

# CHAPTER ONE

## INTRODUCTION

### **Background of the Study**

Cigarette companies have had enormous political and financial clout and their existence has become a controversial issue in Indonesia. They have become one of the government's largest sources of revenue and absorbed many labourers. On the other hand, they have increased cigarette consumption, lowered the quality of life and damaged public health in Indonesia because cigarettes contain many toxic and addictive substances for the human body (Reynolds). Therefore, cigarette advertising is generally allowed in Indonesia with some restrictions. They may not show cigarettes, cigarette packs or the consumption of cigarettes or tobacco; moreover, the announcement text "smoking can cause cancer, heart attacks, impotence, and disturbances to pregnancy and fetal development" is required on all cigarette product packs ("Global Epidemic").

Based on *Oxford Advanced Learner's Dictionary*, *advertisement* means "a notice, picture or film telling people about a product, job or service" ("Advertisement", def. 1). The term *advertising* is derived from the Medieval Latin

verb *advertere*, which means to direct one's attention. It designates any type or form of public announcement intended to promote the sale of specific commodities or services (Danesi 256). The messages of product advertising can be found everywhere, such as on billboards, on the radio, on television, on buses and subways, in magazines and newspapers, on posters, etc. "Anywhere the eye can see, it's likely to see an ad" (Story). Therefore, the semiotic study of advertising has become a hugely popular one (Danesi 256).

The topic of my thesis is The Analysis of Masculinity in *Gudang Garam International Cigarette Advertisements*. I have chosen this topic because I find that the message in every advertisement is not always understood by the public. Because of the limitation of time and place, the advertisement should contain the right words and images so that the advertisers can convey the correct message (Australia 58). However, when people see an advertisement, what they look at is generally just those things visible on the surface, such as the name of the product, the kind of product, or its function. Actually, an advertisement contains more. There are some elements behind it as signals to communicate something. "Advertising contains underlying codes" (Labbrand). In this thesis, I want to find out the relationship between the signs in advertisements and how those signs work together, by using semiotic approach, I would like to find out the meanings or the messages that the advertisers want to convey through the advertisements.

In this thesis, I use a *Gudang Garam International* cigarette advertisements from *For Him Magazine (FHM)*, a United Kingdom's men's magazine, as the source of the data. *FHM* is a famous international monthly magazine for adult readers and in Indonesia it is meant for readers who are over 21 years old. It has 31 international

editions and Websites across five continents (FHM). I have chosen an adult men's magazine as the source of the data because the main consumers and the target consumers of cigarette companies are adult men (Kurnia 29). We can find many cigarette advertisements in adult magazines. The data is taken from *FHM Indonesia* October edition in 2005. I have chosen these particular data because of three reasons. Firstly, *Gudang Garam* is one of the major local cigarette manufactures founded in 1958 in Kediri, East Java, and has been nationally and internationally known as the manufacturer of high quality kretek cigarettes (*Gudang Garam*). Secondly, *Gudang Garam* is the only cigarette company whose shares are owned by local or Indonesian businessmen (Manggiasih). Thirdly, the data is the first *Gudang Garam* cigarette advertisement with the theme of endangered animal conservation that was first released in 2005 (Apdani). I have specially chosen the advertisement of *Gudang Garam International* as it is the superior product of *Gudang Garam* Company ("Ayo, Daftar Gudang Garam Intermusic Rockstar Di Kotamu."). I have decided to discuss masculinity because as Syar'an states the most common of men's exploitation of masculinity happens in cigarette advertisement. "Some of the representation of masculinity that appears on the advertisements are powerful, strong, cold, protective, and bold" (Kurnia 30).

I use the specific theories that belong to Saussure. Saussure defines Semiotics as "a science that studies the role of signs within society; it would be a part of social psychology and consequently of general psychology" (Chandler 3). According to Saussure's semiotic theory, a sign consists of signifier and signified. Signifier is the word that is spoken or written down, while signified is the concept of the object or the idea that appears in our mind when we see or hear the word itself (Strinati 83).

Through this thesis, I hope the readers will realize that every advertisement has a message to be communicated to them. Besides, they will be more critical in interpreting the meaning of signs.

(786 words)

### **Statement of the Problem**

Based on the background of the study, the problem of the research is formulated through the following questions.

1. What are the signifiers that show the sign system in the advertisement?
2. How is masculinity represented in the advertisement?

### **Purpose of the Study**

The study has two purposes:

1. To find out the signifiers that show the sign system in the advertisement
2. To find out how masculinity is represented in the advertisement

### **Methods of Research**

In conducting the study, I used library research. I learned some theories from books dealing with semiotics. After that, I searched for some advertisements in some magazines and the Internet, and then I selected a *Gudang Garam International* cigarette advertisement released in 2005 as my primary data. I observed all the elements in the advertisements and analysed them by using the theories I have chosen. Finally, I wrote the research report.

## **Organization of the Thesis**

This thesis consists of four chapters. It begins with Chapter One, the Introduction, which contains the Background of the Study, Statement of The Problem, Purpose of the Study, Methods of Research, and the Organization of the Thesis. Chapter Two contains the theories used as references in analysing the data. In Chapter Three, I put the data analysis to answer the problems that have been stated in Chapter One. Chapter Four contains the Conclusion of my thesis. The Bibliography and the Appendix are presented at the end of the thesis.