

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background Of The Study

Advertisement is a marketing media which aims to encourage the audiences to buy or use the goods or services offered in the ads. There are two types of advertisement, print and electronic advertisement. Print advertisement is a form of advertising that uses physically printed media, such as magazines, newspaper, banner etc. Electronic advertisement is a form of marketing and advertising which uses the electronic devices to deliver promotional marketing messages to consumer, such as television, radio etc.

There are some advantages and disadvantages of both advertisement types. The advantages of print advertisement, such as can be read many times by storing, can make people think more specifically about content writing, more affordable price and easier for distribution and more capable to explain things that are complex. Beside, the disadvantages of print advertisement are in terms of time, the print media is slows in providing information because print media can't be spread directly the news that occurs in the society and had to wait down print, print media can only be written, print media can only give a visual form of images that represent the entire contents of the news and production costs are quite expensive because the print media must print out and send it before it can be enjoyed by the society.

The advantages of electronic advertisement are in the term of time, the electronic media has been rapid in spreading the news to the society, media electronic has audio visual that allows the audience to understand the news, especially in the media electronic television , electronic media to reach the general society, can deliver news directly from the venue, can display the occurrence of an event and can be enjoyed by every people either mentally retarded. Then the disadvantages of electronic media are can only be enjoyed for a while

(message passed very quickly), not all places can be reached waves of television broadcasting and not everyone has television.

From the economic perspective, advertising has two functions: 1) to persuade potential customers, and 2) to provide information. Advertisement can influence audiences to want something being offered, and also can present a solution by telling the customer that his or her desire can be adequately satisfied by means of the advertiser's commodity. To do so, advertisers change their advertising strategies to make the advertisements become more attractive and influential.

Media may influence the public opinion on different gender. Milburn, Carney and Ramirez (2001, p.8) found significant representational gender biases in media. Women are portrayed in a significantly different manner than men. In one hand, females are more likely to be shown as teenagers rather than as middle aged or elderly and are dressed in more revealing wardrobes. Males, on the other hand, are depicted as predominantly more active.

Men are more likely to be depicted as dominant, realistic, central figure, having independent role and authority in occupational setting, "middle-aged", and active. Usually men are put in auto and sports products advertisements. In contrast, women are illustrated as sensitive, peripheral figures, as product users, having dependent roles, to be portrayed at home, in „young-aged“ (under 30 years old), and passive. They are usually put in body-care products advertisements.

According to Graddol and Swann (2003), there are three relations of language and gender that can be made. The first relation is that language reflects social division and inequality between genders. The way language is used in everyday communication including in the media might reflect particular evaluations of men and women upon their characteristics. Furthermore, it can create a binary opposition between genders. The second relation is that social division and inequality between genders are created from sexist

behavior of language. At the time language performs both gender, it might be perceived that language treats one gender as inferior to the other in a variety of attributes. The last relation is that language in fact not only reflects but also creates social division and inequalities between genders. Thus, the contribution of language in regard to gender inequities covers the two relations above.

Regarding on gender issue, Mohanty (1991) claims that any analysis concerning women and gender, in any given context, should be situated within more than the categories of gender as a basis. Such analysis need to be established in the relations between gender, race, class, and sexuality at a particular historical moment. Gender issues are, therefore, not just a purview of women and men.

There have been several studies concerning on gender stereotype in the media, particularly those that focused on television advertisements. Neto and Ointo (1998) examined gender stereotype in Portuguese television commercials. They reported men and women appearing in the samples of Portuguese television commercials were portrayed not in independent ways. Portuguese television commercials manifest very traditional gender-role stereotypes in those found in studies made in Western countries.

Another study by Magaro (2003) concerns about media stereotyping of women as sex objects. In her study, Magaro stated that the advertisement industry uses women as sexual enhancements to sell products and promote television programs. This lack of media responsibility once again enables the seed of sexual exploitation to be planted in yet another generation, proving that irresponsibility of the media can inflict an entire concept or belief into the minds of society.

Women in sports advertisements are also as victims of the „sex objects“ stereotype. They are often depicted as „pin-up girls rather than as respected athletes“ (Keller, 2002, cited in Magaro, 2003). Commercials manifest very traditional gender-role stereotypes, particularly

toward women. Women are depicted inferior to men, subordinate, and more likely to be depicted as young and only promoting body-care products. Programs aired on television enhance their ratings by treating women as sex objects or as a „lesser sex“.

