

CHAPTER III

PRESENTATION OF DATA AND ANALYSIS

This chapter is divided into three subchapters. First, it will be 'Presentation of Data,' that contains the names of all advertisements recorded from all radio stations and they are written according to each station. The content of each advertisement will be stated in the attachment sheet/appendix. Then, it will represent the names of advertisements containing connotation. As some connotations come from the same advertisements, then, the writer will just pick one of them to be analysed in the next subchapter.

Second, it is 'The Interpretation/Analysis,' which contains the description of complete advertisements containing connotation and each is interpreted to convey the content of each connotation.

Finally, it is 'Kinds of Connotation And The Dominant Connotation,' which explains about kinds of connotation gathered and the dominant one.

III.1. Presentation of Data

The writer gathered data by recording any radio advertisements broadcasted by 7 radio stations, they are Suara Kediri FM, Andika FM, Radio Wijang Songko, Mahameru, Radio Taurus Adhiswara, RKPd Kodya Kediri, and RKPd Kab Kadiri. The recording was done from October the 1st until October 12th, 1996 with the time of recording is two hours for each radio station in the morning and afternoon or in anytime in which some radio stations have more advertisements in their programs.

After the recording, the number of advertisements gathered are 78 ones.

1. From Suara Kediri FM, they are:

- Shampoo Clear
- Pil Tuntas
- Lifebuoy
- Tancho Treatment Hairdye
- Jamu Ramping Jelita
- Neo Napacin
- Sunlight Krim Cair
- LA Light
- Bedak Caladyn

2. From Andhika FM, they are:

- Oli Mesran

- Pil Tuntas
- Pagoda Salep
- Upixon
- Coca Cola
- Konidin
- Jamu Ralinu Ginseng
- Susu Bendera Coklat
- Medicare Farnesol Plus
- Mimigrif

3. From Radio Wijang Sonmgko, they are

- Medicare Farnesol Plus
- Salep Cap Kaki 3
- Harian Surya
- Citra Beauty Soap
- Puyer Cap Kaki 3
- Handyplast
- Salep Eksol
- Laserin
- Skiva
- Larutan Penyegar Kaki 3
- Surya 12

4. From Mahameru are:

- Shampoo Clear (man)
- Medicare Farnesol Plus
- Pil Kita
- Surya 12
- Puyer Sakit Kepala Cap Kaki 3
- Jamu Adiguna Cap Jago
- GIV
- Pepsodent
- Inzana
- Inter Biru
- Kalpanax
- Larutan Penyegara Cap Kaki 3
- Nitasan Kapsul
- Shampoo Clear (girl)
- Ciptadent Extra Dingin

5. From Taurus Adhiswara are:

- Panadol
- Inter Biru
- Puder 38
- Neo Ultrasilin
- Taipingsan
- Ajibon
- Pil Kita
- Pepsodent
- So Klin
- GIV
- Ultraflu
- Puyer Sakit Kepala Cap Kaki 3

6. From RKPD Kodya Kediri are:

- Obat Batuk Cap Matahari Laut
- Kapur Semut RC
- Emena Kapsul
- Softener So Klin
- Jamu Adiguna Cap Jago
- Kapsul Tokuhansip
- Super Influenza
- Puyer Sakit Kepala Cap Kaki 3
- Konidin
- Pepsodent
- Laserin

7. From RKPD Kabupaten Kediri are:

- Jamu Adiguna Cap Jago
- Kapsul Tokuhansip
- Super Influenza
- Puyer Sakit Kepala Cap Kaki 3
- Konidin
- Pepsodent
- Laserin

From those 78 advertisements, the writer can get 14 advertisements containing connotations. They are:

1. Shampoo-Clear
2. Neo Napacin
3. Pil Tuntas
4. Tancho Treatment Hairdye
5. Medicare Farnesol Plus
6. Oli Mesran
7. Pagoda Salep
8. Citra Beauty Soap
9. Handyplast
10. Skiva Lipstick
11. Salep Cap Kaki 3
12. Inter Biru
13. Nitasan Kapsul
14. Kapur Semut RC

III.2. INTERPRETATION

1. SHAMPO CLEAR

"Halo Clara di sini"

"Clara yo opo yo, sudah dua bulan aku tidak tidak ketemu pacarku Nina."

"Emang lagi marahan?"

"Ya enggak cuma malu, ketombeku nggak ilang-ilang. Sudah kucoba macam-macam shampo tapi nggak ana hasile."

