CHAPTER I

INTRODUCTION

This chapter is concerned about an overview of ideal identity which is constructed by advertiser in the beauty product advertisement of *Garnier*. In this part, the writer describes the background of the study, statement of the problems, objectives, significance of study, scope and limitation, and definition of key terms.

1.1. Background of the Study

Globalization has impact in all aspects of our lives. In this era, advertisement is an effective media to promote product business in many areas. Every company has different language choice that is used in their advertisement to attract the consumer's interest in their product. There are many kinds of advertisement consist of print media (magazines, newspaper) and electronic media (television, radio, and internet). In their communication with consumers, advertising is an important tool for businesses, whether it is for announcing product launches, price promotions, or product availability. When advertising in different countries, businesses face a strategic choice between standardization and adaptation of their advertisements (Hornikx, van Meurs, and de Boer, 2010).

In Indonesia, advertisement as the media's promotion of product and service is becoming norm. 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 is

made as attractive as possible. Through textual and visual aspects, advertisers try to attract the attention of the audiences as the consumer to buy their products by giving a clear perception. The word perception refers to the process of how people assess information in their surroundings. For the writer, advertisement is a media communication that has a power to constructs a human perception; as Cook (2001) has mentioned that advertisements perhaps change opinions and emotions, create awareness, and construct identities and attitude of the people.

The emergence of advertising refers back to the 1950s and 60s. In those days the goal of this new industry was hard selling; with not very subtle strategies. These days, it has changed into a commercial tool.Bazergan (2014) mentioned that advertising is news to pushing; persuade order that the general public interested in the goods and services offered; notice to the public concerning goods or services which sale; putting in the mass media (such as newspapers and magazines) or in a public place. Other case, advertisings have been involved with our everyday lives: it's mirroring of society and vice versa, it's transmitting of meaning and message, and its social significance has lead people to consider it as a discourse type. Cook (2001) also remarks that advertising is a part of discourse which concerned both of text and context. Advertising is not concerned with language alone. It also examines the context of communication; who is communicating with whom and why; in what kind of society and situation; though what medium; how different types and acts of communication evolved, and their relationship to each other (Cook, 2001: 3).

Discourse of advertising plays a central role in shaping and constructing our attitudes as the audience and consumer. The advertisement has a language which implicitly constructs the public roles to make decision between right and wrong. With language, discourse producers can create an image to the audience as the most good and powerful figure. Any discourse that is produced can be seen as the way producers convey their ideology and power.

Today, an ideal identity in social construction is become the important one. The word "ideal" can be referred to the physical appearance; which many people today have manipulated that the first impression of the personality is valued from their physical appearance. This condition is happening in our society; Indonesia. We can say that ideal women and men are supported by having a good looking of their appearance. This condition is also supported by advertising in media both electronic and non-electronic that present the beauty product advertisement by giving a stereotypical ideal in term of beauty and handsome.

In the era which the beauty become the main object of commodity, for many people beauty products become a primary necessary that should be completed. This condition makes the companies of beauty product produce a creative promotion strategy to attract the audiences. The promotion of their products is commercialized through the television, magazines and online mass media. The commercialization of beauty product not only influenced by women, but also influenced by men. Through textual and visual aspects, advertisers present a stereotypical ideal women and men to persuade their audience to buy their product. This perspective shows how social

actors exercise their strength and construct power to manipulate women and men's beliefs.

For the reason above, this study explains about the ideal identity that is constructed by advertiser in the beauty product advertisement of *Garnier* by investigating textual, visual or social aspects. To analyze the problem above, this study uses Critical Discourse Analysis (CDA) as useful tool. A study of Critical Discourse Analysis (CDA) in advertising has been used by some writers (e.g., Vahid and Esmae'li, 2012; Kaur and friends, 2013; Tahmasbi, 2013; Iqbal, 2014; Bazergan, 2014; Shaikh and friends, 2015). The Critical Discourse Analysis (CDA) is a form of research that analyses the relationships between discourse, society, power and ideology.

Vahid and Esmae'li (2012) in their research used Critical Discourse Analysis (CDA) to analyzed six different advertisements. It investigated the intentions and techniques of consumer product companies to reach more consumers and sell more products. The using of CDA as approach of their research was to analyzed texts and images adequately. It was also used to put them in analyzable relations to socio-cultural processes and changes. They used Norman Fairclough's 3-D model and Kress and van Leeuwen's grammar of visual to analyze the data. The result of their research mentioned that mostly the producers try to show that the viewer has the power to choose or not to choose something. The other one was that producers use their power and ideology to change the behavior and thought of people.

