

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of The Study**

Advertising is a form of promotional message that contains services and products. Usually, advertisement can be push the audience to buy some product promotion. Informed by feminist thought, the discourse on gender stereotypes in advertising has long existed. When people describe gender roles and incorporate sexual identities through social processes, they are more likely to develop the lifestyles they desire. Then the posture and mode of presentation are conveyed by the media including advertising (Giddens, 1991). This inflamed advertisement that portrays men and women in stereotypical roles existence will be the strength of the gender-based discrimination in the society impact arrangement, especially for a woman.

There is an opinion from professional perception on advertisement portray how gender gives the impact of woman and man, gender equality can be influencing a strategy and creativity from the advertisement. Even though a man is more than strong woman theories argue about their existence in the advertisement because of the point of view of society so gender stereotypes because the man always sees brave and more than a strong woman. Accordingly can get an impact in the world of advertising on gender stereotypes itself (Zayer and Coleman, 2015)

Furthermore, from the significant evolution of social status and education about women, depictions of women as housewives dependent on man, or simply

concerned with their physical attractiveness persist in contemporary advertising. Such depictions are accused of spreading gender inequality (Glick and Fiske, 1996). And then talked gender portrayal will behold up the professional development of females (Brancht, 2011). Because the male is also portrayed as having limitations based on the spread of strong masculine advertisements and depictions of fatherhood the study limit their own identity as male. Additionally, gender representation in an advertisement on social media has role-playing this opinion has been recognized by adding connoisseurs to social media to be gender representation as an interested people to watch the advertisement for a different attraction in gender equality. For example advertisements on social media (*Youtube, Twitter, Instagram, Facebook, blog, etc*).

This study investigated a study case from the gender portrayal that is history of newest online advertisement taken by the online advertisement for the analysis. It is more than significant to be classified because the traditional advertisement, (Klaassen, 2006). As a result, the availability of online advertising is quite limited because individuals use the internet more frequently than they watch television (D'Angelo, 2009).

This gender equality will easier influenced audience through online advertisement. Therefore, gender will construct the main target of the advertisement. So, the other impact of gender equality are this one influenced another country, because every country has a different gender representation (Ashmore & Del Boca, 1981). This study limit the audience's exposure to a

reaction an advertisement. In Sweden, women are free to use traditional gender norms (Sverigeskvinnolobby, 2013).

Although the discrepancy between men and women is quite evident, and stereotype images of gender on television have been investigated in Indonesia. But the persuasive nature on television, it appears to have decreased on British television. As a result, each repeated advertisement have unique qualities in the function of a stereotyped gender to attract the target market (Wollin, 2003).

Therefore, the gender study approach adopted to analyze the representation images of men and women in detergent advertisements chosen detergent advertisements to examine gender portrayal in detergent advertisements in Indonesia. This study aimed to demonstrate the portrayal of gender in Indonesian advertisements by showing that man and women same activity. To show in gender equality between men and women in this advertisement. John money theory have an opinion about gender is portrayed in human characteristics both in terms of earning money and in terms of opening people's eyes and initiating new studies in the field of sexual science, as well as providing currency for media views about human. This study to analyzed how gender is portrayed in detergent advertisement in Indonesian online media. Online media update either or statements were existing at the time of the online media advertisement. Below are some images and statements that serve as a sample of the preliminary data.

No	Source	Post year	Advertisement	Image	Statement /dialogue
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1.	Youtube	2020	Rinso		<p><i>Boy: Mah....</i>  <i>(membawabaju Bernarda)</i></p> <p><i>Mom:</i>  <i>Santai...Santai</i>  <i>... pakai rinso</i>  <i>cair, busa lebih</i>  <i>banyak, lebih</i>  <i>Wangi pakai</i>  <i>rinso.</i></p>
2.	Youtube	2015	Rinso		<p><b><i>Boy and girl:</i></b>  <i>Ibu... IBU (</i>  <i>membawabaju</i>  <i>Bernarda</i>  <i>bertuliskan IBU</i>  <i>)</i></p> <p><i>Mom: Rinso</i>  <i>anti-noda</i>  <i>mencuci lebih</i>  <i>mudah. noda</i>  <i>berminyak</i>  <i>capek IBU</i>  <i>hilang!</i></p>

Table 1.1 Preliminary data

## **B. The Problem of Study**

Based on the background of the study above, the problems that are discussed in this study are:

1. How is the male portrayed in Indonesian detergent advertisement?
2. How is the female portrayed in Indonesian detergent advertisements?
3. What is the role of the male and female in Indonesian detergent advertisement?

## **C. The Objective of the Study**

In this research, the researcher is intended to find out that their objectives based on the problem that has been decided :

- 1.To describe the portrayal of females in advertisements for male detergents in Indonesia.
- 2.To describe the portrayal of males in advertisements for females portrayed in Indonesia detergent advertisement.
3. Looking for the differences to find out between males and females in advertisement detergent in Indonesia.

## **D. The Scope of the Study**

This study limited to organize gender portrayal on detergent online advertisement this study covered 18 advertisement from 5 different brands.

## **E. The Significance of the Study**

This study is expected to achieve some significance, such as:

1. Theoretically, this finding is expected to increase students' knowledge about new findings of gender depiction in gender study theory, and become a reference for readers of this research is studying Gender study analysis theory or gender representation.
2. Practically, the next the results of this study can be useful and relevant for researchers who are interested in conducting research on the description of gender in an advertisement so that they can find out how gender in advertisements and what the results of the story can be used as references for further studies.

