

# CHAPTER 1

## INTRODUCTION

This is an introduction of this paper. It explains the nature of the study. It begins with background for the study from which research question and aim of the study formulations are based. Reason for choosing the topic and significance of the study is included, particularly in regarding to social impacts of the study. Several concepts concerning research design employed in the study are clarified in relation to data analysis within certain scopes. This chapter is ended with the organization of the paper as the general description of the research paper's outline.

### 1.1 Background

Nowadays, advertisements are all over the place as the role of advertising is increasing tremendously. Especially in industrial societies, advertising has become one of the most effective social communication tools. Advertisements are found everywhere in our daily lives, and have a really strong influence in our decisions as consumers. Without any doubts, messages in advertisements deeply affect us and our purchasing behaviors. The aim of advertising is not only to inform people of a new product, but also to create a desire to possess the product.

Advertising deals with ideas, attitudes, and values, giving them “communications designed to get someone to do something” (O’Guinn, 2006). In this sense, advertising gives meaning to words and images which attempt to persuade audience. Through this process, advertising diffuses its meanings into

the belief systems of the society. As O'Guinn (2006) says, the promotional culture of advertising has worked its way into "advertising is mass mediated" (p.9). This means advertising is delivered through a communication medium designed to reach more than one person, typically a large number –or mass–of people.

At the same time, whenever we use language there is always something else going on. In line with Halliday and Matthiessen (2004: 29) that language is always enacting our personal and social relationships with the other people around us. While, language and image are inseparable parts of the advertisement. Each of them is as important as the other one for the success of the advertisement (Kotler, 2001: 236-238). Thus, in studying advertising, special emphasis needs to be put on visual images as nonverbal symbols. As a socializing agent, the visual imagery provided by the media can have a powerful impact on our attitudes, values, beliefs, and behaviors. Both language and image can contribute meanings and associations entirely apart and of much greater significance. The images conveyed by advertising have become so sophisticated and persuasive so that they are able to shape our experiences and understanding in a significant way.

Modern advertising depends on images, and images are symbols which can convey meanings as efficiently as verbal symbols can. Visual images, therefore, carry a great deal of responsibility for the message decoded in an advertisement. Visual texts analysis is also an important area of analysis for working with visually intensive forms because images are such a central part of our mass communication sign system such as in advertising and magazines.

Therefore, visual texts also function as symbols that create multi-leveled meanings that have to be decoded to be understood.

Girls' magazines present images of good looking adolescents in almost every page. Advertisers complement their product campaigns with images to achieve the look of, or to enable the imitation of, the look of the models. Most print advertisement in girls' magazines present young women in close-up photographs. Those women are mostly physically beautiful. An important thing to note is that the ideal physical beauty conveys great resemblance with Western physical appearances. One of the constant young women images is the wide toothy smiles that signify happiness and a carefree outlook. Advertisers sustain the cute, innocent, cheerful and happy images. Facial expression, pose, colors and decorative illustrations produce the intended effect of female naivety. Those advertisements are found also in Cosmogirl Magazine which is published every month. It is one of the popular franchised magazines in Indonesia whose target readers are young women who are 16-20 years old.

By looking at those reasons, the writer is eager to conduct a study of how young women are represented in selected print advertisements of Cosmogirl Magazine.

## **1.2 Research Questions**

From the preceding explanation, the study attempts to address the general question: "What are the representations of young women through verbal and

visual text messages in print advertisement of Cosmogirl Magazine?”

Specifically, this study attempts to address the following questions.

1. How are young women portrayed in the images of Cosmogirl advertisements?
2. How do print advertisements in Cosmogirl Magazine communicate their messages in terms of interpersonal meaning?

### **1.3 Aims of Study**

The aims of the present research are important to be followed. The study is aimed to reveal the representations of young women through verbal and visual text messages in print advertisement of Cosmogirl Magazine, and specifically, this study is aimed to:

1. investigate the portrayal of young women in the images of Cosmogirl advertisements;
2. examine the interpersonal meaning in print advertisements in Cosmogirl Magazine.

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

This study specifically investigates the representation of young women by using Reading Images (Kress and van Leeuwen: 1990) as semiotic tools analysis. To analyze the interpersonal meaning on the advertisement texts in the Cosmogirl Magazine issued from July 2007 until June 2008, this study draws the *Hallidayan Modality*. The present study does not employ readers' responses because the main

objective of this research is to investigate the representation of young women. The study is not only devoted to investigate the images (visual representation) of the advertisements but also the texts (verbal representation) of those advertisements. Furthermore, the study is focused merely on the aspects of social interaction: *Mood*, *Subjectivity*, *Social Distance* and *Modality* which are inherent in the advertisements, especially to reveal the representation of visual texts from the images of those print advertisements.

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

The study may contribute to the development of the language and image analysis, primarily in the investigation of the reasons behind the representations portrayed in print advertisement. Considering the rapid development of women magazines in Indonesia, this study hopes to help people to have a better understanding about both images (visual representation) and texts (verbal representation) in the advertising messages on mass media, particularly for Cosmogirl Magazine readers. By revealing the social interaction between the copywriter and the consumer, this study may contribute to the development of the industry of advertising especially in Indonesia.

