

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

In today's world, we can't deny the presence of advertisement. It is a method used to attract people's attention. Advertising is an important and simple procedure for companies to make themselves known. Most adverts can be found in newspapers, magazines, billboard, buses, internet, and on the radio, flyers or posters. The medium is chosen depends on the target customer, if their target is group of young people then internet would be the best source as many of young people today go online to purchase their stuff such as clothes, make up, electronics, etc. However, the traditional one such as print media like in magazine is still being favourites by manufacturers or advertisers since it can reach vast target from young generation to old people, particularly women.

It's a well-known fact that advertising plays a huge role in marketing and getting consumers to purchase a company's product. Advertisement as a persuasion technique should be able to provide information as well as attract customer to buy their product. Sheehan (2004: 32) defines the word advertise as to give notice, to inform, to notify, or to make known. As such, the marketers should be able to create positive influence among consumers to buy their products and even to facilitate the formation of social networks among its consumers. Understanding the products and services attributes is important as it will not only enable information access but benefit the marketers towards the success of their business.

Beauty product is one of the examples of advertisement which has stiff competition in the market. In print media like women magazine are constantly flooded with beauty product advertisements. For women as their target, such techniques are employed to convince that their product is the best. Some of them provide quite a lot of information such as, the background of the product, its effectiveness, feedback or testimonies by celebrity's or women who have used the product, price, and so on whereas some are rather short and condensed (Kaur, Arumgam, and Yunus, 2013).

As the development of technology, advertisers who use print media utilize image and text to achieve its economic goals. As Tan and O' Halloran (2012: 1) claimed that one of the most common persuasive techniques used by advertisers is to depict images of attractive, wealthy, or otherwise glamorous people, such as beautiful models with flawless skin or popular artists (e.g. singers, actors, entertainers) who either use or endorse the product or service. Such parameter of "ideal" look is served through its visual and textual aspects to influence women to buy the product. Thus, this may lead women to vast perception in order to understand the product.

The stereotyped of ideal look is served in advertisement such as a woman should possess smooth skin, slim body, fair skin and beautiful appearance. This kind of image is supposed to support information about the product but most women perceive it as the standard that they have to fit to be accepted in society. As Baudrillard (2005) points out that many advertisements in women's magazines that advertise beauty products influence women and women feel pressure to look

beautiful and to do their best to hold their beauty. Below are the examples of beauty product advertisements:



The advertisement (1) constructs perception of ideal beauty for women. It can be seen from the verbal elements in the *garnier* beauty product advertisement stated '*wajah 60% lebih putih cerah merona*' (face is 60% brighter). It seems to convince women that being beautiful should have fair and radiant skin. It is also supported by the visual elements which represent a woman who has flawless and radiant skin smiling widely. The first media creates an impression that if women were purchasing garnier beauty product they will possess white radiant skin as "sakura" by the help of this product.



The advertisement (2) shows us the verbal text *tampak putih alami gelap kusam tak kembali* (looks fair naturally, dark dull skin will disappear). The statement has implicitly stated that having a dark skin is not beautiful. Meanwhile to support the text, image of two women with bright skin are utilized. For real

people are curvy, skinny, having dark, white, brown or yellow skin, has acne or no acne. Thus, these media have misled the women. These advertisements teach us a lot about society and the way the media influences society. The standard of beautiful used by advertisements serve to show women what they should look like and men how their women should look like. This issue has influenced women to buy the product in order to fit the beauty standard of society, not because of the product is really valuable.

A related study by Trampe et.al (2011) shows how beauty product advertisements lower female consumers' self-esteem. They assert that the advertising industry has the power to transform mundane objects into highly desirable products. Eye cream, mascara and lipstick are beauty enhancing products which once advertised affect how women view themselves. Their contention is that beauty product advertisements do not just sell products but also the lifestyle that inherently comes with using the product. Apaolaza and Ibanez et.al (2011) claim that cosmetics advertising works by lowering women's self-perception and then delivering relief from this negative feeling as an emotional benefit through the brand.

Kaur et.al (2013) used critical discourse analysis to find out the relationships among language, ideology and power. This study has greatly found various strategies used by advertisers to manipulate women, namely manufacturing consent through implication, invoking inadequacies, unrealistic representation, positive self-representation, puffery, celebrity endorsement, scientific evidence

and emotive words. However this previous study is only focused on the linguistic features used in the advertisement.

