CHAPTER I

INTRODUCTION

A. The Background of The Study

From all of the mass media in the world, advertising is one of the most famous media. Advertisements are also becoming more interesting to see not only in Indonesia but also throughout the world, which used to be just providing information on a product, now advertisements have become more creative and make anyone who sees it entertained, bewitched, interested, makes people feel happy, and many more. It can also be seen from the country located in the South of Africa. Small et al. (2008, p. 33) found that Qantas and Air New Zealand flight advertisements displayed on various platforms in the South of Africa appeal to an elite minority of air travelers who have the means to live a life of leisure and luxury. Based on these advertisements, the elite people there became interested, thus encouraging them to use the services of that airline.

Meanwhile, in Indonesia Adona (2006: 19), advertising is any message about a product conveyed through the media, addressed to part or all of the community. Furthermore, advertising has become one of the primary consumptions of people, especially those living in urban areas. In addition, advertisements have been stuck in the Indonesian people's souls from adults to children. Because, this can be seen from the things in our environment or around us, starting from billboards that are everywhere, newspapers, cinemas, television, radio, and even it have taken over social

media as the platform so that advertising is close to our lives because almost every day we come across advertisements even though we avoid them. Advertising is the structured and composed communication of information, usually paid for and persuasive about the products (goods, services, and ideas) by an identified sponsor through various media (Arrens, 1999).

Even from the past until now, advertisements leave much memory for everyone because they have a strong influence in life, which at first we are only interested by the things that were displayed but could also drift someone's mind into it. People in society are influenced by most advertisements and either buy what they see or talk about what they saw to other people (Easter Bunny, 2010). Moreover, the advertisements that exist in this era introduce their products and build a positive image in people's eyes. Furthermore, many companies of their brand also make pleasing images so people will remember them, but imaging here is one strategy that aims to give a hidden message to their product.

In advertising itself, it also faces the differences of gender, and there is a brand that launches their product with a man as a model and a woman. This is usually to create a more distinctive impression on the people who see it and provide more understanding or information. Because between women and men have different images in describing things and can provide a more comprehensive public opinion. The image between men and women is very influential on an advertisement that will be marketed because the success of a brand depends on how the advertisement can be delivered correctly and leaves a meaning that makes people want to have the item. Advertising

has long been commented on for stereotyping women in strictly defined societal roles (Uray & Burnaz, 2003) and maintaining false beauty norms that favor youth, thinness, and whiteness (Frith, Shaw, & Cheng, 2005, 2009). Because based on gender differences, it can create different perceptions and realities of society. As in China, it can be seen from women's products that the advertisements usually depict the feminine form as someone who is submissive and dependent on others.

Moreover, they chose the celebrity model who presented the beauty product advertisement, which was a woman who was also dominated by white skin (Bray, 2002). Furthermore, most of the advertisement feature white stars, have straight hair, have sharp noses, etc. So that over time, public perception will be formed that beauty must be white even though the relative dimensions of beauty depend on each person's point of view. Then, this can be seen in the beauty products in China 'Blanc Expert', 'White-Plus', 'White Perfect', and 'Snow UV', which focus and indoctrinate consumers to have 'flawless milky skin' (Bray, 2002).

Meanwhile, the meaning of advertising itself is one of the platforms in promoting a brand that makes other people interested in buying the item but can also provide information or messages to the other. Dunn & Barban (1996) advertising is a non-personal communication through various media that is paid for by businesses, non-profit organizations, and individuals using advertising messages that are expected to inform or persuade certain people who read the message. Wright (1978) argues that advertising is a communication process that has a significant force as a marketing tool

that is very helpful in selling goods, providing services and ideas through specific channels in the form of persuasive information.

Therefore, in displaying an advertisement, gender is so influential on a brand because between women and men have different meanings, such as masculinity or femininity, so that it shows a different mindset in life. According to Schneider (2005:437), gender stereotypes are male and female subjects showing high agreement about which traits are masculine and which are feminine, and self-assessment is also consistent with these stereotyped assessments. This can be seen in several advertisements for household needs such as mineral water drinks, where men are rarely used as models to present them because in people's minds today, men are someone who has power and position in life. At the same time, women are defined as someone who is at home, cooking, cleaning the house, preparing household needs, educating, and raising children. According to Schneider (2005:437), gender stereotypes are male and female subjects showed high agreement as to which traits were masculine and which feminine and self-ratings were also consistent with the stereotype ratings."

SUPPORTING DATA	VISUALIZATION	CONTEXTUAL	PRODUCT
(0:04– 0:09)	An angry woman that bring up the some person in the same display	In this scene that woman said *Rumah sudah bersih? Lampu, sofa, karpet, gorden meja? Istri yang baik itu harus~* where has a meaning 'Is the house clean? Lamps, sofas, carpets, table curtains? A good wife must be~'	Ringanin Aja dengan VIT! (Vit, 2015)

Table 1.1 The phenomenon of gender construction in Vit ads

Representation of women like that in advertisements can influence consumer thinking about gender, which normalizes that all must be done by a woman which will lead to gender construction in it. In this case, gender can be seen as a social construction between women and men based on the reflection of social life starting from the perspective of society and the things that are displayed in everyday life.

And in previous study on casino advertisements where through a narrative and symbolic process, men are depicted as masculin, ambitious, and lucky players. Casino services are legitimized and celebrated. Sometimes in these advertisements, women are also depicted as service staff who serve male players and give them desired gifts and fortune (Zhen Suna & Wei Luob, 2015). This also happens in beverage brands advertisements in Indonesia such as vit ads where women are the models and presenters of mineral water. Therefore, this study will discuss gender construction in one of the advertisements for beverage advertisements such as, Aqua and Vit brands using critical discourse analysis theory from Sara Mills. Because in her theory, she analyzes

discourse based on gender perspective; Sara Mills believes that text and images contained in a product can indirectly communicate with people who see it (Sara Mills, 1994). Sara Mills focuses on the position and words of the displayed models because these positions will affect how the media is presented. Therefore, based on Mills' theory, the advertisement will be analyzed into two parts: the subject-object position and the position of the reader or audience.

B. The Problems of The Study

Based on the description of the background above, the problems in this study need to be identified into the following:

1. What images of gender constructions in beverage brands advertisement?
2. How are the images realized in beverage brands advertisement?

C. The Objective of The Study

In line with the problems of the study, the objectives are

1. Examine the categories of gender constructions in beverage brands advertisement,
2. Elaborate the linguistics realization of the gender constructions in beverage brands advertisement.

D. The Significance of The Study

Findings of the study are expected to be relevant in some respect to offer theoretical and practical significance, which are:

1. The Theoretically of This Study

   a) This research can add insight into gender constructions in beverage brands advertisements.

   b) The results of this study are helpful in science in one of the theories of Sara Mills about critical discourse analysis to investigate further research about gender constructions of a beverage brands advertisement

   c) The gender construction in beverage brands advertisements, especially in the study of critical discourse analysis, is able to contribute to developing the study. Which, this can add to the reference field of critical discourse analysis.

2. The Practically of This Study

   a) For students, the results of this study are expected to provide benefits and knowledge about gender constructions of beverage brand advertisements.

   b) For society, this finding is helpful as a reference to improve a better understanding of gender construction in the advertisement

   c) For researchers, it will provide additional information to other researchers who want to conduct further research on the construction of gender drink brand advertisements

E. The Scope of The Study

The scope of this study is to investigate further about social culture and gender construction in eight beverage brands advertisement namely, Aqua and Vit brands by using Sara Mills theory of critical discourse analysis.