

CHAPTER I

INTRODUCTION

1.1 Background of the Study

There are many kinds of media used to communicate. The printed media such as newspaper, magazine and poster mostly use written texts and visual images to deliver messages to the readers. Meanwhile, mass media like radio uses spoken utterances to do so. An example of communication using spoken utterances, written text and visual images can be seen in the television. The television combines several ways of communication to deliver information to the viewers. Advertisement in the television is an example of short video that uses several modes to deliver messages.

Television is a main media where advertisements aired, especially the video advertisements. It spreads information faster than newspaper, magazine, or radio. There are many advertisements aired on the television to fill in the gap between television programs break.

From a research conducted by Nielsen (Berita Satu 2011), a company that works in media information globally, it is known that Indonesian watch television for at least 4.5 hours a day in average. Since some people watch television for at least 4 hours, there are many things that can be absorbed by them. It can be imagined how great the effects given by the advertisement are. The advertisement has a very huge impact towards society. It influences people during the time they

watch the aired advertisement itself, even though sometimes they do not realize that.

The advertisement is used by companies as a media to promote their products or services in order to reach a wider range of customers. It is also used to persuade targeted people to buy their products or maybe just to get them interested to their products or services. Through language, an advertisement can be very inviting. Advertisement conveys certain messages to public. Using the right words or sentences and visual images can make the advertisement very interesting. Each person has their own understanding about it, which makes the meaning vary from one person to another. In order to attract more people to get interested, language is considered as one of the most important element. The producer of advertisement has to make it interesting, not too much images nor words. So it can be considered attractive by the viewers. It communicates with people who watch the advertisement.

There are numerous kinds of advertisements aired on the television, starting from food, beverages, toiletries, beauty products, transportation, online shops, and many else. Among other kinds of advertisements, the toiletries products advertisements seem the most stand out. Most of the toiletries products advertisements on the television are mainly addressed for woman. Beauty is considered as an important element for this kind of advertisement. It attracts more viewers to get interested to the mentioned product, especially women. It will help increasing the product sale. The model who plays in the advertisement is usually

the attractive one, or else any influential person in the country because they are considered as more persuasive. Since the things in the advertisement are mostly taken and adopted from everyday phenomenon that happens around society, it forms a kind of cycle. It represents situation that happens in the public. It influences the way people think or feel about something which at last will form something called beauty concept. Beauty, in this case, is the element that affects many people especially women. After seeing the advertisement, the first thought that will appear inside their minds is that the person in the advertisement is beautiful. They make her as 'a standard' or 'a reference' of what the definition of 'beauty' is. While beauty is actually different between one culture and another. Mass media is one of the reasons of how the beauty concept spreads. Most people believe of what they see on the television. Once they believe, their viewpoint towards something changes as well.

In this case, the toiletries products advertisement aired on the television. The toiletries product advertisement that the writer chooses is Lux. Lux is one of the brands owned by a huge company named Unilever. The company is based on Rotterdam, Netherlands and London, United Kingdom. Lux is one of their best-selling products in the world. People who watch the advertisement believe in the product the company sells because they are interested to the advertisement itself. When they are attracted to the advertisement, unconsciously, they will be attracted to the product. Or maybe they are curious about the product so they want to give it a try. Eventually, they will buy the product.

The object of this study is one of the toiletries advertisement in Indonesia television channel. Since Lux is produced all over the world, the company makes several different versions of the same advertisement according to the country where the advertisement aired. There are many countries that air this advertisement in their country, there are Indonesia, Arab, Thailand, France, India, Nepal, The Philippines, Bangladesh, and many else. Most of the duration of the advertisements is between 30 seconds to 32 seconds. The advertisements are mostly use the language of its own country, and some change it into English. For Lux Soft Touch Edition of Indonesia chosen by the writer, the model who played in the advertisement is Ayunda Faza Maudya who is known as Maudy Ayunda in Indonesia. She was born in 19 December 1994. She is a singer, songwriter, and an actress. She is chosen as the new brand ambassador for Lux in April 2017. It is known that she graduated from Oxford University on October 2016.

This advertisement is chosen as the object by the writer based on how the advertisement represents the beauty of Indonesian woman. Based on the previous advertisements of Lux played by other Indonesian women, Maudy Ayunda's advertisement is kind of different. Unlike the other previous advertisements, this Lux advertisement starred by Maudy Ayunda does not only show her beauty but also intelligence. This makes a difference by showing that beauty is not all about physical appearance, but intelligence as well. This is a new side of Lux because the company usually only shows the physical appearance of the model as their attractive side. This video advertisement focuses more on a bar soap to promote the

brand instead of liquid soap. It can be seen later in the discussion part during the scenes analysis.

Every country has different background and culture which distinguishes their characteristics from other countries, including Indonesia. Most people, despite of the differences of their countries beauty preference, still prefer physical appearance rather than any other factors to represent beauty. An advertisement usually represents the true identity of a certain culture where the advertisement aired.

This study centers on verbal elements and non-verbal elements of the advertisements. The theory that will be applied is the multimodality theory suggested by Kress and Leeuwen. They described multimodal as, “the use of several semiotics modes in the design of a semiotic product or event” (Kress dan van Leeuwen, *Multimodal Discourse* 2001).

There are several related studies regarding the beauty representation of woman in the television advertisements. Meitafasiana (Meitafasiana, *The Concept of Beauty in Rahasiagadis Account in Instagram: a Multimodal Analysis* 2017) conducted a study entitled *The Concept of Beauty in Rahasiagadis Account in Instagram: a Multimodal Analysis*. She used the multimodality approach to analyse the content of the Rahasiagadis account. The result of the study itself is that the concept of beauty presented by Rahasiagadis account, is not only based on a woman’s physical appearance but also their behaviour and intelligence. While the other study conducted by Rachman (Rachman, *The Concept of Beauty in Female Rubric of Kompas Online Newspaper: a Critical Discourse Analysis Approach*

2016) analysed the beauty concept of a female rubric in Kompas Online Newspaper using Critical Discourse Analysis. The thing that makes this study different from the previous study is that Meitafasiana used an Instagram account as the object of her analysis while this study used a video advertisement from the television. Meanwhile, Rachman used Critical Discourse Analysis to analyse her object.

1.2 Statement of the Problems

Based on the background of the study on the previous pages, there are two questions for the study:

1. What are the elements of multimodality that appeared in the LUX Indonesia video advertisement?
2. What represents the concept of beauty in LUX Indonesia video advertisement?

1.3 Objectives of the Study

The purpose of the study is formulated below:

1. To discover the multimodality elements that appeared in the advertisement.
2. To reveal how the beauty concept represented in the advertisement.

1.4 Significance of the Study

The writer expects that this study will enrich both theoretically and practically in the field of discourse analysis. Theoretically, the writer expects this study to contribute to the development of the previous researches in linguistics field, especially multimodality approach. Hopefully, this study will help people who are

interested in the relation between language and beauty concept to understand more based on multimodality perspective, and how a woman's beauty is actually represented in the advertisement. Practically, the writer expects to make contribution to companies that provide advertisements to promote their products on how the application of multimodal elements can be persuasive for advertisement.

1.5 Definition of Key Terms

Multimodality : A social semiotic approach proposed by Kress and Leeuwen. It is the use of several different modes of communication at the same time such as text and visual images (Kress and van Leeuwen, Multimodal Discourse 2001).

Advertisement : A sale of printed, written, oral, and visual art which purpose is to increase sales of a certain company's products (Presbrey 1929).

Beauty Concept : An ideology of beautiful woman who is able to balance her physical and individual quality (Baker 1984).