

## **GENDER FEATURE IN WOMEN AND MEN'S SKIN CARE ADVERTISEMENTS**

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### **Abstrak**

Studi ini membahas fitur-fitur gender yang digunakan pada iklan perawatan kulit wanita dan pria. Ditemukan bahwa iklan wanita tidak hanya menggunakan fitur wanita tapi juga menggunakan fitur pria dan sebaliknya. Namun, fenomena itu bisa terjadi karena pria belajar bahasa pertama mereka dari ibu mereka yang menggunakan bahasa wanita. Di sisi lain, wanita juga menggunakan bahasa pria karena mereka memiliki kesempatan yang sama untuk bersosialisasi dengan orang-orang di luar, di mana hal itu membuat mereka beradaptasi, belajar dan meniru lebih banyak bahasa. Dengan demikian, penelitian ini berfokus pada masalah: fitur-fitur gender apa saja yang ditemukan pada iklan perawatan kulit wanita dan pria? Untuk menyelesaikan penelitian ini, metode kualitatif deskriptif diterapkan. Selain itu, karena objek penelitian ini adalah video, observasi non partisipatif dan dokumentasi diaplikasikan sebagai teknik mengumpulkan data. Penelitian ini menerapkan teori fitur gender dari Lakoff dan Mulac untuk menganalisis data. Hasilnya menunjukkan bahwa iklan wanita dan pria memiliki beberapa perbedaan dalam penggunaan fitur gender meskipun penggunaannya berkebalikan. Perbedaannya terletak pada penggunaan kata sifat. Meskipun pria menggunakan fitur ini, mereka menggunakan kata sifat yang netral seperti keren dan kuat, sedangkan wanita tetap menggunakan kata sifat wanita seperti halus, lembut dan cantik.

**Kata Kunci:** *fitur gender, periklanan, persangkaan, perawatan kulit.*

### **Abstract**

This study is discussing about the gender features that are used in women and men's skin care advertisements. It is found that women's advertisements are not only using women's features but also using men's feature and vice versa. Yet, that phenomenon can happen because men learned their first language from their mother whose used women's language. On the other hand, women also used men's language because they have same opportunity to socialize with people in the outside where make them adopted, learned and imitated more languages. Thus, this study focuses on a problem: what are the gender features found in women and men's skin care advertisements? In order to finish this study, descriptive qualitative method is applied. In addition, since the object of this study is video, observation non-participatory and documentation is applied as the techniques to collect the data. This study applied Lakoff and Mulac's theory of gender feature to analyze the data. The results showed that women and men's advertisements are having some differences in the use of gender feature although the use is vice versa for women and men. The differences are laid on the use of empty adjective feature. Even though men use this feature, they use the neutral adjective such as cool and strong, while women use women adjective such as smooth, soft, and beautiful.

**Keywords:** *gender feature, advertisement, skin care.*

### **INTRODUCTION**

Advertisements are always having unique and interesting language to attract the viewers to buy the product. Consciously or not, the language that is used in the advertisements of women and men is different even

though the advertisements are in the same product. One of advertisements product that has two categories of consumers is skin care. Sooner or later skin care will become really important for human life, both female and male. It is because when they grew up, their skin will become more sensitive. Thus, this study is took skin care

advertisements which aimed to women and men as the object. Moreover, the language that is used by women and men is always interesting to be analyzed.

In Indonesia, there are so many skin care brands that offered from big company, both from domestic or international. Yet, not all the skin care brands that sale in Indonesia is taken as the object of this study. The skin care brands that are taken as the object of this study is skin care that has two categories of customers, women and men. From that requirement, it can be got three brands of skin care, namely Nivea, Dove, and Rexona. Since the object of this study is the skin care products, the data that are used in this study are came from the script of NIVEA, Dove, and Rexona videos of advertisements.

Furthermore, since this study is analyzing the feature of women and men in skin care advertisements, the data which are in the form of scripts are analyzed through sociolinguistic field. In addition, it should be underlined that this research does not aim to provide the answer to all the questions in marketing field, rather it only focuses on the language component of advertising in relation to the concept gender feature of sociolinguistic approach proposed by Lakoff (1973) and Mulac et. al. (2001). In simplicity, the aim of this research is to find out the differences of women and men's language in skin care advertisements through the sociolinguistic feature of gender.

