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**THE IMAGE OF WOMEN ON ADVERTISEMENT:  
(A Qualitative Study of Women Image in Television Station)**

**A Thesis**

Submitted to the English Education Department of the Tarbiyah Faculty of Syekh Nurjati  
of State Institute for Islamic Studies (IAIN) Cirebon in Partial Fulfillment of the  
Requirements for Islamic Scholar Degree in English Education (S. Pd.I)



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## ABSTRACT

**ISHLAH NUR FISA :** *The Image of Women on Advertisement: (A Qualitative Study of Women Image in Television Station)*

The existence of women which is exploited by some media such as newspaper, magazine and television is common phenomenon. May be it will not interesting if women are absent in some media. The familiar one is in television advertising. Advertisement is one of media to introduce product, services, and program through various media. Women seem to have a strong power to color the advertisement with their beauty, charm, speech and interaction. Some advertisements put the women as the icon in which the product does represent different world of woman such as car, motor sport, drinking. It is the reason why the researcher observed the image of women on advertisement in television.

The researcher does this research through some steps. Firstly, the researcher conducts some observations on television advertisement and then chooses six advertisements to get overview of advertisement. Secondly, semiotics analysis is applied to analyze in each advertisement. The researcher analyzes words as verbal data and interaction as nonverbal data. The result of semiotics analysis is to find some grammatical, figurative and enunciative component of the text existed and representation of women on advertisement in television from the words, speech and interaction.

Advertisements which use women as the object such as You C 1000 starting by Leila Lopez representing women who have inner beauty. Next, Vitamin water starting by Farah Quin representing women as bussiness women. Next, WRP diet to go starting by unknown artist representing women who are beautiful and sexy women only. Then, Lux liquid soap starting by Mia Maestro representing woman who is need men's admiration. Then, Bebelac 3 starting by unknown artist representing women who are closed with their children. And the last, Entrasol starting by unknown artist representing women who are active. From semiotics analysis, it is found that women on advertisement in television are negative and positive. Firstly, positive image one is a view that women is not in the subordinate level, women can also be independent people. Secondly, negative image one is a view that describes women based on their physical appearance only.

In conclusion, women represent different images namely positive image and negative image. Based on the analysis of pictures, the majority is negative images. It is impacted to social life that women now changed because in the past women identical with limited rights.



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## PREFACE

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This thesis entitled in *THE IMAGE OF WOMEN ON ADVERTISEMENT: (A Qualitative Study of Women Image in Television Station)*” is a qualitative research presented to fulfill one of the requirements for Islamic Scholar of Tarbiyah Faculty, English Department of the State Institute for Islamic Studies IAIN Syekh Nurjati Cirebon.

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The writer realized that the thesis is still far from being perfect and there are many mistakes either in the arrangement or in the content. So, all mistakes available in this thesis are becoming her responsibility.

Finally, the writer hopes this thesis will be useful to the readers especially and for the English Department of the State Institute for Islamic Studies IAIN Syekh Nurjati Cirebon.

Cirebon, July 2012

The writer,



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## CHAPTER I

### INTRODUCTION

#### A. The Background of the Problem

There are three races of human-men, women, and children; and none of them speaks the same language ( the Kaiser News, 1965). Based on the quote, the researcher thinks slice of life: how researcher communicated with father, mother, sister, brother, girlfriend and boyfriend. It shows that the communication between male and female would be different in the way of their speaking, body language and intonation.

Sapir (1921: 7) defines language is a purely human and monistinctive method of communicating ideas, emotions and desires by means of a system of voluntary produced symbol. While christine and Kevin (2006: 17) state that language is understood in terms of certain elements: ideas, signs, associations, which preceede its arising.

In our life, we often hear friend said that they are reluctant to talk with their father, so if they want to tell something to their father, they prefer to talk to their mother first and ask their mother to retell to their father.

