

CHAPTER 1

INTRODUCTION

This chapter presents the introductory part of the study. It is divided into five sub-chapters. They are (1) background of the study, (2) statement of problem, (3) object of the study, (4) significant of the study, and (5) scope and limitation.

1.1 Background of the Study

The equality of women in media has become a subject of attention. Some people think that women are weak, however in more current times, other people think that women are same or equal with men. Nowadays, women are portrayed in media through newspapers, magazines, brochures as well as through electronic media: television, radio, and internet. According To UNESCO as cited in Nancy (2014), media remains one of the main sources of information, ideas, and opinion for most people around the world and have the potential to propagate and perpetuate or to ameliorate the gender inequalities and stereotypes. It points out that media and women are related to one another in closer way than the average audience may consider. Often times, good or bad, media forms stereotypes about women. The stereotypes of women in media have several effects throughout global society.

According to Kilbourny as cited in Ali and Khan (2012), the women are portrayed in advertisements only as object of beauty and sex by certain parts of their body, and this fake image of women persuades other women in society to

buy certain beauty products. It means, this image of a woman is looked or portrayed in creates how other women view themselves and view others. It also uses women to buy the product to assist themselves to obtain this unrealistic image. Puranik as cited in Asemah, Edegoh, and Ojih (2013) stated that Advertising has over the years used women as tool to persuade consumers into buying a product and portray the women as beautiful and desirable. It means, advertisements only need beautiful women to persuade people in their advertising and ultimately objectify women not for their talents, values or characteristics but purely as a object. In fact, Cook (2001) stated that advertisements are multimodal, can use language, picture, and music. It points out music and picture combine with language to add its meaning. So the multimodal advertisements can be seen in television commercials.

According to Furnham and Mak as cited in Ahlstrand (2007), television commercial has spread worldwide since the seventies and most people are today subjected to a great quantity of television advertisements. It points out that many people have been influenced by television advertisements despite their actual interest. Television advertisements are a vital marketing tool as well as powerful communication medium. Furnham and Mak as cited in Ahlstrand (2007) stated that Nowadays, there is competition among markets to grab consumer attention. Television advertising over the years has only become smarter, smart enough to grab consumer interest or create greater interest. Tactics include: pleasing music, lyrics, jingles, humor, and repeat message.

Television advertising is considered an important platform in multimedia in a world which can attract an audience that initially had no interest in their given product. the function of electronic media, like television advertisement is unique and entertaining because it draws their interest in three different ways such as picture, music, and language. According to Share and Salaimah as cited in Ashaduzzaman (2011), it allows producers to make promotion of product and make them known for a lot of consumers through voice and picture. It means, television advertising is more powerful than print advertisements because it is more easy to influence society's belief and behavior by a more personal electronic advertisement. Moreover, there are many television advertisements especially in beauty products for woman.

Based on the facts above, it is interesting to analyze advertisement. There are some reasons. The first is the language in advertisement is unique and attractive. Secondly, the picture in an advertisement varies through constant changing of the picture and through expression. The third is advertisements are everywhere, people can not escape a world that is ruled by media.

This study analyze about women stereotype in advertisements. The advertisement of beauty product is taken as the source of data. Those are the advertisements of L'oreal, Olay, and Maybelline. It is because L'oreal is the first famous and popular products around the world and L'oreal was made in France. L'oreal gets many problems but L'oreal can solve it so the products of L'oreal is believable. The product of L'oreal especially in beauty products to be best sellers (www.uniquedailytips.com). Furthermore, Olay is also best seller of beauty

products in around the world and Olay was made from America but this product is success in marketing of cosmetics field (www.viva.co.id). While, Maybelline includes best product in 2014 (walipop.detik.com). Maybelline was made in new york and many products of maybelline to be best seller.

According To *Data Kementrian Perindustrian Republik Indonesia* in 2012, Indonesia has become one of the fastest growing areas in the field of cosmetic until now. In fact, there are many women than men in this world so it will be easy for producers to sell beauty products. It can help the costumer chooses the good products. The writer takes beauty products in television commercial because it is more complete and unique than print advertisement. Television commercial plays an important role on changing costumer's behavior and also provides new patterns for using and buying. According to Ashaduzzaman (2011), 74,3% of the respondes after watching television advertisement want to buy the new brand introduce in the market. The 66,3% give opinion that television advertisements help them to make better choice during shopping. It points out that television commercials give many impacts to society especially for women.

Furthermore, the writer is interesting to analyze women stereotype in advertisement because there are many advertisements using woman stereotypes in their advertising especially in beauty advertisements. It is important to know about woman stereotypes because it can influence society. So, to make it better, people must understand and must know about woman stereotypes itself. Moreover, the writer takes critical discourse analysis in her study because studying critical discourse analysis is interesting, the writer is not only analysing

in text or processes of production and interpretation, but also analysing the relationship between text, process, and social conditions. In addition, studying critical discourse analysis is defined as relationship between language, social and intercultural which is used. One form of critical discourse analysis can influence society is advertisements.

1.2 Statement of Problem

Based on the background of the study, the problems to be discussed in this study are:

1. What are women stereotypes in Olay advertisements?
2. What are women stereotypes in L'oreal advertisements?
3. What are women stereotypes in Maybelline advertisements?
4. What are the implication of woman stereotypes in advertisements?

1.3 Objectives of the Study

Based on the background of the study, the problems to be discussed in this study are:

1. To describe women stereotypes in Olay advertisements.
2. To describe women stereotypes in L'oreal advertisements.
3. To describe women stereotypes in Maybelline advertisements.
4. To describe women stereotypes in advertisements.

1.4 Significance of the Study

The writer really hopes the result of this study can give contribution both theoretically and practically.

Theoretically, the writer hopes the result of the study increases students knowledge about critical discourse analysis in women stereotypes and give more informations and references to the next writer who wants to discuss about women stereotypes in television commercials by using critical discourse analysis.

Practically, the writer expects this study makes people understand about the influence of media in television commercials. Then, in the future, media will be more careful in creating advertisement especially in women stereotypes.

1.5 Scope and Limitation

The scope of this study is critical discourse analysis by Norman Fairclough (1995). This study limits on women stereotype in beauty products of L'oreal, Olay, and Maybellin in the language use. The data is taken from women and narrator utterances in television commercial.