting attempting to make sense and to interpret phenomenon in terms of meaning of human's live. Thus, the qualitative-descriptive method is appropriate to use because the present study focuses on describing, interpreting and exploring the meaning of participants, processes and phenomenon within the visual images of detergent product packaging designs.

1.4.2   Research Procedures

a. Data Collecting Procedures

The data collections used to analyze are detergent product packaging. The collected data is four selected packages of detergent product of PT. Kao with the smallest size of 23 g. Those are *Attack Softener*, *Attack Clean-Maximizer*, *Attack Color* and *Attack Easy*. There are some steps to obtain the data as follow:

- First, choosing and selecting the data on amount of detergent products focusing on its product packaging designs which represent woman as model illustrated on its visualization

- Second, selecting the data which is relevant to analyze. Then, collecting the data which has been chosen and selected to be a compiled data.

The literature study will be conducted by reading, learning and analyzing the data through books, internet, library researches, and reading and learning other previous studies related to the topic of the present study to support the analysis.

b. Data Analysis Procedures

In term of data analysis, following the theory of *Social Semiotics* on *Reading Images: the Grammar of Visual Design* proposed by Kress and van Leeuwen (2006), there are some steps which are conducted for analysis of the present study. First, answering the first question; to investigate the women representation by focusing on representational and interactive meaning analysis. Second, answering the second question; to reveal the ideology behind visual representations of the detergent product packaging designs by investigating denotative and connotative meaning following Barthes' signification order.

1.5 Clarification of Terms

1. *Marketing*: A kind of human's activity which covers planning, pricing, promoting and distributing goods and services to satisfy customers' wants and needs (Stanton, 1964; cited in Gana, 2008)

2. *Product*: Anything including physical things, services, people, places, organizations, ideas or a combination of those all entities which is offered to markets to satisfy people's a want and need (Kotler, 2005)

3. *Detergent Product*: A kind of cleaning product which is categorized as household product

4. *Product Packaging*: A wrapper of the product which functions to protect and to prevent the product against damage, detereorization and contamination (Stadnik, 2009: p.8)

5. *Design*: "Design is concerned with imagining and imaging the world we'd like to experience and the experiences we'd like of the world" (Roxburgh, 2010). Process of imagining refers to reproduction, whereas process of imaging refers to representation (Roxburgh, 2010)

6. *Representation*: "The production of meaning of the concepts in our minds through language" (Hall, 1997: p.17)

7. *Ideology*: "A basis of the social representations shared by members of a group" (van Dijk, 1998: p.8). Social representations refer to social beliefs, knowledge and attitudes (van Dijk, 2003)

8. *Denotative meaning*: Denotative meaning is concerned with the meaning of a word based on dictionary or it refers to literal meaning of a word associated with its referent (Chandler, 2002; Berger, 2005)

9. *Connotative meaning*: Connotative meaning refers to cultural meaning or it is concerned with the meaning of a word associated with somebody's culture (Chandler, 2002; Berger, 2005)

10. *Social Semiotics*: Social Semiotics is a branch of Semiotics that explains how meaning is constructed or created and interpreted by people as social contexts in all modes of communication (van Leeuwen, 2005)

1.6 Organization of Paper

The paper is organized into five chapters as follows:

CHAPTER I Introduction: The section introduces the present study including introduction of the background, statement of problems, aims of the study, the research method and organization of the paper.

CHAPTER II Literature Review: The section contains literature review including some theories and previous studies which are related to the problems of the present study to investigate.

CHAPTER III Research Methodology: It contains research method of the present study covering research method and research procedures of the present study, data analysis and data presentation of the study.

CHAPTER IV Findings and Discussions: The section contains findings and discussions of the present study in investigating and analyzing the problem of the present study.

CHAPTER V Conclusions and Suggestions: It contains the conclusions of the present study, the interpretation of the writer toward the results of the study and some suggestions for the further studies.