

# CHAPTER I

## INTRODUCTION

This chapter reviews the introduction that involves of background of the research, statement of problems, research objectives, research significance, and definition of key terms.

### **Background of the Research**

The people live in a life of language. Human can not live without language in people's life. Human are able to communicate, get knowledge, share thoughts, idea, to thankful, wishes, feelings. People play, angry, happy, fight, learning, using language to expressing feelings. Language, distinguishes human from other creature on earth. Language is the source of human life and strength, and language can states with any kind of method (Fromkin, 2003, p. 3). It could be speaking instantly, writing, and gesture, through a song, even from a picture and or motion picture. Language is a form not substance. Language as a symbol of the sound system, are arbitrary, productive, dynamic, various, and humane are the characteristics that constitute the essence of language (Chaer & Agustina, 1995, p. 14).

Media is the one of the most powerful to impacts how people view women and men as social phenomena. There are three subject how media portrays gender perspective. First, women are female voices are not represented, and indicates that the cultural standard are men, and women are not important. Second, both of women and men are portrayed by stereotype of social view about gender, like women are in the domestic area (home, bedroom) while men do outdoor activities and relation. Third, normalize violence against women and emphasize traditional roles of relationship between men and women (Wood, 1994, p. 31) .

Advertisement as mass media is not a strange thing anymore in the society. It is because, advertisements are easy to be found. It could be anywhere, Television, radio, YouTube, newspaper, magazine, wall street, in the movie or series and nowadays we know social media used as a new way to promote something more easily than ever.

As a part of media, advertisement is a thing between a product and a customer as a referee to sell the product with an attractive way to get more attention from a prospective customer (Sampson, 1874). Advertising's effect is a fundamental aspect, which gives to the enlargement of this 'hybrid.' Or individual manners and human beings relationships are formulated in such a manner that could be characterized as a 'hybrid.' It is accepted the gender representations are socially constructed. According to this viewpoint, advertising campaigns to produce gender identity, based on their imaginings, the stereotyped of masculinity and femininity (Grau et al., 2016, pp. 762–763) .

Feminism is about every human, every gender having their rights to be equal and get same opportunities in every chance. It is a movement, a social movement of ideologies to aim equality: social, economic, politics in our world, to remove every patriarchy practice in social life. But mostly, people who fight for gender equality are women. Despite the fact are not only women, but also men. Men are demanded to be always strong, brave, love challenges and any extreme activity.

Masculinities are constructed not just by power relations, but by their relations with a separation of determination and with arrangements of emotional affection (Murphy F Peter et al., 2004, p. 153) was the collective definition of a hegemonic masculinity that not only operated the obstacles against women but at the same time marginalized or subordinated other men in the industry (e.g. young men, unqualified

labors, and those not capable or disinclined to join the rituals). The Image of those men who hold power is described as hegemonic masculinity. Here is Stereotypes representation between women (feminine) and men (masculine):

**Table 2. 1Streotypes between women and men**

<b>Feminine</b>	<b>Masculine</b>
Beauty	Strength; intellectual and physical
Size/physique	Power
Sexuality (as expressed by the above)	Sexual attractiveness (which maybe based on power)
Emotional (as opposed to intellectual) dealings	Physique
Relationship (as opposed to independence/freedom)	Independence (of thought, action)
Being part of a context (family, friends, colleagues)	Being isolated as not needing to rely on others (the lone hero)

Hegemonic masculinity is defined as ‘the illustration of masculinity of those men who keep power. That image is most likely ‘young, metropolitan, white, northern heterosexual, protestant father of college education, full time working of appropriately appearance, and reliable in sports (Kimmel, 2004, p. 200). First, hegemony is reinforcement, and one of its important sites is likely to be the commercial mass media. Second, hegemony closely comprises the division of worker, the social definition of responsibilities as either ‘men’s work’ or ‘women’s work,’ and the definition of some kinds of work as more masculine than others. Third, the cooperation and application of hegemony comprehends the state (Murphy F Peter et al., 2004, p. 156).

What can be say about stereotyping is both of men and women were homogenized, they were reflected as types and not as individuals. The fact that stereotyping depended upon unchanging mental images meant that there was no room for individual variations. Within the dominant culture, the masculinity that defines white,

center class, early center-aged, heterosexual guys is the masculinity that units the requirements for different guys, in opposition to which different guys are measured and, greater frequently than not found wanting.

Stereotypical representations of men. According to J. A. Doyle whose studies specializes in masculinity children's usually suggests men as "aggressive, leading, and involved in exciting sports from which they obtain plunders from others for their 'masculine' undertakings. Stereotypes become problematic when the citizens absorbed to expectations about one social category over another or limit opportunities for one social category over another (Grau et al., 2016, p. 761)

Consumption performs a main position within side the construction, maintenance, and illustration of male bodies. Almost all products are gendered in a exercise of normative sexual dualism strengthened and maintained inside the interlocking cultural establishments of advertising verbal exchange and market. As an engine of consumption, marketing and marketing performs a sturdy position in promulgating dualistic gender roles and prescribing sexual identities (Schroeder & Zwick, 2004, pp. 21–22). Some expectations of masculinity on advertisement often found such as adventurer, sport, smoking, driving cars. In general, media preserve to offer each males and females in stereotyped methods that restrict perceptions of human possibilities. Usually men are portrayed as energetic, adventurous, powerful, sexually aggressive (Hermawan, 2017, p. 49) and largely uninvolved in human relationships. Just as relentless with cultural perspectives of gender are representations of girls where normally young, skinny good-looking, passive, helpless, and frequently unskilled and dumb (Sussieyani, 2018, p. 261). Female characters obligate their number one energies to enhancing their appearances and

looking after houses and people. The commercials presence on any media digital as the most using by people in this era could constructing society how to think the way to act and thought. Media carry such a big role as agent to spread out and portraying the meaning of masculinity massively.