At Airlangga university, there is also a related study written by Yuliza Ria 2012 and Nufus 2011. Yuliza Ria intends to look through the way advertisers draw female sexuality in the media, specifically in television commercials whereas Nufus explores how sexual activities, especially lesbian sexual activities are portrayed in the media, she examines how the struggle of lesbian authors to gain the acceptance from society through language and gender strategies and the use of linguistic features by examining the lesbian sexuality construction, and she could get some views on the position of lesbianism in the Indonesian media.

In Yuliza Ria's study, she highlights two Pepsi television commercials “Now and Then” starring by Britney Spears. Pepsi has produced some commercials which are starred by female celebrities. That commercials are taken as example of female sexuality is employed to attract people into buying their products even though it seems wrong and naive. The commercial “Now and Then” presents Britney Spears who acts as a youth drinking Pepsi in five different eras. The interesting part of that commercial is the representation of the young women in each era as a model that promotes and connects to the product itself. By using Britney Spears, the pop-princess of the late 1990s, the commercial becomes more attractive, fun, modern, instead of the truth that Pepsi had been around for years.

According to the explanations above, the writer considers NIVEA body serum television commercials as an indication on how women are treated or positioned in the media. In NIVEA body serum advertisement, females are portrayed as people who can not accept their skin condition. They always desire „more“, do anything to reach what they want especially if it is about their skins/bodies conditions. By using NIVEA body serum, they can

enrich their beauty and keep their skins fair. So, they can use their „beauty“ as a weapon to reach what they want. In the advertisement, women are depicted as „weak“ and „inferior“ from their diction of words that they choose, in accordance disclosed by Robin Lakoff’s theory that women’s subordinate social status in American society is reflected in the language women use. These evidences can lead to a more serious issue such as gender stereotype in media.

NIVEA is one of the most well-known body-care treatment products in German. According to its official website, NIVEA was introduced on March 28, 1882 by pharmacist Carl Paul Beiersdorf. Its first launching in Indonesia in 1990 started with whitening cream. Previously, NIVEA major target market was focused on female about age 25 and up. As the brand develops more, its target market also gets wider in the range of age, now starting from the age 15 to 45 ([www.NIVEA.com](http://www.NIVEA.com)).

In this thesis, the writer analyzes the advertisement of NIVEA body serum. NIVEA television commercials are interesting and unique to be discussed. With the message „*it starts with you*“, presenting a beautiful actress who has silky smooth skin named Julie Estelle. As the products of NIVEA have spreaded all over the world, but their advertisements in television commercials are different in every country. The ads in the United States aired more vulgar compared to the ads in Asian countries, particularly in Indonesia. The advertisement is tailored to the culture, norms, situation and condition of each countries.

In this study, the writer only focuses on examining the NIVEA television advertisements in Indonesia.

## **1.2. Statements of The Problem**

According to the background above, the problems that will be discussed in this research are to find :

1. What are the Attention Seeking Devices in NIVEA body serum UV Extra Whitening and NIVEA body serum Night Whitening?
2. What is the Voice of NIVEA body serum UV Extra Whitening and NIVEA body serum Night Whitening?

## **1.3 Objectives of The Study**

This study attempts and examines how the advertisers using attention seeking devices and voice to influence the viewers of that advertisement and the portrayal of women in advertisement related to the issue of language and gender.

## **1.4 Significance of The Study**

The study of language and gender concern on the stereotype of women portrayed in NIVEA body serum television commercials is an attempt to give input for other studies concerning sociolinguistic, especially the discussion about language and gender relation which can be found in the media. The writer hopes that the readers can evaluate the attention seeking devices and the voice from the advertisement thus we as viewers of that advertisement can capture its purpose. In the future, it is hoped to give a reference to readers who want to study more about language and gender, and to anyone who wants to continue this research to a more thoroughly research. This study should be conducted in order to inform the audiences about the portrayal of women stereotypes which can be found in our everyday life, in this case is on the television commercials.

## 1.5 Definition of Key Terms

Advertisement : a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office (Microsoft Encarta Encyclopedia, 2006)

Attention Seeking Devices: an image is presented can suggest certain ideas, such as the human vulnerability conveyed in the previous advert, so the verbal language can suggest particular qualities as a result of how it appears (Angela Goddard in Language of Advertising p. 13)

NIVEA : a German personal care brand, that specializes in skin and body care brand that is owned by the Hamburg based company Beiersdorf Global AG ([www.nivea.com](http://www.nivea.com))

Television Commercials : fundamental advertisements that are broadcasted through the television, a span of programming paid for and produced by an organization that conveys a message concerning a product or service (Laws.com)

Voice : the qualities speech and writing are thought to communicate, and how we feel about the two codes.

Feelings are crucial where advertising is concerned because as a form of communication it consciously targets our emotions

