

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

Motorcycle is one of the vehicles rapidly developed, which users are getting higher. The motorcycle's history was beginning in the late 19<sup>th</sup> century. This kind of vehicle is the next step of the "safety bicycle" which is the bicycle that have the same size wheel. The first invented motorcycle is a very simple concept. At that time, the engineers have an idea to combine a motorized machine to the bicycle frame. After the century changed to the 20<sup>th</sup> century, the innovation in motorcycle manufacturing began to spring, start from the frame, engines, shape of the body and added the fuel tank and gearboxes to the engines. However, at that time, the shape of the motorcycle still similar to the bicycle complete with the pedal itself. After 1920 or during the World War 1, the shape of motorcycle started to evolve, no longer with a bicycle-like shape and innovation in the engine continues with the large engine capacity or the number of cylinders. With the increasing number of years, many motorcycle brands have begun to emerge starting from Europe (German, British, and Italy) and America then continued to Japan and innovations on the development of motorbikes continued until now (Hunt, et al. 2015). The sales number of motorcycles is absolutely fluctuating.

Nevertheless, the trend of this vehicle is also increasing time by time. The motorcycle more famous after the first motorcycle race was held and all the racer that join in the championship was a man. At that time, the motto of all motorcycle

producers is “*Race on Sunday, sell on Monday*”. The reason why all the motorcycle producers use that motto because if the motorcycle won the race or at least finished the race, it means that the engine of the motorcycle is proven to have a great durability and it can increase the selling amount of the motorcycle itself. Then, a lot of people is thinking that if the durability of their motorcycle’s engine is great, then, the motorcycle can be used for a long trip and long journey. In 2019, the number of global motorcycle sales was going down until 1,6 million units. The reasons are because of the regulations changes and also currency exchange rates. From different types of vehicles in this industry, the over 50cc scooter segment still represent the largest part of the market with 25.8 million sales in the 2019 (-0.7 million) followed by the motorbikes segment with 24.4 million (-1.2 million from the previous year), the moped at 4.6 million (+0.2 million), the tricycles at 4.7 million (up 0.15 million) and the Quadricycles/ATV at 559.000. From the CC or class segmented, the range between 51-125cc is by far the largest in the market, counting near 70% of the total, followed by the 126-250cc at 24.8%. The cc-class mix changes when considering only the ATVs or Motorcycles segments. In 2020, estimated that the number of global motorcycle sales will be lost over 12 million units. The main reason is the world’s pandemic disease which is the corona virus or Covid – 19 (Mcd Team 2020). Nevertheless, the sales number of the Indonesia motorcycle domestic market in 2020 is increasing. From the data of *AISI (Asosiasi Industri Sepeda Motor Indonesia)*, in January the number of sales is 462,984 units, in February the number of sales is 545,741, and in the march, the number of sales is 561,739. It means that the sales of the domestic market are increasing per month

and the trend of the sales is still the scooter motorcycle which reaches 401.507 units or 86,7% from the whole number of sales and followed by the sport bike 30.923 units or 6,7% also the underbone motorcycle or cub 30.554 units or 6,6% from the whole number of sales (AISI Team n.d.). Due to the functionality, a vehicle is supposed to be genderless. It means that everybody can use the vehicle (in this case the motorcycle) or the other word "*unisex*", either the rider using the motorcycle for the function/daily activity or for the hobbies only. The reason is because of the riding activity is a costumed affair, and the rider is always wearing protective apparel such as helmet, jacket, gloves, long pants, and shoes which is basically unisex. This thing can offer the women to challenge and blur their gender while their riding (Martin, Schouten and H. 2006).

However, the motorcycle is always associated with men. This is happening because of the media. Many advertisements of the vehicle always put in gender concepts in the advertisement. In the past, many of motorcycle producers that put the masculinity issue on their motorcycle advertisement. The reason is because of the shape model of the motorcycle itself. Big shape, and also a big capacity engine but, in this cases is based on the model of the motorcycle. Nevertheless, many of the motorcycle advertisement is always showing the beautiful women to increase the masculinity issue on the motorcycle, either riding position with the man, sitting on the motorcycle, or just stand up behind the motorcycle.



(Figure 1.1 The advertisement of motorcycle)

As there are many motorcycle users and they make the vehicle a hobby, many of these motorcycle enthusiasts founded a motorcycle community or motorcycle gang. Many members of the motorcycle community are men and for this reason, the motorcycle community contains an element of masculinity. Usually, the motorcycle community has an agenda such as long – distance touring or just gathering and drinking coffee which is an activity that is usually only done by men.