In the research of Kaur, Arumugam and Yunus (2013), the Critical Discourse Analysis (CDA) was used to analyze beauty advertisements in local English magazines, Cleo and Women's Weekly in Malaysia. This research focused to demonstrate how the ideology of 'beauty' was produced and reproduced through advertisements based on Fairclough's three-dimensional framework. The result of this research revealed the ideology of beauty was constructed and reconstructed through magazines by stereotyping how beauty products were synonymous with a better life. Advertising language was used to control people's minds. Thus people in power (advertisers) used language as a means to exercise control over others.

The other related study is from Iqbal, Danish and Tahir (2014). They used CDA as approach to analyzed beauty advertisement of cream Fair & lovely in India. This study was closely similar with Kaur and friends' study. The differences were on the object, media advertisement and the way the writers show the finding. The writer used CDA to analyze the language in beauty advertisement and the strategies used by product advertisers to influence and exploited the women. The analysis was based on Fiarclough's three-dimensional model. The findings indicated the different approaches, life styles, texts by advertisers to manipulate and exploit the beauty; ideology of women by forcing the point of view that product is giving you the everlasting beauty.

Other way, Bazergan (2014) used CDA to analyze the symbolic language war in cellular advertisement in Makassar, Indonesia. The study was focused on forms and meanings behind and the social factor caused. Based on the Bourdieu's social

theory towards NourmanFairlough's CDA approach, the writer tried to reveal the meaning in the symbolic language war in cell advertisements, the relationship of meaning and the effect of symbolic language on the audience.

The newest study of CDA in advertisement was from Shaikh, Bughio and Kadri (2015). This study analyzed the social values, choices and ideologies that were produced and reinforced in and through advertisements. The analyses were based on twelve different advertisements aired on Pakistani TV channels and internet (Western). The study had focused on how male and female are represented differentlythrough advertisement in order to serve gender inequality and power relations. The study used critical discourse analysis (CDA) and semiotics as research tools. The analysis was based on Fairclough's three dimensional framework; description (textual features), interpretation (discursive practice) and explanation (social practice). The study had also problematized advertisement by applying 'a propaganda model' presented by Herman and Chomsky. The finding of this study indicated that advertisements promote gender inequality and the patriarchal ideology. The advertisers used various strategies (textual and body features) in order to naturalize stereotypical roles of male and female. The advertisement also served social power relations and supports the patriarchal state.

From the previous studies above, the writeruses similar way for the using of CDA approach as the useful tool to analyze other issue in advertisement. The writeruse that approach to explain the ideal identity that is constructed by advertiserin the beauty product advertisement of *Garnier*. The differences of this study with the

previous studies above are on the object and the topic which is discussed. This discussion is chosen based on the reason which is explained before. The writer believes that many people have manipulated that the first impression of the personality is valued from their physical appearance. The issues concerning women and men today such as having smooth skin, clear skin, bright skin and ideal appearancemake the beauty product become the important one necessary. The using of the beauty product advertisement as object of this study because the writer believes that beauty product advertisements have a power in manipulating women and men's belief toward the ideal identity in the term of beauty and handsome which is constructed by advertiser. Moreover, as long as the writer's knowledge, there is no any study/research in State Islamic University of SunanAmpelSurabaya that uses CDA as tool to analyze the advertisement. So, it can be the first one in the field of linguistics.

The writer chooses the beauty product of *Garnier* as the object of this study because it is one of the popular beauty product used by society in Indonesia. This brand also produce in many countries around this world, such as: countries in the North America, South America, Europe, Asia, Middle East and countries in the Oceania (www.garnier.com). Undeniable, there are many beauty products have launched and popular in Indonesia, such as *Pond's, Fair & Lovely, Maybelline, L'Oreal* and so on. But, those beauty products had become an object in some researches, such as: Budiani (2014), she used*Maybelline* and *L'Oreal* advertisements as the object of her study. The next one is from Kaur and friends (2014); they

usedadvertisements of *Fair & Lovely*. The last is Sakdiyah (2014) with the advertisements of *Pond's* as the object of her study.