### **1.6 Research Method**

This investigation is largely qualitative and uses descriptive method in order to describe and interpret messages in print advertisements. The present study is based on a socio-semiotic approach which shows image(s) as well as language

patterns in print advertisement. The present study uses verbal and visual texts analysis. It is expected that the discussion of this study may help the readers comprehend how young women are portrayed in print advertisement in Cosmogirl Magazine. The data were analyzed by using Hallidayan mood analytical framework to figure out the interpersonal meaning of the selected print advertisements. Mood in here refers to mood as a tool used to uncover the grammar of interpersonal meaning. As aforementioned functional labeling of lexico-grammar roles, one of which refers to describe how the clauses in a text realize interpersonal meaning, clauses of different mood types are then identified to find out the speaker's attitudes and judgments (Halliday and Matthiessen, 2004; Eggins, 2004). The data were also analyzed by using Kress and van Leeuwen (1990) analysis in terms of their interpersonal meaning from its images (visual representation).

### **1.7 Subjects of Investigation**

The study investigates the advertisements in Cosmogirl Magazine published in Indonesia edition from July 2007 until June 2008. Five advertisements were purposively selected as samples of the investigation. There were some reasons in the selection of the samples.

- a. Women take brands seriously. They pay attention to details.
- b. Cosmogirl is published every month. It is one of the most popular franchised magazines in Indonesia whose target readers are young women who are 16-20 years old.

- c. The selected advertisements are those that are published in Cosmogirl Magazine and use images of young women only.
- d. The selected products are the most satisfaction brand in toiletries category based on Indonesian Customer Satisfaction Index 2007 that surveyed to 10.500 respondents in six big cities in Indonesia (*SWA Magazine*, issued on September 2007).

### **1.8 Procedures of Analysis**

Print advertisements of Cosmogirl Magazines were collected from July 2007 until June 2008. Five print advertisements in those issues were chosen as the data to be analyzed. The data were categorized based on the women's toiletries product of advertisements to determine the young women characteristics. The five print advertisements can be seen in Table 3.1.

A qualitative analysis was carried out to identify main themes and dominant models of young women, while semiotic tools analysis were used to explore advertising codes and reinterpret their implicit latent meanings. The data were analyzed by using verbal textual analysis to show the language features in which ideologies that interpersonal meaning were rendered. Afterwards, the data were interpreted by using semiotics analysis in order to reveal the women characteristics. It is expected that the discussion of this study may help the readers comprehend how young women are portrayed in print advertisements in Cosmogirl Magazine.

## 1.9 Clarification of the Terms

Some significant terms are undertaken in this research.

- *Advertisement* is an announcement in a newspaper, a magazine, on television, or on a poster about the product, event, job vacancy, etc. (McArthur, 1992). While, different with advertisement, *advertising* is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2006). *Advertising* is intended to influence consumers' affect and cognition – their evaluation, feelings, knowledge, meanings, beliefs, attitudes and images concerning products and brands (Peter and Olson, 2008).
- In an advertisement there is a *slogan* which refers to the theme of the companies advertising to send the easy-remembered message in a few words (Rossiter, 1996). A *slogan* is a short phrase in part used to help establish an image, identity, or position for a brand or an organization, but mostly used to increase memorability (O'Guinn, 2006).
- A creative team of advertising includes a copywriter. The *copywriter* drives the creative process who should know more about the advertisement, the product and consumer (Altstiel and Grow, 2007).
- *Representation* is an activity that stands as an equivalent of something or results in an equivalent (Word Reference.com English Dictionary). *Representation* refers to the construction in any medium (especially the *mass media*) of aspects of 'reality' such as people, places, objects, events, cultural identities and other abstract concepts (Chandler, 2002). While,



*young woman* refers to a young lady of 18 (The Free Dictionary by Farlex). Thus, representations of young women are illustrations as an equivalent of ladies who are about eighteen years old.

- *The semiotic analysis of advertising* assumes that “the meanings of advertisements are designed to move out from the page or screen on which they are carried, to shape and lend significance to our experience of reality.” (Bignell, 1997).
- *Mood* here refers to a tool in systemic functional grammar to describe the overall structure of the clause to describe how the clauses in a text realize interpersonal meaning (Eggins, 2000), while *MOOD* is the constituent of the clause which functions to carry the argument (Eggins, 2000).
- *Modality in this study* expresses the speaker’s (or writer’s) judgment on the truth or ‘credibility’ of the representation or representations contained in a clause (Kress and van Leeuwen, 1990).
- *Verbal texts*, in this study, are defined as texts whose meanings are realized through linguistic code (Kress and van Leeuwen, 1990), while as of the definition of *visual texts* adopted here is also that of Kress and van Leeuwen (1990) which defined as texts whose meanings are realized through paintings or photographs.

### **1.10 Organization of the Paper**

The paper of this research begins with Chapter I that provides the background of the study, research questions, aims of the study, scope of the study, significance of

the study, research method, subject of investigation, procedures of analysis, clarification of the terms, and organization of the paper. Chapter II presents of theoretical foundation theories from the experts and their studies, equipped with relevant literatures. Chapter III discusses research methodology that is used in conducting this research. It includes the preparation stages, procedures, instruments, and research method. Next, Chapter IV presents discussion and interpretation of the result of the research. The paper is rounded off by Chapter V, in which conclusions of the present study and suggestions for further research are presented.

The next chapter discusses some theories related to the present study. It contains theoretical framework, which serve as a basis for investigating the research problems.