"Coba Clear baru efektif, lembut dan ada tiga pilihan. Kalau ketombe membandel, pakai Clear baru, ada yang untuk berminyak, normal dan kering, sesuaikan dengan jenis rambut anda."

"Suwun ya Clara. Saiki tak telpon Evi ahh"

"Lho Evi iku sopo?"
"Pacarku sing siji maneh"
"Shampo Clear"

• **Discussion**

After examining the text of the advert, the writer may conclude that text contains connotation that is concerning with gender. It can be seen, especially, from the second, fourth, fifth, and seventh sentence. The second and fourth sentence tell about a man who have no enough to call his girlfriend for he has a problem with his hair. He does not want his girlfriend (Nia) to know about it. Thats why he calls Clara (a nickname of an information/public relation of a product) to get help in solving his problem. But since he gets the way to solve his problem, he, then, wants to call his other girlfriend, Evi, as stated in fifth and seventh expression.

The writer can get connotation in gender for the man may easily moves from his first girl friend, Nia, and changes his mind to call Evi. Here, in the writers opinion, female gender seems to be such an unnecessary thing that somebody (man) can have and/or throw it away easily. there is an extreme opposition in fate between men and

women. Men may choose whatever he wants, whereas women just has to wait whatever will happen on them, or the writer may say that men are superior, whereas women are inferior. In this case, the writer needs not to see whether women can deny their or not, as text does not tell about it.

2. NEO NAPACIN

"Berkat" Dadaku terasa ditekan."

"Nafasku sesak."

"Aku tak bisa bernafas."

Begitu sesak nafas timbul, minum Neo Napacin. Neo Napacin meringankan sesak nafas. Neo Napacin produksi Konimex.

Neo Napacin, kini nafasku terasa lega kembali."

• Discussion

In this advert, the witer gets an additional meaning from the first three sentences, Dadaku terasa ditekan, nafasku sesak, aku tak bisa bernafas. At the first time, before the explanation comes, those three sentence seem describing someone that has pain on his chess. Her body is pressed by such a weight thing that she cannot breath anymore. What comes into the writers mind is a description of a woman is binded tightly and surrounded by

pressure. Shortly, she is torture of some other ones or other things very hardly.

Above all, extreme the connotation catched by the witer, it can still verywell support the advert of this product, since this extreme connotation can easily be swept away just by taking Neo Napacin, as the last expression states, Berkat Neo Napacin, kini nafasku terasa lega kembali, that it means all the totures have gone.

3.PIL TUNTAS

"Saat rahasia..."

"Rahasia apa toh mbakyu?"

"Ah kalau rahasia itu, saya juga sudah tahu, Pil Tuntas toh? Aku juga pakai pil Tuntas itu kalau lagi haid, haid jadi lancar, juga mengatasi terlambat bulan."

"Berkat Pil Tuntas, tuntas pula pekerjaanku. Pil tuntas melancarkan haid."

"Tuntas...tas...taaasss."

Untuk ibu hamil, dilarang minum pil tuntas.

Pil Tuntas, produksi Deltomex Jamu gunung Giri.

• Discussion

In this first three sentences, there is something hidden. It stated by the word rahasiain each sentence. The witer cathcs several meaning which is concerning with women, as the thirth sentence connects the word with

women, as the thirth sentence connects the word with haid(period). Some meaning can be rather...(kurang pantas) to be heard, for period always has something to do with women secret part of body.

Firstly, what comes into writers mind is what happens at the time they are in this period. Does something happens on them? If it does, what it is. Is it such a comfortable or uncomfortable thing ? The secondly, it can be what they do at the time of their period. Do they do something by themselves (alone), with patner, or together? Is the thing done comfort or uncomfortable ?

Those sequence of question come up as the sentences always use the word rahasia and it always concerns with women and their period. After all, the questions have gone immediately aftyer coming of the explanation about what this advert talks.

Here, the creator of this advert semms intending to create it this way so that listeners will be interested and ask what they mean, although the next explanation soon tell what they mean exactly.

4. TANCHO TREATMENT HAIRDYE.

"Pak, masa mam dibilang tua sama si Reni adikmu. Terpaksa penampilan harus diubah nih."

"Mana sempat ma? Kalau tamu-tamu datang gimana?"

"Sebentar pak, sebentar saja kok."

"Mau apa sih mama ini?"

