

UNDERGRADUATE THESIS

**CULTURAL BELIEFS AND STIGMAS FOUND IN ASIAN AND
WESTERN SANITARY PAD ADVERTISEMENTS: A
CONTRASTIVE MULTIMODAL ANALYSIS**



By

AMIRAH

NIM 121711233096

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022



**CULTURAL BELIEFS AND STIGMAS FOUND IN ASIAN AND
WESTERN SANITARY PAD ADVERTISEMENTS: A CONTRASTIVE
MULTIMODAL ANALYSIS**

UNDERGRADUATE THESIS

By

AMIRAH

NIM 121711233096

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

**CULTURAL BELIEFS AND STIGMAS FOUND IN ASIAN AND
WESTERN SANITARY PAD ADVERTISEMENTS: A
CONTRASTIVE MULTIMODAL ANALYSIS**

UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements
for the Sarjana Degree of English Department
Faculty of Humanities Universitas Airlangga**

By

AMIRAH

NIM 121711233096

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfilment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

1. This thesis is not copied from any other person's work (published or unpublished);
2. I do not use the services of any professional agencies to produce this thesis;
3. This work has not previously been submitted in whole or in part for a degree or any other qualification either at Universitas Airlangga or elsewhere;
4. Any texts, tables, figures, data or other materials copied from other sources (including, but not limited to, books, papers, and the internet) have been clearly acknowledged and referenced in the text. These details are also confirmed by a fuller reference at the end of the work.

I am fully aware that breaching any or all of the above points will result in the withdrawal of the awarded degree and disciplinary action in accordance with the regulations at Universitas Airlangga.

Surabaya, 06 January 2022



Amirah

121711233096

DEDICATION

To Abi and Jidda, who always believe in me.

APPROVAL SHEET

Title : Cultural Beliefs and Stigmas Found in Asian and Western Sanitary Pad

Advertisements: A Contrastive Multimodal Analysis

Name : Amirah

Student's Number : 121711233096

Department : English Department

Approved to be submitted on 7 January 2022 by:

Advisor

Yulia Indarti, S.S., M.A.
NIP. 197807272003122001

And has been examined and accepted by the Board of Examiners:

Surabaya, 14 January 2022

Chair/Examiner 1

Erlita Rusnaningtias, S.S., M.A.
NIP. 197709242005012001

Examiner 2

Yulia Indarti, S.S., M.A.
NIP. 197807272003122001

Examiner 3

Retno Wulandari Setyaningsih, S.S., M.IT.S.
NIP. 197103272007012001

Acknowledged by

Head of English Department

Dr. Layli Hamida, S.S., M.Hum
NIP. 197512162003122001

ACKNOWLEDGEMENTS

First and foremost, the writer wishes to express her deepest appreciation and gratitude to Allah SWT for His blessings, mercy, protection, and guidance that helped the writer finishing this undergraduate thesis and overcoming all the difficulties the writer experienced. Alhamdulillah.

Furthermore, the writer would also like express her gratitude to Yulia Indarti, S.S., M.A. as the writer thesis advisor. Thank you for all the time, guidance, patience, knowledge, and support that have been given to the writer in order to help finishing this undergraduate thesis. The writer would also like to thank Lastiko Endi Rahmantyo, M.Hum., as the writer academic advisor for all the help and guidance since her first semester. All of the lecturers of English Department of Universitas Airlangga for the valuable knowledge and expertise that have been shared to the writer during her university life.

The writer would also like to show thanks to the writer's parents. Mama and Abi, thank you for your limitless love, prayers, motivation, and supports that ease the writer's journey in finishing her study. Berlin, Riska, Nabilah, and Irvi, thank you for always be in the writer's side these past four years and always ready to help the writer, whenever and wherever it is. Nina, Haleim, Halayak, Halami, Pungenung, Pungatta, Kakak Opi and those whom the writer could not mention here, thank you for all the support throughout this amazing journey.

Last but not least, To all of the writer's friends, seniors, and juniors in English Department Universitas Airlangga. Thank you for all the precious moments.

Surabaya, 06 January 2022

Amirah

It is said that before entering the sea
a river trembles with fear.

She looks back at the path she has traveled,
from the peaks of the mountains,
the long winding road crossing forests and villages.

And in front of her,
she sees an ocean so vast,
that to enter
there seems nothing more than to disappear forever.

But there is no other way.
The river can not go back.

Nobody can go back.
To go back is impossible in existence.

The river needs to take the risk
of entering the ocean
because only then will fear disappear,
because that's where the river will know
it's not about disappearing into the ocean,
but of becoming the ocean.

Fear – Khalil Gibran

Table of Contents

Cover Page.....	i
Inside Title Page	ii
Degree Requirement	iii
Declaration Page	iii
Dedication Page	iv
Acknowledgements.....	v
Epigraph.....	vii
Table of Contents.....	viii
List of Tables	x
List of Figures	xi
Abstrak.....	xii
Abstract.....	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement(s) of the Problems	8
1.3 Objective(s) of the Study	8
1.4 Significance(s) of the Study	9
1.5 Scope and Limitation	9
1.6 Definition of Key Terms	10
CHAPTER II LITERATURE REVIEW.....	12
2.1 Theoretical Framework.....	12
2.1.1 Multimodality	13
2.1.2 Systemic Functional Grammar.....	13
2.1.2.1 Ideational Metafunction	14
2.1.2.2 Interpersonal Metafunction	16
2.1.2.3 Textual Metafunction.....	16
2.1.3 Visual Grammar.....	16
2.1.3.1 Representational Meaning.....	17
2.1.3.1.1 Narrative Process	18
2.1.3.1.2 Conceptual Process	20
2.1.3.2 Interactive Meaning	22
2.1.3.2.1 Image act and the gaze	22
2.1.3.2.2 Social distance	23