(Figure 1.2 Satu Darah Motorcycle Community)

The representation of men in motorcycle advertisement is never the same. However, the concept of representation in the motorcycle advertisement is matching by the concept of the motorcycle itself. For example, the automatic

scooter motorcycle, this motorcycle is created with a simple concept. The rider is only twisting the throttle to make the motorcycle go, don't need to put the gear in or pulling the clutch lever. As a result of that concept, this motorcycle is suitable for the women because of the simplicity. When the producer wants to make an advertisement for this motorcycle, usually they put the concept of feminism and also the "fun" concept in this advertisement.

Masculinity is a standardized container in which all 'normal' men are placed, something 'natural' that can even be measured in terms of psychological traits and physical attributes (Beynon, *Masculinities And Culture* 2002). This kind of gender that consists of those behaviors, languages, and practices, existing in specific cultural and commonly associated with males and thus culturally defined as not feminine (Abumere 2013). The hegemonic masculinity itself is a consideration of men, gender, and social hierarchy (Connel and Messerschmidt, *Hegemonic Masculinity : Rethinking the Concept* 2005). Connel said that the masculine concept of men is "real men" or how the man can become the "real men". The hegemony of masculinity is distinguished from other masculinities, especially the subordination of masculinity. Men are expected to play toys such as cars, planes, bikes while women used to play cooking, house, makeup, doll, etc. However, this stereotype raises producers to make some products based on a gender stereotype. Society expects man to be man. Man is required to behave the characteristics of a man and behave as a man. That it is important to show the masculinity. There are many ways that men can show their masculinity besides their attitudes, such as through their fashion, sport, and especially their vehicles. The example of a vehicle

that is shown the masculinity of the men is the motorcycle. Nevertheless, masculinity and the motorcycle advertisements in Indonesia is never the same, the reason is once again because of the concept of the motorcycle itself. the concept of representation in the motorcycle advertisement is matching by the concept of the motorcycle itself for example the advertisement of the *Honda Scoopy*, the concept model of this motorcycle is the scooter that has a cute design. Therefore, in the “girl scene”, the representation of the advertisement is the feminine concept. It can be seen on the motorcycle color which is a bright color with an attractive design and also the outfit of the girl itself.

In this study, the writer chooses the advertisement for the motorcycle product as an object. The advertisement that the writer chooses is from Kawasaki. Kawasaki is one of some Japanese motorcycle brands that exist in Indonesia. Kawasaki is one of some motorcycle brands in Japan. This company’s mother factory is located in Akashi city, Hyogo prefecture (2018). This brand actually does not only produce a motorcycle, but they also produce some products such as train, plane, aircraft engine, boat, electronics, etc. So that is why they called themselves “Kawasaki Heavy Industry”. Despite, different from other brands like Honda or Yamaha, Kawasaki Motorcycle only focuses on a premium segment which is the motorcycle with a big capacity engine or big bike and they only focused on men’s motorcycle which is the sport bike. They made a motorcycle not only for a transportation purpose but also for hobbyists or men with passion on the motorcycle. Even though they are made a scooter, but that scooter is for men. In Indonesia, Kawasaki starts their debut on September 18<sup>th</sup>, 1994 as a joint venture company between Kawasaki

Heavy Industry and PT. Sumber Selatan Nusa (Now: PT.Kawasaki Motor Indonesia). Their first production is in March 1995 followed by unit sales, service, and spare parts or we called 3S. This brand has a manufacture in Jl. Perintis Kemerdekaan Kelapa Gading, Jakarta Utara and have 2 main activities there are produce and assembling. Their capacity production has 200.000 units per year. The writer chooses this brand because in Indonesia when people hear about sports bike especially the big bike, they automatically consider the famous brand which is Kawasaki (Benny 2010) or *Ninja*, one of their most famous product, even other brand sports bike, people always called it *Ninja* in some region in Indonesia. In this study, the object of advertisement that the writer chooses is on sports bike category. However, the writer not choosing this product instead, the writer choosing the retro series from this product which is Kawasaki W series family. This motorcycle is not only for transportation but also for hobby purposes which is like fun riding on Sunday morning, modified with branded parts, and maybe long trip journey/touring.