"Dia sedang mengecat rambutnya dengan Tancho Treatment Hairdye yang sangat praktis, cepat tercampur, dan tidak menetes, serta mudah diratakan, juga mengandung protein dan jojoba...cuma sebentar,...nah kelar. Tancho Treatment Hairdye menjadikan rambut indah, hitam alami."

"Mama cepat sekali, dan mama kelihatan lebih muda dan cantik."

"Ini khan berkat Tancho Treatment Hairdye pak. Cepat, praktis sekaligus merawat dan menghitamkan rambut."

"Papa juga aaahh..masih ada waktu."

Tancho Tretmeant Hairdye cepat dan mudah.

• Discussion

The first sentence of the first expression tells about a woman who is called to be an old one by her relative but she does not want to be. Here there comes two possibilities; first, the woman is really the old one but she is still young in taste, or second, she is really the old one. Here, the dynamic personality of women especially in the appearance comes up. They always try to make up their appearance to be better.

In this case, the statement of woman may have two connotations. Firstly, as the writer has stated above,

there is a woman who has been old enough, but she is actually not eager to be. Then, at the time her relative calls her as an old one, she tries to make up her appearance by dying her hair with the product. Secondly, the woman is not so old enough, but she's called to be by her relative. Therefore, she tries to make up by dying her hair. These possibilities connotations are repeated in the last part of this advertisement, in this case, the actor is the husband of the woman and it is stated as, "Papa juga aaahhh masih ada waktu."

5. MADICARE FARNESOL PLUS

"Hahaha"

"Kenapa tuan Puteri selalu bersedih?"

"Begini jin, kata pangeran, kulitku harus selalu kelihatan sehat dan segar."

"Ha ha ha, itu kalau begitu tuan puteri jangan salah pakai sabun kesehatan."

"Jadi saya harus pakai sabun kesehatan apa?"

"Rupanya tuan puteri belum tahu ya sabun kesehatan yang terbaik."

"Apa itu?"

"Sebentar nah ini jin persembahkan untuk tuan puteri Medicare Farnesol Plus, sabun kesehatan yang berkhasiat ganda yang bisa mencegah bau badan, menjadikan kulit halus, sedang khasiat yang ke dua mengandung bahan TCC yang berfungsi melindungi kulit dari kuman, mencegah infeksi kulit dan menghilangkan biang keringat."

"Ini baru hebat."

"Dan yang penting diketahui, sabun ini mengandung farnesol, bahan penting produksi Jerman."

"Ya jin terima kasih ya."

"Mandi dulu ah pangeran khan mau datang."

• Discussion

There can be a connotation of gender in this advertisement. Firstly, the connotation comes up from the second sentence that states, "Kata pangeran, kulitku harus kelihatan sehat dan segar." This sentence expresses that Pangeran, who is a man, has a right to make rule upon the Puteri (woman). She must be whatever the Pangeran wants. From this sentence also, the writer gets an expression that as the Puteri must always be whatever the Pangeran wants, so if, we can say in a moment, she is not in the Pangeran willingness, he can do anything he wants on her. He may leave her away, or even kill her, for the puteri does not obey his rule. This expression is supported by the first sentence of the advertisement which tells that puteri is sad. The sentence may connotes that puteri's sadness is caused by worryness to lose the Pangeran for she cannot be as beautiful as the pangeran wants that it means she cannot obey the Pangeran's rule,

and as a result, in the next time, she may be left or threw away by the Pangeran.

Beside that, the last sentence also support the writer's statement as it states that after getting the way to overcome her problem, the Puteri is so happy to have a bath to welcome his Pangeran.

6. OLI MESRAN

"Pak tolong oli saya diganti."

"Oli?"

"Ya."

"Oh oli, kalau oli yang terbaik ya pakai saja oli Mesran."

"Oli Mesran?"

"Pasti dong "

"Eh, pak, pak oli saya juga diganti ya. Tapi pengen yang bisa bikin mesin awet dan seperti baru."

"Ya pakai oli Mesran dong dijamin deh."

Gunakan oli Mesran produksi Pertamina untuk kendaraan bermotor anda yang berbahan bakar bensin. Oli Mesran dengan kualitas dan teknologi tinggi mampu menjadikan mesin kendaraan bermotor anda lebih awet seperti baru. Ingin mesin menjadi awet dan tetap seperti baru? Ya pakai saja oli Mesran. Oli Mesran produksi nasional, mutu internasional.

