

CHAPTER I

INTRODUCTION

1.1 Background of Study

With numerous advertisements on billboards, supermarkets, magazines, newspapers, television, and social media, consumers are encouraged to promote their physical and economic consumption. Advertisement is frequently defined as paid communication generated by a designated sponsor through mass media that conveys messages intended to persuade an audience through professionally crafted commercials (Rodgers 2019). The primary purpose of advertising is to promote or sell a particular product or service. Moreover, advertisers can use it to promote ideas (Stanton 1984) regarding specific issues, promoting social justice. Advertisement can serve a purpose other than simply promoting a product. Because the general public widely consumes it, it has the potential to bring social justice issues into the spotlight. It is now standard practice for corporations that wish to contribute to improving society and the planet's health (Kotler 2021). Advertisement, which can be in the form of still images and moving images or video, is present in traditional media such as newspapers and television and new media such as social media and websites.

Online advertising has proliferated in the last decade (Gaurav 2013). The use of the internet keeps getting bigger; based on We Are Social & Hootsuite data in the digital 2022 Global Overview Report, 4,95 people out of 7,91 billion world population, or 62,5%, have accessed the internet. The new media has become more

valuable than the traditional media for the company to promote their products. Shell is one example company that uses YouTube as the platform for online advertising.

Shell is part of the diversified international energy company, with over 8500 employees and a presence spanning upstream, integrated gas, downstream, renewable energy, and significant capabilities in research and development, digitalization, and business operations. This company is expanding its network of fuel stations across the country. As a giant oil gas company, Shell contributes to the struggle for woman empowerment, and in every corporation's development, Shell ensures that female employees are fully involved. Moreover, they are committed to better gender equality and are the only oil gas company in the top 50 employers of women in 2019. Shell strives for greater gender equality from every side; not infrequently, they also use advertising to promote gender equality and become one of the players in advertisements that promote women's empowerment

One of advertisements from Shell, *Truck Driver*, was chosen for this research. The ad is exciting and show how the ad break over the issues of social stigma about a woman's limitations on their profession or their dreams. Released one year ago, Shell brings the campaign Great Things Happen When We Move, with the tagline #MoveWithShell which presents three video ads one of them is *Truck Driver*. Shell celebrates the inspiring stories of a powerful woman who found new paths to make the future. In the ads, Shell uses Indian women as objects and portrays Indian woman's Struggles in life. According to Sivakumar (2021) Indian society is still patriarchal, like a number of 'classical' communities. Overt rules

prohibited women from certain important activities and denied certain rights did exist.

Debuted in 2021; *Truck Driver* highlights India's first-ever woman truck driver in the face of difficult circumstances and busting stereotypes. Through the advertisement, the video shell brings real-life stories of an Indian woman who genuinely capture their campaign's essence, with mobility at its heart. Along with this campaign, Shell encourages one and all to move forward and chase their dreams. However, for the reasons underlying the use of this advertisement as an object of research, among others: first, the ad are Shells' advertisements who bring campaign Great Things When We Move. Second, this ad shows women empowerment elements. Third, this ad has many viewers on YouTube, the *Truck Driver* ad video has 16 million views. Fifth, linguistically, this ad shows many linguistic features containing woman empowerment.

Female empowerment advertising is well known as femvertising. It can be interpreted as empowering women in advertising. Female empowerment has become an increasingly common subject in advertising, opposing stereotypical gender norms and promoting body positivity. The communication technique also tries to inspire and empower women through the messages exhibited. This strategy aims to equalize men's and woman representations in advertisements. According to (Becker-Herby 2016), femvertising is defined as a style of advertising that uses pro-female talent, messages, and imagery to empower women. Also called as ad-her-tising is now a prominent marketing strategy in the USA (Pérez 2017)

Becker-Herby notes that femvertising ensures a woman is a protagonist in the narrative of the advertisement. Over the past five years, the number of advertisements focused on woman's empowerment, sometimes known as femvertising, has steadily expanded across various media platforms (Kapoor 2019). The primary purpose of femvertising is to empower women and fight the stereotypes (Powell 2014) that women can be whatever they want and are not bound to gender roles. Dove's 2004 "Real Beauty" campaign is the first example of femvertising (Don 2017). This campaign gained popularity by inserting the feel-good idea of redefining women's beauty in advertisements. Femvertising movements have developed recently, evidenced by numerous commercials containing such messages. Such advertising can be found in any industry, and even international energy companies use femvertising to promote their product, with Shell being one of the examples.