According to Brend (1975) in Wardhaugh (1998:314) there are different intonation and gesture of men and women. Because they may have different paralinguistic system. Women are identical with more polite than men. The



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politeness may influence to gesture so the suggestion is women appear to be submissive to men.

The explanation above support the condition mentioned before. That is the reason why a woman in a family is closer with their children. Their gestures make their children comfortable. There are some examples of the same situation for instance the majority of kindergarten teachers are women. Another examples always seen in daily life such as on banners, the advertisement of product and services. A similar situation is also found in television advertisement. Women's talk, interaction and beauty advertisement used to promote and invite audience or consumer to use the product.

Some research state that According to (Kasiyan: 2001) observing commercial advertisements attentively from gender perspective in mass media in capitalism era, it will soon prove empirically the gloomy side of 'capital economic politics' which is existing revolutionarily and globally in this era that is when ads media, turning out to be the most effective profit making machine, has far poked the sensitivity of gender injustice, particularly on women. When commercial advertisement expression almost always 'use' women decoratively within a big narration, not far from stereotype exploitation on womanhood of women, women's dignity has been incredibly retrenched. Because of this, many times, their beings are recognized negatively. The remaining embodiment is conceived as merely an object being prone to victims due to low bargaining





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power she holds. Therefore, it is compelling and crucial to raise the issue on reconstructing universal awareness, trying to clear up the gender ideology expression in libidinal economic era, hence it can be dug out as an alternative outlet/release and collective attitude towards absurd gender ideology. According to (Naomi Srie Kusumastutie: 2004) stated that commercials on television are dominated by sexism view rather than gender sensitive perspectives. This study explores gender related problem of commercials on television by applying semiotic approach. It was designed to analyze the content of selected commercials which were sexism, semi-sexism and non-sexism. The result shows that semiotic is an appropriate method to identify gender issues.

Based on the situation above, the researcher interested to investigate why the situation happens and how women become dominate in these conditions. But the researcher limits the study in women image in advertisement. Considering advertisement as one of the language products, we need to know the meaning of sign and effect that they have on the people who use them. Finally, we have to interpret the meaning of the signs in the context in which the researcher use semiotics to analyze the meaning of sign. So, this thesis is given the title “*The Image of Women on advertisement: ( A Qualitative Study of Women Image in Television Station)*”

## **B. The Identification of the Problem**

The Identification of the problem in writing this thesis is as follow:



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### 1. The Field of the Study

The field of the study from this thesis is Sociolinguistics.

### 2. The Kinds of Problem

Verbal and nonverbal language have their own power to construct a text. Everybody know and understand verbal communication. Nonverbal also have power even more vague or silent. These are two kinds of communication consist on advertisement in television. There are dialogue and interaction of man and woman in advertisement to tell about the product. And have certain characteristic as a part of communication.

### 3. The Main Problem

The main problem that will be investigated in this research is the image of woman on advertisement in television

## C. Limitation of the Problem

In the image of woman on advertiement in television, the description of the problem is limited into some points, like:

1. Advertisement on television uses women as the object in national television station ( SCTV, RCTI, ANTV, Indosiar, Trans 7, and Metro TV)
2. The image of women on advertisement in television

## D. The Questions of the Research

The questions of the research in writing this thesis are follows:

1. What advertisements on television use women as the object?



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2. What does the image of women on advertisement in television represent?

### **E. The Aims of the Research**

The aims of the research round up description about research destination that would like to reach from the research that will be done specifically. There are some aims of this thesis arrangement, they are:

1. To know advertisements on television which use women as the object.
2. To know the image of women on advertisement in television.

### **F. The Uses of the Research**

The researcher expects that the researcher paper gives some benefits, both on theoretically and practically.

1. Theoretical benefit
  - a. The research can be used as an additional source to study language and gender
  - b. The other researcher can use it as an inspiration to conduct further related research
2. Practical benefit

For both the writer and the readers, this research is expected to be useful in providing with some more knowledge about learning the subject which have to do with language and its relation to gender represented by women language found on advertisement in television.



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