• Discussion

The writer thinks that there may be something hidden in the first two sentence of this advertisement. Here,

there is somebody who want to change his vehicle's oil, but the second person 'wonders' why, why the oil is? Or what's a matter with the oil. (It can't be what should be changed because the second person has asked 'oli?', that ir means he has known what the first ask for, but he does not understand what the first means.

As the first two questions are the more possible ones, the writer, then, needs to know what's happened in thesecond person's mind. Does he has another thing to be thought at the time, or does he has another meaning from the first person's asking?

The writer can states this as the continue of the advertisement explains that the second person is a mechanic. In a normal condition, he should've known immediately what the first person means by asking him to change his vehicle's oil.

There can be a vulgar connotation from here, since sometimes, 'oli' in daily conversation has a slank meaning that is a kind of facility in human body, especially which is concerning with the ability in sex activity. The second person may think about this for the contain of the

first person's asking is just "Pak, tolong oli saya diganti." Without using the word 'kendaraan' (vehicle). So, because the second person is in imagination, he gets confused with the first person's asking.

7. PAGODA SALEP

"Wah, wah, wah goyangane sampeyan enak. Penonton dadi goyang terus."

"Wo alah cak, cak, sampeyan gak ngrasakake aku mau gak goyang iki lho, gegerku gatel iki lho, katik rangenku kumat kecipratan banyu udan, wis gak sanggup aku, gak sanggup yen dikon joget maneh."

"Sabar sik tho ndelok-i sik wis wonge ayu gegere panuen, sikile rangen, wah gak main iki. Wis ndang diolesi Pagoda Salep."

Benar, untuk menghilangkan gatal-gatal, panu, kurap, kadas, kudis, dan kutu air atau rangen, olesana Pagoda Salep. Pagoda Salep juga bisa menghilangkan jerawat yang mengganggu penampilan anda.

"Wah cak, mari tak olesi Pagoda Salep, gatel-gatelku dadi ilang. Wis suwun cak, tak latihan maneh cak."

"Ya padha-padha ning, ngono ae arep mbatalna tanggapan."

Awas obat keras. Untuk penggunaan luar. Produksi Pavia Farma Bandung Indonesia.

• Discussion

Again, a connotation in gender is exposed here. Women, again also, is being the object of event, they are

thought to be such a thing, a thing which only does something for others.

The first expression of the advertisement may tell about it. It explains a man who admires the beautiful dance of a woman that can amuse the audience. The connotation which can be caught here is that the woman becomes an active thing to be enjoyed. She does an activity to amuse other. It must be done although the woman, actually, has no more desire to do it. This can be seen in the expression of the second sentence. Here, the woman said that she is, actually, not dancing. She has skin disease that must be itched. As the disease is too acute, she looks dancing in itching her skin. The last sentence of the second, again, repeats the explanation and makes it clearer that the woman doesn't want to dance anymore.

Then the third expression explains that woman is only an object and becomes victim. It tells that the man doesn't do anything to help the woman immediately. He, even, comments her condition first, before doing something for help. Here, he seems intending to insult the woman before giving the cure.

8. CITRA BEAUTY SOAP

"Wah sudah jam tujuh, tapi kalau ingat kehalusan kulitnya, tidak apa-apalah menunggu lebih lama."

Saat perempuan memakai Citra Beauty Soap, itulah puncak pemanjaan kulit, diperkaya dengan lotion, bak mandi ramuan rempah, kulit segar mewangi, kuning langsung.

"Wah, maaf lama ya?"

"Nggak apa-apa."

"Citra Beauty Soap, kulit lembut, halus, mewangi."

Discussion

There comes a connotation in gender from the description of a man who is waiting for a woman in a long time. He is doing this as he wants to see her.

Here, there is an impression that a man will do anything to fulfill his need. In this case, the man is willing to wait for his girl so long. He, even, needs to break another thing in order to wait her. It is supported by the first expression, that is, "Wah sudah jam tujuh" It seems, he actually has had another thing to do, but he intends to break it for he wants to see his girl. The writer may state this because if he has no other thing to do but he feels too long to wait for, usually he will express this by, for instance, "ooh, it has been too

long," or, "it has been an hour waiting," etc. Shortly, he expresses by stating he has waited for, with no determination of time.

