

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Generally, women tend to like to read magazines, especially magazines for women. Cheris Kramarae states this idea in her book *Routledge International Encyclopedia of Women*. She says that women are more likely to read magazines than other reading material. One of the reasons is because they can get much information about women's matters through reading the magazines. Moreover, it is fun to read magazines because they contain a lot of pictures and beautiful colors that attract our eyes (500).

According to media specialist John Meskill, magazine is the best media to get information about beauty and elegance. (Dupont 28). Women's magazines usually contain information that is up-to-date, such as information about fashion, accessories, hairstyles, gadgets, and even gossip. Sometimes, magazines are also like a teacher, that give us tips and tricks or even suggestions. For example, in the December edition of *CLEO* magazine, there are tips on *How to Appear Glamorous Like a Catwalk Model with Minimal Make Up*

(Gunawan 24) and *How to know Your Beauty Problem* (Harlid 36). Most of it is about how to be beautiful. Kramarae also says in her book that beauty is a never-ending topic for women. According to her, many women dare to do anything to be said they are beautiful women. Amazingly, many women trust the tips from the magazines and follow them. Besides tips and tricks, there are other things which are not less interesting or important in the magazines, which are advertisements (500).

Advertisements have an important role in our life. We can get information about certain products or services by looking at the advertisements. Besides selling products or services, advertisements can also be a way to create an image of a certain product. When a new product is created, advertisements about the product is created to build brand and product recognition. When the product is recognized, advertisements are still needed to keep the brand and product memorized by the costumers. Usually, the image created by an advertisement is in accordance with how the product is positioned.

According to *Oxford Advanced Learner's Dictionary*, the definition of advertisement is a notice, picture or film telling people about a product, job or service ("Advertisement"). From the definition above we can conclude that an advertisement is a way to communicate and to offer something to people. Usually, each advertisement has different ideas about how to communicate their product to consumers. Thus, they have to make the advertisement as creative as possible. In addition, to attract the readers, usually advertisements have models to represent their products, supported by some written explanation of the product. Each part of the advertisement has an important role to sell the product. Besides,

both the text and the textual indirectly represent the image of the product. Thus, advertisement can be categorized as linguistic sign.

An advertisement is considered a linguistic sign because it stands for the message from the advertiser. The advertisement is the signifier because it contains the advertiser's aspirations or ideas. The picture of the model, the name of the product, the testimony of the model, and the picture of the product can also be considered as signs as "signs take the form of words, images . . ." (Chandler 2). Therefore, I would like to use semiotic theories to analyse the advertisement.

Semiotics is "the study of signs" (Chander 1) and is "concerned with meaning making representation . . ." (Chandler 2). The semiotics applied is the structural semiotics, which was first formulated by Ferdinand de Saussure, the Swiss linguist. Besides, I also use the theory of positioning of advertisements by Luc Dupont.

In this thesis I am going to analyse *POND'S Flawless White* advertisements in *CLEO* magazine. *POND'S Flawless White* is a beauty product that is popular in Indonesia. The reason why I choose this advertisement is because the target market of the product is young women. Besides, I choose *CLEO* magazine as the source of the advertisement because *CLEO* magazine speaks to independent women whose age is 20-30 years old, with the primary audience of 25-29 year old women. Its' readers have high aspirations, admire style and are beauty conscious, outspoken, confident and open minded, and affluent (Femina Group).

The advertisements that I am going to analyse are chosen based on the brand ambassadors of *POND'S Flawless White* in Indonesia. Brand ambassador is anyone who carries the brand image in a positive way and

spreads the message to the public (“What is a Brand Ambassador”). I choose two advertisements with two different brand ambassadors. The first brand ambassador of *POND’S Flawless White* is Bunga Citra Lestari, and the other brand ambassador that I am going to analyse is Andien. By having two different brand ambassadors, I believe there is also a different positioning of the product offered, and that will be the focus of my analysis.

By reading this thesis, I hope that the readers will be more critical in reading advertisements. Besides, I also hope that they can understand the importance of advertisements, especially beauty product advertisements as a media used to convey a certain concept to the society. I believe this can be beneficial to make people aware that an advertisement contains a concept; thus, the readers can be more aware and be more critical when reading advertisements. I also hope this can give an idea to readers that everything in our daily life is a sign and can stand for something else when analysed semiotically.

Words: 917

1.2 STATEMENT OF THE PROBLEM

In this thesis I would like to analyse the following problems:

1. What are the linguistic signs represented in the two *POND’S Flawless White* advertisements?
2. What do the linguistic signs signify?
3. How is *POND’S Flawless White* product represented in the two advertisements?

1.3 PURPOSE OF THE STUDY

In this thesis I intend:

1. to show what linguistic signs are represented in the two *POND'S Flawless White* advertisements.
2. to show what the linguistic signs signify.
3. to show how the *POND'S Flawless White* product is represented in the two advertisements.

1.4 METHOD OF RESEARCH

I began the research by searching for the theories about semiotics in the library and asking for my lecturer's theory book. Next, I searched and selected some beauty product advertisements in a number of magazines. After this, I gained some more information from the Internet to support my analysis. I analysed the *POND'S Flawless White* advertisement using the theory of semiotics. Lastly, I wrote my research report.

1.5 ORGANIZATION OF THE THESIS

This thesis is divided into four chapters. The first chapter is the Introduction, which contains the Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is the Theoretical Framework, which consists of the elaboration of the semiotics theory that will be used to analyse the data. Next, Chapter Three contains my analysis of the *POND'S Flawless White* advertisements. The conclusion and my personal opinion will be included in Chapter Four. The thesis ends with Bibliography and Appendix.