A research entitled *Speech Function in Male and Female Language in Cosmetic Advertisement* by Tobing (2013) was done in the same field with this study which took beauty advertisements as the primary focus. Yet, his study was took cosmetic advertisement as the primary focus, while the present research is took skin care advertisement as the primary focus. Furthermore, his study was using Halliday's theory of speech function to find out the differences between male and female language, meanwhile, the present study is using Lakoff's theory of gender feature to find out the differences between women and men language in advertisements.

Another research which has same topic as this research is *Gender Features within Conversational Implicatures in Christian Ditter's Love Rosie Movie: Socio-Pragmatic Perspective* by Wijayanti (2016). Wijayanti's study was also talking about gender feature of woman and man. Yet, she was focused on the utterances of the characters of Christian Ditter's Love Rosie Movie, while this research is focused on the utterances which produced by the narrator or the actress of skin care advertisements which aimed for women and men. Those studies are took researches are inspiring this research to conduct a research in the same field with skin care advertisements as the object.

So that those previous studies are inspiring this research to conduct a research which becomes the gap from those two researches. Hence, the aims of this study are to find out the differences between women and men's language in the same brand of skin care products and how it persuades the targeted consumers to desirably buy the product. Moreover, it concerns on what gender features that are used in each category (women and men) of advertisements.

In line with the background of the study, this study has a related research question, what are the gender features found in women and men's skin care advertisements? In order to find out the gender features that are used in women and men skin care advertisements.

By reading this study, it is expected to become reference or previous study for the future researchers, especially for linguistic students who want to study more about gender feature by using skin care advertisements as the object. Besides, the result of this study is hoped can help the students who plan to be a copywriter to be able to produce a good advertising language through the gender target.

## LANGUAGE AND GENDER

The differences between women and men are not only lied on physical or biological, but also on behavioral. According to Bucholtz (2004, p.41-42), Lakoff explains that from very start little boy and little girl learn two different ways of speaking. Lakoff also stated that the first person that becomes the most important for children's development is a mother (Bucholtz, 2004, p.42). It means that from the early age both girl and boy learn 'women's language' as the first language which learned from the mother. Then when they grew up, the boy begins to learn another language outside of home. Boys will adopt new language form while girls retain on their old way of speech.

### A. Features of Women's Language

The first linguist who did a research about definitive features of women's speech is Robin Tolmach Lakoff, a professor of linguistics at the University of California, Berkeley. Lakoff introduced speech features through an article in language and society entitled *Woman's language* in 1975. Then Lakoff's book entitled *Language and Woman's Place* has enormously influential and cited by a lot of linguists. In a related article, *Woman's Language*, she published a set of basic assumption about what marks out the language of women. Lakoff distinguishes ten types of women's speech features as follows:

1) *Lexical Hedges Filter*

Lexical hedge is the lack expression of confidence and reflects of women's insecurity (Lakoff in Holmes, 2013, p.304). The phrases of lexical hedges which often used such as "well", "you know", "sort of", "kind of", "it seems like", "you see" and so on. The basic of hedges is to signal that the speaker does not really sure about the information that is given. In addition, Lakoff stated that the hedges like *I think* and *I wonder* indicate the speaker's lack of authority and also lack of knowledge toward the topic of their utterance. Hedge can be used to show the expression of doubt and confidence, indicate sensitivity to others' feelings, searching for the words and avoiding playing the expert (Holmes, 2013, p.303).

2) *Tag Questions*

Lakoff has opinion that asking question is a prime example of women's insecurity and hesitancy (1973, p.54). When women are talking with others, indirectly they often use question to look for some information, to introduce new topic, to encourage others, or to invite someone to tell a story (ibid), like the following sentence:

- "You are planning to take study on Oxford, aren't you?"

The use of tag question "aren't you" makes the interlocutor has particular answer yes or no but is reluctant to state it badly.

3) *Rising intonation*

Lakoff found that there is a particular sentence intonation that only used among women (ibid, 55). Women make declarative statements into question by raising the pitch of their voice at the end of a statement, expressing uncertainty.

