ABSTRACT

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Females and males are different in producing language. Experts have the idea of how females and males can be differentiated in their language use. The media also influence the different use of language. This research is aimed to determine the differences and possible similarities in the females-targeted advertisements and males-targeted advertisements. Besides, the research is also aimed at how the multimodality concept used in communicating the advertisement. The advertisements analyzed in this thesis are *Clear Women Anti Hair Fall Tonic* and *Clear Men Anti Hair Fall Tonic* (Unilever), *WRP Body Shape commercial filmed at CF VIP Club FX Jakarta* and *L-Men Hi-Protein and L-Men Platinum* (Nutrifood), and *Garnier Light Complete Cream* and *L'Oreal Men Expert White Active Oil Control* (L'Oreal). The main theory used is language and gender proposed by Lakoff (1975) and the multimodality concept by Kress and van Leeuwen (2006). The supporting theories in the case of Indonesian language are proposed by Kridalaksana (1992)and Alwi et al. (2010).Of the six advertisements analyzed, the findings suggest that gender influences the choice of words in female-targeted ads and male-targeted ads. The multimodality concept also helps in communicating social and practical aims of the advertisements. As a result, Clear Women differs from Clear Men in the use of spoken words and the use of the standardized Indonesian language. The similarity between Clear Women and Clear Men is in the use of complex words. In the case of modes, Clear Women is more dominating. As for Nutrifood and L'Oreal products, the use of both spoken and written words is more dominated by the female-targeted ads. The similarity in Nutrifood and L'Oreal products also appears in the use of the complex words. As in the use of modes, female-targeted ads in Nutrifood and L'Oreal are dominating.

Keywords: advertisements, gender, language, language use, multimodality.