Here, the gender connotation states about the superiority of men. He can do anything for his willing even by breaking another thing, whereas women, again, are only the object of what is going on. She is being something to be enjoyed, as stated in the expression, "tapi kalau ingat kehalusan kulitnya, tidak apa-apalah menunggu lebih lama." She is only doing something in order to be enjoyed, although in doing this she may have right to determine the way she likes to do, in this case, she likes to have a long time bath.

9 HANDYPLAST

"Handyplast, handyplast, melekat saja tanpa 'o o,"

"Handyplast, handyplast, melekat saja tanpa 'o o,"

"Untuk luka lebih besar, pakailah handyplast jumbo,"

"Plester paling jempol tanpa 'o o."

• Discussion

Here, the connotation comes from the word 'o o' in the first and the last sentence. The writer may get a meaning of a wondering condition.

As it is a tape, the meaning of 'o o' can be the weakness of the tape. It is originally the new one being used, but it is immediately not sticky anymore. It has no strength to get sticky at all. That's why the person said "o o", since the new tape he wears is really useless. It is a peculiar condition as well as disappointing. It should not happen for such a new tape.

Although the connotation can be such a negative condition, in this case, it can still support the aim of this advertisement which exposes the superiority of the product since the expression before the word 'o o' states the negation of the meaning of this word, that is "melekat saja tanpa 'o o'." (being sticky without 'o o').

10 SKIVA LIPSTICK

"Dewi, kau lihat ombak besar di sana? Ombak itu tak pernah putus sampai akhirnya terpecah di pantai."

"Kenapa dengan ombak itu mas?"

" Yah, begitulah cintaku padamu Dewi, tak akan pernah berhenti. Rambutmu, matamu, apalagi bibirmu, indah sekali."

" Oh, itu khan karena lipstickku mas, Skiva."

" Dewi..."

" Mas ..."

(" Hiasi bibir anda dengan sentuhan Skiva Lipstick. Skiva Lipstick memperindah bibir anda dengan warna-warna mempesona. Skiva Lipstick menjadikan anda semakin percaya diri. Dapatkan di toko-toko langganan anda. Skiva Kosmetik, menjadikan kecantikan anda lebih mempesona sepanjang hari.")

• Discussion

Connotation may comes from the fifth and the sixth expression that is, " Dewi.." and "Mas...", then followed by an illustration of the sound of wave and music.

The creator of this advertisement seems intending to make this last part unclear so that listeners may freely interpret the meaning or what is going on then.

Looking at the situation, the writer connotes the event after the expression as something usually done by men and women. First, they may just talk each other, discussing what they should do next time, may be the continue of their relationship, and so on.

Second, as the setting of this advertisement is a beach, then, they can also be taking a walk together

along the beach, talking about everything, getting enjoyment together, and so on.

Third, with the background of waving of sea water, they may just keep silent, get their own imagination while looking at the wave of the sea and lying on the beach.

Finally, they both may kiss each other. It is supported by the last sentence of the third expression in which the man admires the beautiful of the woman's part of body, her eyes, hair, and especially, her lip. This activity may be continued further, more or less to be such an activity with sexual tendency. It is also supported by the setting which we can say, romantic enough, a beach and waving sea.

From connotation stated above, the aim of this advertisement seems being supported, as all the connotations are the good results of using the product.

11 SALEP CAP KAKI 3

" Aduh gatalnya, aduh."

" Pak, ada apa sih kok ngomel terus? Ada yang enggak beres ya pak?"

" Ini lho bu, gatal kalau digaruk kok tambah terus."

" Ya ampun pak, ini namanya kutu air, jangan digaruk terus pak, bisa bahaya, tidak diobati, malah digaruk terus. Ini pak, cepat diolesi salep ini."

" Alah bu, yang besar aja nggak mempan, apa lagi yang kecil begitu."

" Eh bapak, dicoba dulu dong pak, biar kecil, salep cap kaki 3 ini khasiatnya luar biasa."

(" Ya, salep cap kaki 3, sangat manjur menyembuhkan gatal-gatal, kaki pecah-pecah, bisul, kadas, pau, kurap dan segala penyakit kulit yang disebabkan oleh jamur. Salep cap kaki 3, praktis dan mudah dibawa ke mana saja. Salep Cap Kaki 3, terpercaya di mana-mana.")

• Discussion

In writer's opinion, this advertisement has an expression which can be connoted into other meaning. It is in the fifth expression that said, "alah bu, yang besar aja nggak mempan, apalagi yang kecil begitu."