Because media overwhelm civilization lives, the ways media misrepresent genders may distort how people see and what people perceive as normal and desirable for men and women.

*Epic man go where no men have gone before* as the example of narration in the Nivea face wash for men commercial showed in 00.00-00.03 , representing hegemonic masculinity because unconsciously, society in doctrine that to be 'epic' man or a great man, have to explore a new thing, a new place, do some activities, and being an active men. The phrases every epic man is just showed for many time because epic men is a tag of this advertisement, and so this phrase is emphasized to make people believe that a men which do any activities and dare to explore something new is really good, they use word epic that good or extraordinary to make the doctrine more spectacular.

Therefore, the writer interested to analyze linguistic signs and visual signs on men advertisements as the representation of masculinity stereotypes. The object that chosen is from digital advertisements as the media that can easily found in people daily activities can be the one of the most influencing people with many attractive way of advertisements to convey the message and indirectly constructing to citizens how to see some phenomena and make it be a mutual agreement. However, this study will be focus on male commercials.

Moreover, there is also another research study that discuss about semiotics by using Roland Barthes' theory on advertisement. Previous studies is one of the references that writer took from another relevant research or journal by reviewing them, and the titles as follow:

- 1) A journal by Firdaus Noor and Ratu Nadya Wahyuningratna REPRESENTASI SENSUALITAS PEREMPUAN DALAM IKLAN NEW ERA BOOTS DI TELEVISI". The similarities between the previous study and this study that will be research are both of them are using Roland Barthes theory; connotation, denotation and myth. The conclusion from previous study are women as sexuality object, women are used as sensuality sign in capitalism culture, women being subordinated. The differences between both of the research are the previous research using feminism as their concentration for study, the object is shoes advertisement only, showing how women treats in capitalism culture. Meanwhile this research want to analyze how advertisements constructing masculinity, advertisement in general as the object.
- 2) A thesis "MAKNA KECANTIKAN DALAM IKLAN (ANALISIS SEMIOTIKA ROLAND BARTHES IKLAN CITRA SAKURA FAIR UV VERSI FEBBY RASTANTY) by Moch. Cholid Firdaus. The result from this research is in connotative meaning, the commercial implementation that beauty is the one who has white skin. Not only white, but also glow and fair as the sakura flower.
- 3) REPRESENTATION OF MEN'S MASCULINITY IN ADVERTISEMENT (Semiotic Analysis Roland Barthes of L-Men Advertisement the "Men's Guide" Version on YouTube) a Thesis by Virli Olina

- 4) HUBUNGAN GENDER DALAM REPRESENTASI IKLAN TELEVISI a journal by Arief Agung Suasana. The result from this research is gender bias that showing in commercial and sexism
- 5) IDENTITAS BUDAYA INDONESIA: ANALISIS SEMIOTIKA ROLAND BARTHES DALAM IKLAN AQUA VERSI “TEMUKAN INDONESIA” a journal by Sinta Rizki Haryono, Dedi Kurnia Syah Putra

From the previous study above all of them using Roland Barthes as the theory for the research and using advertisement as the object but no one studies find out the myth to ideological masculinity construction through linguistical and visual sign

Based on the explanation above so the writer will conduct research with the topic is masculinity with semiotics theory as the title IDEOLOGICAL ASPECTS OF MYTH IN ADVERTISEMENT AS THE MASCULINITY CONSTRUCTION. The writer using Roland Barthes' theory as the main theory to analyze this research by looking out the phrase or slogans on advertising, find out how media portrays men through mass media. By using his theory, advertisement will analyze by denotation, connotation and the myth to find out every sign that show up in advertisement and identification which is as the masculinity stereotypes.

The commercials are using for the data at first are fifteen and all of them are using male as their models/star. Then the writer watching all of them but only 7 left which indicate having masculinity issues in it. That seven selected commercials are Nivea Men face wash, Calvin Klein frgrance starring Jamie Dornan, BOSS Bottled starring Gerard Butler and Chris Hemsworth, Dodges Car, Nivea Men Creme and Milwaukee's Best Beer.

## **Statements of Problem**

In the background of problem above, it is found that there is an element of masculinity on advertisements, either in text, visuals or both. Therefore, this study focuses the problem of denotation, connotation, and myth which related to masculinity on advertisements that are the object of this study. To make this research more, from the background in this research above, the writer promote that there are two questions that will be the main focuses on this research. They are:

1. What are the denotative and connotative of linguistic and visual signs in the male advertisements?
2. How are the male advertisements portray the myth of masculinity?

## **Research Objectives**

Based on the formulation of the research question above, the researcher is intended:

1. To analyze the denotative and connotative signs of linguistic and visual signs are show up in advertisement
2. To analyze the myth of masculinity in the male advertisements



## **Research Significances**

The writer expects both theoretically and practically this research can take the advantages and benefit for the reader. In theoretically, the writer hopes this research can be references for other researcher and writer and become more develop, also for reader who wants to find out about this topic. Practically, the writer expects that reader can be more critical when faced in this phenomenon then will be more careful to not accept all information without criticizing it first.

## **Definition of Key Terms**

**Masculinity:** having the qualities or appearance considered to be typical of men, it is connected with or like men. the quality of being masculine.

**Ideological aspect:** a set of beliefs especially one held by a particular group that influence they way people behave

**Myth:** Myth is a system of communication, that it is a message. This allows one to perceive that myth cannot possibly be an object, a concept, or an idea; it is a mode of signification, a form.