

CHAPTER I

INTRODUCTION

In this chapter, the writer described the background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation. Each of those subchapters described above.

1.1. Background of the study

The study of language and gender might seem as narrowly focused field, but actually it is interdisciplinary. Many researchers studied about gender and language in some different fields such as Critical Discourse Analysis (CDA), Pragmatics, Sociolinguistics and etc. This study takes Sociolinguistics as the main field of the study about gender and sex. Gender and sex may seem similar but actually it was different, sex is a biological condition which defined as a set of physical characteristics. However, Gender is a social construct (within the fields of cultural and gender studies, and the social sciences (Wardhaugh, 2006). It means that sex is biologically condition we already had from we born but gender is the process of social construction.

The theory of Wardhaugh (2006) above also supported by Eckert and McConnell-Ginet (2003), they said “The force of gender categories in society makes it impossible not to behave in a way that brings out gendered behavior in others.” They also add that “gender is not something we are born with, not something we have, but rather we do, we perform gender role.” The other opinion came from (Wodak, 1997), she said that what it means to be a woman or to be a man also changes from one generation to the next and... varies between different

racialized, ethnic, and religious groups, as well as for members of different social classes.

There are many researchers in language and gender such as Lakoff (1975), Coates (1998), Fishman (1997), Tanen (1986) and Cameron (1992, 1996) all draw attention to the differences in men and women speech. They all have their own opinion about men and women speech such as the theory below.

Lakoff (1975), the pioneer of studies on language and gender, introduced the deficit model. She explained women's language in term of inadequacies resulting from the political and cultural subordination of women by men. In her view the linguistic feature of women's language portray them as tentative, uncertain, and lacking in authority and submissive (1975). Other explanations given by authors such as Coates (1988, 1993), Cameron (1992) and Tannen (1986) have termed women's language as simply different, i.e. nurturing, supportive and cooperative, in accordance with their socialization. Language and gender are significant issues that remain widely controversial in the domain of advertising, since advertising become a part of people's everyday life.

Advertisements are the media or tools used by producers to convey certain messages about the products. There are many kinds of advertisement consist of print media (magazines, newspaper) and electronic media (television, radio, and internet). To persuade customers, advertisements have to cater to different kinds of customers. According to Cook (2001) advertisements inform, persuade, influence and perhaps change opinions, emotion and attitudes. That is to say, advertisements do not only sell products, attract consumers but also change society and force people to buy things they do not want and compel them to make the ideal roles.

In their communication with consumers, advertising is an important tool for businesses, whether it is for announcing product launches, price promotions, or product availability. Promotions are done not only to attract consumers but also to inform, educate and gain competitive advantage over competitors and increase overall market share and sales (Eiriz and Wilson 2006). The promotion of the products should be as attractive as possible, through textual and visual aspects.

This study is connected within the gender, language, and advertising. This study analyzed gender differences that appear in *Pond's* beauty product advertisement. The issues concerning women and men today such as having smooth skin, clear skin, bright skin and ideal appearance make the beauty product become the important one necessary in the daily life. The writer choose *Pond's* as the subject of the study because *Pond's* is the most popular beauty product among the other beauty products that used by society in Indonesia, it have proven by Top Brand (www.topbrand-award.com).

Researches on language under the theme of gender differences in advertising has been used by some writers such as Newman (et.al) (2008), Dong J.Y. (2014) and also Behnam and Zamanian (2014). Newman (et.al) analyze a database of over 14,000 text files from 70 separate studies. Dong (2014) also used Sociolinguistics approach but different subject with the writer. Whereas, Behman and Zamanian (2014) used Discourse analysis approach in their research.

This study is different from the previous studies, the differences are on the subject and the topic which discussed. For the reason above, this study explained the gender differences that appear in advertisements, the writer used *Pond's* beauty product as subject of the study. To analyze the problem above, this study

use Lakoff (1975) and Xia (2013)'s theories in terms of gender differences in language use. This study is important for anyone who wanted to persuade someone or to promote their products. It would be easier to persuade anyone if we already know the characteristics of language that men and women used.

1.2. Statements of the Research Problems

Based on the background of the study above, this study is arranged to answer the problem formulated in the following question:

1. What are the vocabulary differences between men and women that appear in *Pond's* beauty product advertisements?
2. What are the social status differences toward men and women in *Pond's* beauty product advertisements?

1.3. Objectives of the problems

These objectives of the problems are to answer the statements of the study problems above:

1. To explain what are the vocabulary differences between men and women that appear in *Pond's* beauty product advertisements?
3. To observe what are the social status differences toward men and women in *Pond's* beauty product advertisements?

1.4. Significances of the study

The result of this study is expected to give contribution both theoretically and practically. Theoretically, this study was expected to provide more knowledge and can be a good reference to those who decide to analyses about gender differences in advertisement, especially in beauty product.

Practically, the people who read this study know about are the gender difference languages that appear in Pond's beauty product advertisement. And also after read this study many people would use Pond's as their daily beauty product because Pond's made by safe ingredients and was registered in BPOM.

1.5. Scope and limitation

The scope of this study is sociolinguistics, which focused on the gender. In this case, the writer used advertisements of *Pond's* beauty product as the object of the study. The limitation of this study is the language of the advertisement in Pond's beauty product. However, the writer only analyzes the text of the advertisements in social media of *Pond's* beauty product such as facebook, website, and instagram.