If we listen this without paying attention to the next expression, it seems to have another connotation which really has nothing to do with the aim of the advertisement that try to introduce and expose the product and its superiority.

There may come a vulgar meaning from this expression which is concerning with vital part of human body. If we examine it from the speaker who is a man, the expression may concern with woman's bosom. Then, there comes an

imagination of a hypersex man who is too familiar with big bossom, therefore, he is not stimulated anymore sometimes, and because of this, he is not interesting with the 'not big' one.

Since the connotaton comes is too far from the aim of this advertisement, the next expression immediately explains what is meant by that," eh, bapak, dociba dulu dong pak, biar kecil, Salep Cap Kaki 3 ini khasiatnya luar biasa." (Telling the superiority of this product).

12 INTER BIRU

" Bila kupandangi langit,

bila kuarungi luasnya laut,
 semua katakan padaku,
 memang biru, memang betul biru."

" Oh inilah seleraku,
 Inter Biru-lah nafasku,
 kalau ambil itu,
 ingin memandang nikmatku."

" Perlu ingatkan padama,
 Inter Biru memang betul biru."

(" Inter BIRu, rokok dengan cita rasa tinggi. Inter Biru, memang oke punya.")

• Discussion

The expression of "Inter Birulah nafasku," in writer's opinion, can be connoted into other meaning.

By connecting it with the fifth expression, "oh, inilah seleraku," and " Inter Biru, rokok dengan cita rasa tinggi," we will know that the singer (the advertisement is in a song form) is a cigarette lover. His love is too much so that his breath, then, looks to be the smoke of cigarette only because whenever or wherever he is, he always seems brathing in smoke, smke of cigarette. This statement can be supported by the third and the fourth expression that is, " semua katakan padaku," and " memang biru, memang betul biru." Both may state that everything in the earth (first and second expression, " Bila kupandangi langit," and "kuarungi luasnya laut,") have the same taste in smoking cigarette that is the blue one (Inter Biru).

However, although the connotation can be said as being too extreme, but it is good in supporting the advertisement's aim to introduce the delicious taste of this cigarette that it is emphasized again in the last expression, " Inter Biru, memang oke punya."

13 NITASAN KAPSUL

"Hei, ada bidadari dari khayangan. Coba kamu lihat, tubuhnya langsing, singset, indah mempesona, ini baru namanya perempuan seksi."

" Halo mas Basuki."

" Kok tahu namaku?"

" Ya tahu dong, saya khan Nita."

" Nita yang gemuk itu ya?"

" E'eh."

" Sekarang kok langsing, dead yaa? eh keliru, diet maksudku."

" Diet? Ih kuno. Saya jadi langsing begini berkat Nitasan Kapsul."

" Berkat Nitasan Kapsul?"

" E'eh.'

" Tubuh jadi singset begini to, hebat."

" Heran khan..."

" Jadi semua berkat Nitasan?"

" E'eh."

" Nitasan Kapsul?"

" Iya."

(" Nitasan Kapsul, diramu khusus untuk wanita, mengurangi lemak, menjadikan tubuh singset, mengurangi berat badan, dan mengobati keputihan. Nitasan, menjadikan diri anda selalu segar dan awet muda. Produksi Hepta Sari Unggul.")

• Discussion

Fisrt expression of this advertisement seems to have connotation in its language. If we examine the content of

the first expression, the writer concludes that there is a connotation in gender.

From here, the writer can catch a meaning, that is woman is still to be something to enjoy. Here, there is a man looking at a woman. As the woman has a beautiful body, at least in his opinion, she is, then, admired by the man. The man does not remember anymore who really she is. Soon after the woman calls him, the man, then, remember that he has ever known her before.

Here, there is an implicit meaning that is woman may be admired if she has been good physically according to the man. Woman will not get it if she has no such condition, although may be her other condition, can be said as, good. It's stated in the last statement of the first expression that is, " ... ini baru namanya perempuan seksi," and " Hey ada bidadari dari khayangan."

However, the connotation can support the aim of this advertisement well, as it describes the ability of the product to change women's appearance/performance better so that they will be admired by others.

14 KAPUR SEMUT RC

" Ada apa ini, kok dicoret-coret begitu, di sini docoret, di sana dicoret, di sana sini dicoret sama kapur, itu khan kapur tulis?"