Woman empowerment in *Truck Driver* of Shells' ad can be analyzed using a multimodality approach by Kress and Van Leeuwen. According to Kress and Leeuwen (2012) language, in a multimodal approach, is one means among many available to make meaning, as the meaning of a text as a whole is found through all of the modes in a given text. Kress and Leeuwen (2012) went on that analyzing verbal modes – speech or writing – alone would provide only a portion of the meaning. Thus, for the sake of the current study, which uses a multimodal approach to analyzing discourse. Systemic Functional Linguistics (Halliday 2004), which looks at the discourse's importance rather than the produced discourse's structure, is used to analyze the verbal parts of Shell's *Truck Driver* ads. In the Transitivity

System, there are six processes such as material process, mental process, relational process, behavioral process, verbal process and existential process. Additionally, the non-verbal elements are examined through the lens of the Grammar of Visual Design. According to (Kress and Leeuwen 2006) visual grammar has three kinds of meaning or structure: representational meaning, interactive meanings, and compositional or textual meanings.

Several previous studies had been conducted on the same topic regarding multimodal analysis of advertisements, especially concerning women. The previous research, by Rolim (2021), was entitled “Female Empowerment: A Multimodal Analysis of Representations of Woman In Images of Barbie Dolls' Packages”. This thesis is dedicated to looking at the semiotic elements of Barbie Packaging to examine female representation concerning traits of empowerment. Another related study from Agudelo (2020) entitled *The Best a Brand Can be? This study, P&G's Femvertising Meeting Hegemonic Masculinity*, explores how masculinities could be involved in femvertising pieces and the potential role of masculinities in advertising. The subsequent related study entitled “The Concept of Beauty in Revlon Candid Campaign Video Advertisement” by Prijambodo (2021) this study concerns the concept of beauty. To analyze the advertisement, the author uses qualitative methods and the multimodality theory proposed by Kress and Van Leeuwen (2006). Regarding the three related studies, there are similarities with the current studies, all of the related studies concerning women, and used the same approach. So, this research fills gaps by analyzing a gas and oil advertisement to

discover the multimodal element that builds up the discourse of woman empowerment.

All The studies above relate to this study. However, this study is different from the object, issues, and aims. This study specifically uses Shell's *Truck Driver* advertisement, not comparing each other. Moreover, this study brings different issues from the other and aims to find multimodal elements in the ad and how woman empowerment is portrayed in the ads. This study is interesting to be conducted in order to discover woman empowerment in the Shells' advertisement video using the multimodality theory developed by Kress and Van Leeuwen (2012) to classify and explain visual and linguistic multimodality and systemic functional linguistics created by Halliday to enrich the analysis of linguistic multimodality video.

1.2 Statements of the Problem

Following the research's background, the author developed the problem of study, then formulated it into the question listed below:

1. What multimodal elements are used in Shells' Truck Driver advertisement seen from Kress and Van Leeuwen's theory?
2. How do the multimodal elements used in the Shells' *Truck Driver* construct discourse of woman empowerment, seen from Kress and van Leeuwen's theory?

1.3 Objectives of the Problems

Following the problem of studies, the author specifies the following objectives for the study as follows:

1. To analyze the aspect of multimodality that used in the Shells' *Truck Driver* advertisement
2. To reveal how the multimodal elements in the Shells' *Truck Driver* advertisement construct the discourse of woman empowerment

1.4 Significance of the Study

Theoretically, it is expected that the findings of this study will bring new insights into the development of present discourse analysis, particularly in the field of multimodal analysis. Hopefully, it can be beneficial for researchers seeking to utilize this study's findings in the future. Also, it should be emphasized that this type of analysis can be used to analyze languages and media, such as advertisements. Furthermore, the author expects that this research will help increase public awareness of female empowerment advertising, often known as femvertising, which is increasingly produced by cosmetic businesses. Practically, this study may be helpful to any individuals, parties, or advertising agencies working in media advertising as a reference for increasing the innovative content of commercials generated through multimodal elements in the real world. Furthermore, it is expected that this research will assist the advertising industry in portraying women as more than just sexual objects in advertisements, but rather as

talented and confident individuals, thereby empowering women to have a beneficial impact on society.

1.5 Definition of Key Terms

1. **Femvertising:** A type of advertising that empowers women with pro-female talent, messages, and imagery and ensures women as protagonists in the narrative of the advertisement (Becker-Herby 2016).
2. **Woman Empowerment:** A process to empower by allowing them to redefine gender roles that may allow them the freedom to pursue their desired goals (Kabeer 2005).
3. **Multimodality:** is the rules and principles of analysis that help readers understand paling elements in images, frames, alliance, color, saturation, and overall image appearance (Liu 2009).
4. **Transitivity:** transitivity is a system that construes the world of experience into a manageable set of process types (Halliday 2004).