

CHAPTER I

INTRODUCTION

1.1. Background of the study

For a long time, cigarette is shown as a sign of masculinity. There are more male smokers than female smokers globally, around one-third of the total population (Ritchie and Roser 2013). In Indonesia, the number of smokers is quite high with the number of male smokers above age 15 is around 32% in the year 2020 according to Atlas Tembakau Indonesia. This means around one third of the total male population in Indonesia are smokers. Many smokers also start from their teenage years, usually emulating the smoking adults around them.

The view of how smoking is associated with masculinity in Indonesia has been around since the influence of the Dutch colonial empire (Kodriati, et al. 2020). Masculinity is the values usually associated with males which consist of their behaviors, usage of languages, and even physical looks (Itulua-Abumere 2013). Masculinity is defined differently according to the culture and location, but virtually it is culturally defined as not feminine or associated with females. Some common masculine values are strength, dominance, courage, and rationality (Panuju, Susilo and Harliantara 2018).

Furthermore, masculinity is usually divided to hard masculinity and soft masculinity (Waling 2019). Hard masculinity is the masculinity values that is usually associated with physical looks, such as muscular body and stoic expression.

In contrast, soft masculinity takes masculinity as something that relates more with feelings, such as acting gentle and nurturing. Soft masculinity can be deemed as more feminine, therefore hard masculinity is the value that is usually being held by more traditional cultures.

One of the largest cigarette manufacturers in Indonesia is PT. Gudang Garam Tbk (Rakhmat and Tarahita 2018). PT. Gudang Garam Tbk is the fifth largest tobacco company, and was founded on 26 June 1958 by Surya Wonowidjojo. The company headquarter is located at Kediri, East Java, and was also founded there. Some of their products are *kretek klobot* (cigarette wrapped in corn husk), hand-rolled cigarette and machine-rolled cigarette. PT. Gudang Garam Tbk has a lot of products under their company. One of their products is Gudang Garam International, a cigarette brand sold in Indonesia.

Gudang Garam International is a cigarette product from PT. Gudang Garam Tbk. It is machine-rolled and usually equipped with filter. Machine-rolled cigarette is quite similar to western-made cigarette, that is uniform in size and appearance. Gudang Garam International itself is quite big-sized for a cigarette, and this product mostly is aimed for men. Gudang Garam International has a well-known slogan attached on its product advertisement, 'Pria Punya Selera'.

As a product that is sold in Indonesia, Gudang Garam International has a lot of advertisements to promote their product. However, Indonesian Government enforces some rules regarding cigarette advertisement as written in Regulation of Republic Indonesia No. 109 Year 2012 Article 26. Some of the points of this regulation include that cigarette advertisement must put health warning on its

product, cigarette advertisement must not show the image of the cigarette itself, pregnant women, or children, cigarette advertisement must not use cartoon visualization, and it must not encourage the viewer to smoke. Cigarette advertisements are also not allowed to be put on media aimed to women or children, such as magazine. As a result, cigarette advertisements usually portray men as their main focus. Gudang Garam International is also not exempt from this regulation.

One of Gudang Garam International's advertisement is an advertisement titled 'The Man, The Legend, The Legacy'. Due to the regulation above, this advertisement does not show any image of cigarette. Instead, it shows a man in various circumstances. This advertisement mainly has two settings, indoor and outdoor. Along with the visual part, there is a male narrator saying a few lines accompanying the images. It shows that men can be active outdoor or working indoor, but they can still be masculine no matter what activity they choose to do. On the end of the advertisement, the slogan 'Pria Punya Selera' is shown and said aloud to mark that this product is Gudang Garam International.

The advertisement is chosen as the object in this research because this advertisement mostly portrays men. As this product is aimed to men, it makes sense that the producer also uses men as the model for this advertisement so the audience will feel more connected. However, the men portrayed in the advertisement are not just ordinary men. The men in the advertisement could represent some values of masculinity according to the universal masculinity values, which in turn could be a desirable quality sought by men. Thus, it is worth to be researched further to find out the masculinity values in this advertisement.

The message on cigarette advertisement can be analyzed using multimodal analysis. In multimodal theory, the meaning of an image used in advertising can be interpreted with more than one semiotic code (Kress and Leeuwen, *Reading images: The Grammar of Visual Design* (Second Edition) 2006). Semiotic tools do contribute to the overall meaning, such as color, framing, focus, and text position. Also, in the development of multimodal theory, Halliday, as cited in Haratyan (2011) described three metafunctions of language, which consists of ideational, interpersonal, and textual meaning. Kress and Van Leeuwen (2006) proposed visual grammar theory, which is a further development of Halliday's metafunction theory. This metafunctional framework consists of representational, interactive, and compositional.