The beauty product of *Garnier* not only serves products for women but also for men. This study mainly focuses on the characteristics of language and other context used in beauty product advertisement of *Garnier* from a Critical Discourse Analysis (CDA) perspective. Advertisements reach out to consumers through various media such as internet, radio, television, magazines and newspapers. In order to ensure that advertisements are able to reach the target group, advertisers need to select the right medium.The analyses of this study are based on the advertisements on Indonesia TV channels and internet; which is consist of Indonesia *Garnier*'s web and Facebook of *Garnier* Indonesia and *Garnier* men Indonesia. For analysis, the framework uses Norman Fairclough's three dimensional model; description (textual features), interpretation (discursive practice) and explanation (social practice).

Concerning the background of the study above, the writer will present this study as the source for the linguistics studies. Therefore, this study is conducted to find out the answer to some problems in relation with the discussion above, as follows:

1.2. Statement of the Problems

This study is arranged to answer the problem formulated in the following question:

1. How does the advertiser construct the ideal identity in the advertisement of *Garnier*? The answer to this question can lead to the other questions;

   a. What are the textual features used in the advertisements of *Garnier*?

   b. What are the discursive techniques employed in beauty product advertisements of *Garnier* to manipulate the consumers to buy the product?

   c. What are the social features used in the advertisement of *Garnier*?

1.3. Objectives

This study is aimed to explain how the advertiser constructs the ideal identity in the advertisements of *Garnier* which is reflected from background and statement of the studies. By using CDA approach as the tool of this study, the goal is elaborated into the following aims:

1. To describe the textual features used in the advertisements of *Garnier*.

2. To describe discursive technique employed in beauty product advertisement of *Garnier*to manipulate women and men as the consumers to buy the product.

3. To describe the social feature used in the advertisement of *Garnier*.

1.4. Significances of the Study

The results of this study are expected to serve theoretical and practical purposes. This study is about Critical Discourse Analysis on beauty product advertisements to explain how the advertiser constructs the ideal identity in the advertisements of *Garnier*. The usefulness of this study can be seen in the following description:

1. Theoretical Significance

    a.   To the academic community (faculty and students), this study can be a reference to the development of linguistic science subjects.

    b.   This study contributes Critical Discourse Analysis as the development of this study. Based on Fairclough's three dimensional models, it covers language used in beauty product advertisements. It also covers how language is produced and consumed which included in strategy of advertiser. In social point of view, this study contributes how is social actors presented in advertisement to influence consumers' attitude. In conclusion, this study contributes the analysis relate texts, interactions and contexts.

2. Practical Significance

    a.   This study can provide a public response of education in the language of advertising as an illustration of persuasion.

b.   This study provides new knowledge and experience for the personality and community in understanding the language of advertising as a whole form, function and meaning as well as.

c.   This study is expected to help advertisers understand the knowledge of language and apply it as the strategy of promotion.

1.5.   Scope and Limitation

1.   Scope

The earlier of this study states that this study is done through the theory of Critical Discourse Analysis (CDA) toward framework of Fairclough's three dimensional models. The reason is because this study mainly focuses to investigate the textual, visual and social aspects to explain how the advertiser constructs the ideal identity in the advertisements of *Garnier*. This study explains the characteristics of language and other context used in the beauty product advertisement of *Garnier*

2.   Limitation

The product selling advertisements of *Garnier* are selected in order to analyze and explain how the advertiser constructs the ideal identity in the advertisements of *Garnier*. For the reason, this study focuses on the face treatment of beauty product advertisements of *Garnier*; which is consisted of facial foam and facial cream.The study has emphasized on Indonesia advertisement. The selections of advertisementsare based on the presentation's number of the products in the

television which have exposed in maximum number. Then, the figure of advertisement is only selected from Indonesia *Garnier*'s web and Facebook of *Garnier* Indonesia and *Garnier* men Indonesia.

1.6. Definition of the Key Terms

In order to avoid the misunderstanding and misinterpretation about the basic concepts in the study, the definition and key terms are stated below:

Advertisement is a media to promote a product (goods and services).

Critical discourse analysis (CDA) is a form of research that analyses the relationships between discourses, society, power and ideology (Fairclough, 1989).

Fairclough's Three Dimensial Model is a framework of Fairclough in seeing language as discourse and as social practice, he distinguish three dimensions, or stages, of critical discourse analysis:

a. Textual feature (description) is the stage which is concerned with formal properties of the text.

b. Discursive feature (interpretation) is concerned with the relationship between text and interaction with seeing the text as the product of a process of production, and as a resource in the process of interpretation.

c. Social feature (explanation) is concerned with the relationship between interaction and social context; with the social determination of the processes of production and interpretation, and their social effects (Fairclough, 1989: 26).

Garnier is known as brand of beauty product used in Indonesia that is very famous among women and even men.