2.1.3.2.3	Perspective	24
2.1.3.2.4	Modality	24
2.1.3.3	Compositional Meaning	25
2.1.3.3.1	Information value	25
2.1.3.3.2	Salience	26
2.1.3.3.3	Framing	26
2.1.4	Cultural Beliefs Regarding Menstruation in Asian and Western Communities	26
2.2	Review of Related Studies	29
CHAPTER III RESEARCH METHOD		33
3.1	Research Approach	33
3.2	Data Sources	34
3.3	The Technique of Data Collection	34
3.4	The Technique of Data Analysis	35
CHAPTER IV RESULTS AND DISCUSSION		38
4.1	Results	38
4.1.1	Multimodal Elements Found in the Asian and Western Sanitary Pad Advertisements	38
4.1.1.1	Multimodal Elements Found in the Asian Sanitary Pad Advertisement	38
4.1.1.1.1	Verbal Text Analysis	39
4.1.1.1.2	Visual Text Analysis	43
4.1.1.1.2.1	Representational Meaning	43
4.1.1.1.2.2	Interactive Meaning	46
4.1.1.1.2.3	Compositional Meaning	48
4.1.1.2	Multimodal Elements Found in the Western Sanitary Pad Advertisement ..	49
4.1.1.2.1	Verbal Text Analysis	49
4.1.1.2.2	Visual Text Analysis	52
4.1.1.2.2.1	Representational Meaning	52
4.1.1.2.2.2	Interactive Meaning	57
4.1.2	How Multimodal Elements in Asian and Western Sanitary Pad Advertisements Represent Different Views on Menstruation in Relation to Cultural Beliefs and Stigmas	60
4.2	Discussion	67
CHAPTER V CONCLUSION		69
REFERENCES		72
APPENDICES		77

List of Tables

Table 4.1 Charm Sanitary Pad Advertisement	56
Table 4.2 Bodyform Sanitary Pad Advertisement	58

List of Figures

Figure 1	42
Figure 2	43
Figure 3	43
Figure 4	44
Figure 5	44
Figure 6	46
Figure 7	47
Figure 8	51
Figure 9	52
Figure 10	53
Figure 11	53
Figure 12	54
Figure 13	55

ABSTRAK

Meskipun merupakan suatu reaksi tubuh yang normal, menstruasi masih dianggap tabu di beberapa budaya. Pemikiran negatif tentang menstruasi juga hadir dalam iklan pembalut. Iklan tidak hanya memberikan gambaran tentang representasi menstruasi tetapi juga berfungsi sebagai model budaya dengan mereproduksi seperangkat kode sosial yang terkait dengan menstruasi. Penelitian ini bertujuan untuk mengungkap kepercayaan-kepercayaan budaya dan stigma dalam dua iklan video pembalut wanita yang berbeda dengan menggunakan pendekatan multimodal. Penelitian ini menganalisis dua iklan video pembalut wanita dari komunitas Asia dan Barat. Data untuk penelitian ini adalah iklan video Charm yang mewakili komunitas Asia dan iklan video Bodyform yang mewakili komunitas Barat. Teori transitivitas Halliday dan Matthiessen (2004) diterapkan dalam menganalisis teks verbal, sedangkan teks visual dianalisis menggunakan teori *Visual Design Grammar* oleh Kress dan Leeuwen (2006). Hasil penelitian menunjukkan bahwa dari kedua iklan video tersebut ditemukan proses material, relasional, behavioral, mental, naratif dan konseptual serta unsur tatapan, jarak sosial, perspektif dan salience. Kemudian, kepercayaan budaya dan stigma di Asia menganggap menstruasi sebagai gangguan kecantikan, kotor, dan tabu untuk dibicarakan, sementara kepercayaan budaya Barat menganggap menstruasi sebagai fenomena tubuh normal yang harus dirayakan dan dibicarakan secara terbuka. Kesimpulan dari penelitian ini mengungkapkan perbedaan yang signifikan antara kedua iklan yang berkaitan dengan kepercayaan budaya dan stigma seputar menstruasi.

Kata kunci: *kepercayaan budaya, multimodal, pembalut*

ABSTRACT

Despite being a normal body reaction, menstruation has always been considered taboo in some cultures. Negative ideas of menstruation are also present in advertisements for sanitary pads. Advertisements not only give an account of the representation of menstruation but also function as cultural models by reproducing a set of social codes related to menstruation. This study aims to reveal cultural beliefs and stigmas in two different sanitary pad video ads using a multimodal approach. This study analyses two sanitary pad video advertisements from Asian and Western communities. The data for this research are Charm video ads representing the Asian community and Bodyform video ads representing the Western community. Halliday and Matthiessen's (2004) theory of transitivity was applied in analyzing the verbal text, while the visual text was analyzed using Kress and Leeuwen's (2006) Visual Design Grammar theory. The results show that from the two video advertisements, material, relational, behavioral, mental, narrative and conceptual processes were found as well as elements of gaze, social distance, perspective and salience. Moreover, Asian cultural beliefs and stigmas regard menstruation as a beauty disorder, dirty, and taboo to talk about, while Western cultural beliefs consider menstruation as a normal bodily phenomenon that should be celebrated and discussed openly. The conclusion of this study revealed a significant difference between the two advertisements relating to cultural beliefs and stigma around menstruation.

Keywords: *cultural beliefs, sanitary pads, multimodality*