" Alah ibu ini khan tidak ngerti. Ini bukan kapur tulis biasa bu, tapi ini namanya 'Kapur Semut RC,' kapur pembasmi serangga."

" Eh, sorry lho pak, lha bentuke sama dengan kapur tulis biasa."

(" Kapur ajaib insektisida atau kapur semut, kapur pembasmi serangga yang paling ampuh. Semut, kecoak dan serangga lainnya akan segeraa musnah dalam waktu yang singkat. Aman bagi hewan piaraan dan manusia. Penggunaannya cukup goreskan ke tempat-tempat serangga. Awas dengan adanya kapur semut yang palsu. Yang asli ada gambar semut dan kecoak di dalam dan di luar bungkus dan ada tanda huruf RC. Ingat serangga ingat kapur semut RC.")

• Discussion

From the first to third expressions, the writer gets an implicit meaning that is, again, concerning with gender. Here also, gender connotatin still places women in inferior position whereas men are still in superior position.

In this advertisement, firstly stated that there is a woman who is upset at her husband for dying any places in their house with a chalk. Secondly, the husband explains why he does that to his wife, and at last, the

wife says sorry after knowing that what her husband does is necessary.

Here, in the writer's mind, is stated that the woman can be said to be unable to do her duty well. As her main duty is in housekeeping, she should know what must be done to overcome any problem. In this case, it is to terminate ants from the house. But, the wife, on the contrary, does not know what to do, even she shows her stupidity by being upset at her husband, "ada apa ini, kok dicoret-coret begitu, ..., " and as stated in the third expression, she does not know what the thing is, " ..., lha bentuke sama dengan kapur tulis biasa." As the head of house keeping, women, at least, should know many things concerning with housekeeping, what it is, its use, what should be done on something, and so on. In the other word, she should have known the way to overcome 'ant problem' in her house.

Here, men are superior as he know the way how to overcome his housekeeping problem firstly although it is not his main duty in family.

III.3. KINDS OF CONNOTATION AND THE DOMINANT CONNOTATION

From the interpretation of the content of connotations in each advertisement language, the writer may know that the kinds/types of connotation come up are variative enough, sometimes they are concerning with the product as in Handyplast and Salep Cap Kaki 3.

Then, they may also concern with the actor of the advertisements as in Neo Napacin, Pil Tuntas, Tancho Treatment Hairdye, Oli Mesran, Skiva Lipstick, and Inter Biru.

Beside those connotations, there is another type, that is 'gender', which becomes the dominant one among 14 connotations gathered. It comes in six advertisements, they are;

1. Shampoo Clear
2. Medicare Farnesol Plus
3. Pagoda Salep
4. Citra Beauty Soap
5. Nitasan Kapsul
6. Kapur Semut RC.

Most of gender connotations present the position of women in the connection with men. Here, women seem always to be in inferior position. The first example is in

"Shampoo Clear", woman in the advertisement only becomes a passive partner to choose. She can not determine her choice whether she needs to deny or accept. She will only know whether being choosen or not from the man's calling. In other word, even the writer calls that there is a harassment here. It can be, since the woman is just thought to be a thing for a man. Her fate is on the man's hand. It may also come in "Pagoda Salep" and "Kapur Semut RC".

In Pagoda Salep, the harassment may come up for there is an expression where a woman who has desease on her skin seems to be underestimated by a man whom she knows before she gets suggestion for the cure of her deseasa. Since she has tried to do her job well, she should not get the treatment.

In the advertisement of "Kapur Semut RC", beside it places woman in inferior position, there come also a harassment as there is an expression in which a woman becomes too fool as the head of housekeeping in her family for she does not know how to overcome her housekeeping problem. Whereas the man in his superior position can

know easily the way to overcome the problem although it is not his main duty.

In the other three advertisements, Medicare Farnesol Plus, Nitasan Kapsul, and Citra Beauty Soap, women are placed in inferior position for they only become passive objects and everything they do are only for men.

In Medicare Farnesol Plus, the woman (lady) tries to do everything just to get confession from the man (prince) so she will not be left by him. Whereas in Citra Beauty Soap and Nitasan Kapsul, women are only the objects for men to enjoy. Women may do anything (in Citra Beauty Soap, the woman has a long bath, whereas in Nitasan Kapsul, the woman has been taking the product, both to make their performances (better) for themselves but finally, the result is just to make men can enjoy them.

CHAPTER IV

CONCLUSION