This research analyzes an advertisement titled *Gudang Garam International – The Man, The Legend, The Legacy* using multimodal analysis. This research aims to analyze the elements of *Gudang Garam International – The Man, The Legend, The Legacy* advertisement using multimodal analysis, in order to relate it with the representation of masculinity in Indonesia based on the verbal data that is enhanced with the visual data in order to create a meaning. The multimodal analysis is not only used to analyze the image, but also the linguistic aspects in this advertisement. The linguistic aspect is analyzed using Halliday (2013) mood system that analyzed verbal data based on clauses, while the visual aspect is analyzed with Kress and van Leeuwen (2006) visual grammar theory.

There are already several studies conducted on multimodal analysis of various advertisement from various field. A study is conducted by Ly and Jung

(2015) that analyzed printed image advertisement in a Korean fashion magazine. Kress and Leeuwen's visual grammar theory is used to analyze the advertisements. The result of this study is that the placement of the elements in the advertisement can be a strategy of marketing.

Another study by Nugroho (2017) analyzed beauty concept in YouC1000 advertisement. In this study, the findings concluded that the combination of verbal and nonverbal elements can portray every aspect of beauty concept. According to this study, the most salient concept of beauty is health and there is a correlation between beauty and healthy body.

Another study is conducted by Fitra (2019) that analyzed Ultra Milk advertisement using Kress and van Leeuwen (2006) multimodality theory. This study proves that multimodality can be used to promote an ideology by the producer through the usage of images and sounds in an advertisement.

These previous studies focus on the usage of multimodality. None of these studies researched about representation of masculinity in advertisement using multimodality theory. Most of the study also analyzed the advertisement using multimodality theory to find out the components of an advertisement and how it attracts the audience. These studies serve as a way to further understand the usage of multimodality theory and how it is used in order to analyze an advertisement. While this study also use multimodality as the main theory, this study will also connect the elements of multimodality of the advertisement to the representation of masculinity in Indonesia.

1.2. Statements of the problem

Based on the background of the study, the research problems are as follows:

1. What are the multimodal elements on the *Gudang Garam International - The Man, The Legend, The Legacy* advertisement?
2. How do the multimodal elements of *Gudang Garam International - The Man, The Legend, The Legacy* advertisement represent universal masculinity values?

1.3. Objectives of the study

Based on the statement of the problem, this research has two main objectives:

1. To examine the multimodal elements of *Gudang Garam International - The Man, The Legend, The Legacy* advertisement.
2. To describe how the multimodal elements of *Gudang Garam International - The Man, The Legend, The Legacy* advertisement represent universal masculinity values.

1.4. Significance of the study

This study will provide both theoretical and practical significance. The theoretical significance of this study is to contribute to the field of discourse analysis, especially in multimodal analysis. This study also gives knowledge about the representation of masculinity according to the universal masculinity values and can be used as a reference for future study of multimodal analysis. As for the practical significance, this study is expected to give a practical contribution to advertisement producers on how to utilize multimodal elements for producing an advertisement in order to persuade the audiences in getting their product.

1.5. Scope and Limitations

PT. Gudang Garam Tbk. has a lot of cigarette advertisement, but this study focuses on to *Gudang Garam International - The Man, The Legend, The Legacy* cigarette advertisement that is aired on 2020. Due to the complexity of multimodal analysis, this research will only focus on the advertisement's images and sounds aspect. The linguistic aspect will be taken from the spoken lines of this advertisement. Meanwhile, the images are taken from the video and separated into several scenes and shots. The data analyzed were limited to the ones that have multimodal elements related to the representation of masculinity. Then, these data are analyzed further using Halliday (2013) systemic functional linguistics for the verbal data and Kress and van Leeuwen (2006) for the visual data to find out the multimodal elements, then interpreted further to reveal how this advertisement represents the universal masculinity values based on the meaning of the verbal data and the visual data that is analyzed using multimodal analysis.

1.6. Definition of Key Terms

- Advertisement : A strategy used in marketing with the goal of promoting a product or service offered to the audience (Stanton 1994). Advertisement can be in written or visual form, and both on online and offline platform.
- Cigarette : A roll of tobacco wrapped in paper or other material such as nipa leaf or corn husk, usually in a size of human's finger and thin (National Cancer Institute n.d.).

- Multimodality : An approach where both visual, such as images, colors, gaze, etc., audio, and linguistic aspect are present in order to convey a meaning in human's communication (Kress and Leeuwen, Reading images: The Grammar of Visual Design (Second Edition) 2006).
- Masculinity : Values that are usually associated with men. It depends on the local cultural belief, and can change according to the current time, place, and circumstances (Itulua-Abumere 2013).