Advertisements are highly influenced by the social or cultural context and situation where they are published/ produced. In trying to understand meaning within the advertisement, we should be able to read and interpret all the semiotic resources. Thus, it is important to not just look at the literal meaning of the advertisement, but analyse both elements to see what the commercial is really telling us, or what it is really selling. Unfortunately, many studies of advertising do separate out components of ads, concentrate on one or a few, and ignore the others (Cook, 2001: 2).

In conducting this study, the researcher proposed to analyse the advertisement by using Multimodal Discourse Analysis (MDA) in order to understand the advertisement as a whole. The verbal and visual elements were analysed to find out how they are realized in beauty product advertisement and persuade the readers to buy it. Further, to explain the reason of the occurrence of verbal and image in the way they are. The used of MDA was expected to highlight how language and image tend to manipulate women beliefs based on the content of the advertisement.

Multimodal Analysis is an approach to analysis that analyses visual as well as verbal means of communication (Young & Fitzgerald, 2006:212). Kress & van Leeuwen in Bell and Garrett (2001:187) stated that language is always realized through and accompanied by other semiotic modes. The systemic functional approach (SF) to multimodal discourse analysis involves developing theoretical

approaches for analysing written, printed and electronic texts, three dimensional sites and other realms of activity where the semiotic resources (e.g. spoken and written language, visual imagery, mathematical symbolism, sculpture, architecture, gesture, and other physiological modes) combine to make meaning (O'Halloran, 2008:444). SF theory is well placed to provide theoretical tools for MDA because, first and foremost, it is a social semiotic theory where the meaning is seen to be context dependent (Halliday, 1978:4).

Several studies have been conducted in advertisement discourse by using Systemic Functional-Multimodal Analysis to find out the meaning or ideology behind them. Nugroho (2009) and Lubis (2014) proposed generic structure of print advertisement by using multimodal discourse analysis to figure out the structure and its meaning. Both of them claimed that the interplay of visual and verbal is very effective in meaning making process of print advertisement.

Baykal (2016) used Multimodal Discourse Analysis to compare female ideal look set by mascara advertisements in two Turkish magazines. She found out that both advertisements set 'ideals' for the perfect look in the eye by concentrating on the eyelashes as well as set 'ideals' verbally by stated the qualities of ideal look such as voluminous, long thick, curved eyelashes. This has closest theme with the research proposed as it aim is to dig into verbal and visual elements used by advertisement in promoting their product. However, further study with bigger sample size of beauty advertisement is highly needed since the previous was only focus on mascara.

Hence, based on the explanation above, the researcher is interested in conducting a research related to multimodal analysis in order to find out the verbal and visual elements used by advertisement in promoting their product, to explore the realization of language and image with special focus on their confirmability in presenting the advertised product. Further, to explain the reason of the occurrence of verbal and image in the way they are.

1.2 The Problems of the Study

Based on the background of the study, the problems of the study are formulated as the following:

1. What verbal and visual elements are found in beauty product advertisements in Indonesian women's magazine?
2. How are the verbal and visual elements realized in beauty product advertisements in Indonesian women's magazines to confirm the two elements in presenting the advertised product?
3. Why are the verbal and visual elements in beauty product advertisements in Indonesian women's magazines occurred in the way they are?

1.3 The Objectives of the Study

With reference to the problem of the study above, the objective of this study are:

1. To identify the verbal and visual elements found in beauty product advertisements in Indonesian women's magazines.
2. To describe the realization of verbal and visual elements in beauty product advertisements in Indonesian women's magazines with special focus on

confirmability of verbal and visual elements in presenting the advertised product.

3. To explain the reason of verbal and visual elements in beauty product advertisement in Indonesian women's magazines occurred in the way they are.

1.4 The Scope of the Study

In analyzing verbal and visual elements, there are many features that can be analyzed by using multimodal analysis, namely: ideational function and representational function; interpersonal and interactional function; textual and compositional function; as well as the generic structure potential of print advertisement. However, this study was focused on identifying the verbal and visual elements in beauty product advertisements in Indonesian women's magazines by using generic structure potential and discovered their realization through ideational and representational function.

1.5 The Significances of the Study

The findings of the study are expected to be useful for:

1. Theoretically, the findings are expected to extend and enrich the horizon of theories in multimodal studies. In addition, the findings can be used as relevant references for further studies in the field of multimodal discourse analysis.
2. Practically, the findings can be used by the readers to be able to catch the real meaning delivered by the advertisement producers. In addition, by following the stages of MDA used in this study, the next researchers are expected to be able to analyse how the verbal and image conform each other to create meaning in advertisement.