The writer chooses one advertisement based on the last product which is the advertisement for retro sport bike type Kawasaki W Series family. This type is launched since 2014 in Indonesia. The concept of this advertisement is about how three men enjoy the rest of the day after working with their motorcycle. Therefore, there are three men characters in this advertisement. The setting of all scenes in this advertisement is take on Bali island. This advertisement is containing 3 products which are the W series from the smallest capacity until the biggest capacity (W175, W250, W800). The Kawasaki W series is a motorcycle that made by Kawasaki Motors with the characteristic of classic British vertical engine. This series was first

made in 1965 with their Kawasaki W1 and in the following years continued with Kawasaki W2 and W3. The project still continued in the late 1990s, Kawasaki tries to present W650 and still holding the design of vintage British motorcycle look and in 2011 they released W800 with the bigger engine capacity rather than W650. In the next year which is in 2012, Kawasaki has released the smaller W series rather than W800. The name of the motorcycle was Kawasaki Estrella, this motorcycle has 250cc engine and in 2017 Kawasaki change the name into W250. Kawasaki sells these 2 (two) kinds of motorcycle in worldwide and also in Indonesia. Despite, the price of these 2 (two) series is very high in Indonesia, then Kawasaki Indonesia realizes that the market of this kind of motorcycle still available and in 2018, Kawasaki Indonesia release the smallest motorcycle in the W series which is W175 and sure enough, after this motorcycle was launched, the trend about motorcycle model in Indonesia seemed to shift from modern to classic.

Nevertheless, when the company wants to sell their product, they certainly need an advertisement that contains an introduction and explanation of their product. In Indonesia, the 3 (three) models of W series products are displayed on one video advertisement. In this video advertisement, they trying to show different stories between the 3 (three) products of the model. All of the product is ride by the male actor with a different character. The setting of all scenes in this advertisement is take on Bali island. Thus, the aim of this study is looking for the representation of the advertisement. The representation itself is using the language to interpret the meaning to other people which meaning is produced and also exchanged between the member of culture (Hall, *The Work of Representation* 2013). In representation,



there are two processes or systems of representation. The first is the things that correlated with mental representation that we carry in our head which are all sorts of objects, people and events. Without it, people can't interpret the world at all. The reason why it is called "system of representation" it is because of it is different ways of arranging, clustering, arranging, classifying concepts, etc. The second one is depending on conceptual maps an also set of signs. The correlation of "things" or "objects", concepts, and signs and links these three items together then came that what called "representation" (Hall, *The Work Of representation* 2013). For this study, the writer using the semiotic approach to find the representation of the masculinity in this video advertisement. The semiotic approach that using by the writer is the television culture method by John Fiske. The reason for using this method because of the video advertisement is one of the television products so, this method is suitable for the object of this study.

### **1.2 Statement of the Problem**

How is masculinity represented in "*Kawasaki W Series – W175 W250 W800*", advertisement ?

### **1.3 Objective of the Study**

This paper will analyze the representation of masculinity that emerged in the "*Kawasaki W Series – W175 W250 W800*", advertisement.

### **1.4 Significance of the Study**

The writer would like to know the masculinity concept shown in that advertisement, the representation of masculinity emerged in the "*Kawasaki W*

*Series – W175 W250 W800"* advertisement, this studies is expected to give acknowledge and help the English Language And Literature Department student's especially the cultural studies about masculinity theory for their studies.

### **1.5 Definitions of Key terms**

- a. Motorcycle : A motor vehicle with a seat or saddle for the rider designed to travel on not more than three wheels (Brown, Kelly dan Shiimoto 2016).
- b. Advertisement : A message paid for by those who send them and are intended to inform or influence people who receive them (The Economic Times n.d.).
- c. Masculinity : A standardized container, fixed by biology, into which all 'normal' men are placed, something 'natural' that can even be measured in terms of psychological traits and physical attributes (Beynon, Masculinities And Culture 2002)
- d. Gender Role : The product of the interactions between individuals and their environments, and they give individuals cues about what sort of behaviour is believed to be appropriate for what sex (Blackstone 2003).
- e. Kawasaki : A broad-based equipment manufacturer, a Japanese premium brand of a motorcycle (Scope 2015).
- f. Representation : to describe something or depict it based on symbol, sign, stand for, to be a specimen of, or to substitute for (Hall, The Work of Representation 2013).