- "What time do you go to school? Oh. eight A.M.?"

From the sentences above it can be seen that the first sentence is put in the position of having to provide some information, while the second sentence sounds unsure. It can be concluded that unwillingness to assert an opinion carries to an extreme (ibid, 56).

4) *'Empty' adjectives*

Empty adjective is a group of adjective vocabulary that indicating the speaker's admiration for something (ibid, 51). Moreover, it is like an emotional reaction rather than specific information. In addition, there are some adjectives that are neutral to be used by any sex of speaker, both men and women. Those neutral adjectives are like "great", "neat", "cool", "terrific", and so on.

Yet, there are some adjectives that largely restricted to be used by women such as "adorable", "charming", "sweet", "lovely", "divine", "gorgeous", "cute" and many more (ibid, 51).

5) *Specialized Vocabularies (Precise color terms)*

On a journal, *Language and Women's Place*, Lakoff stated that women make far more precise discriminations in naming color than men do (ibid, 49). The precise color such as "maroon", "aquamarine", "lavender" and so on are the examples of women's vocabularies. Yet, when men use particular of precise color terms, people might assume that he was imitating women sarcastically or he was a homosexual (ibid, 49).

6) *Intensifiers*

According to Lakoff, intensifiers express the speaker's anticipation that the addressee may remain unconvinced (Holmes, 2013, p.304). Thus, they use intensifiers feature to persuade their addressee to take them seriously. The example of intensifier words are "so", "just", "very", and "quiet".

- "I made this cake just for you"

Overall, however, Lakoff claims that women used more intensifiers than men (ibid, 305).

7) *Hypercorrect grammar*

Hypercorrect grammar is the consistent use of standard forms. Women tend to use correct grammar in their sentence then men. In contrary to men, they more often break the grammar or tend to use colloquialisms and slang words men (ibid, 166).

- "I would be very appreciative if you could show me the way"

8) *Superpolite forms*

Lakoff claimed that women use superpolite form because they do not feel the authority to give orders which really contrary to men (1973, p.56). The form of superpolite could be in indirect request or euphemisms. For example "It's cold in here, isn't it?" instead of "Shut the window" or "I am so thirsty" instead of asking for a drink. Meanwhile, men tend to use direct speech or request, for example "Turn off the television now!" (ibid).

9) *Avoidance of strong swear words*

Swearing is a kind of taboo language which usually used to express something those intensify. Swear words also seen as a potent language that unsuitable if it is used by women and children. Generally, women use softer forms of swear words such as "fudge" or "my goodness",

while men use stronger swear words such as “damn” or “shit” (ibid, 50).

- *Oh my goodness, you hit my fence again!* (women)
- *Damn! You hit my fence again!* (men)

10) *Emphatic stress*

Lakoff stated that women often italicize or emphasize the adjective words while they give their opinion (ibid, 52). The function of emphatic stress is to giving strengthening in the utterances that are stated (ibid, 52).

- *“It was an AMAZING performance”*

The word ‘brilliant’ here is one of the examples of emphatic stress. ‘Brilliant’ is used to strengthen the word ‘idea’. It means that the idea that is given is very brilliant.

**B. Features of Men’s Language**

Most of linguist said that men use language different from women. When men build a conversation the way to speak mostly show a competitive, to be dominant, and always try to achieve the upper hand of the other. The men’s mindset is different from women. Where man considers a status has a high contribution and to be crucial things for their life, while men always expect to get a better status and try to preserve it. Those factors make a man more freely and do not limit to keep each other toward language use. One of linguist states that different status within society is giving effect for the way men behave toward language use. It is common that men are figured have more power than women.

In connection with linguistic, there are differences in linguistic features between women and men. According to Mulac et al (2001), there are some features that more often used by men than women. Mulac et al stated that not only women who have features in language but also men.

- Quantitative Reference, e.g. *It is 25 miles away.*
- Judgmental Adjectives, e.g. *His performance is poor.*
- Command, e.g. *Turn off the television now!*
- Location Word, e.g. *Take it off the table put in the cupboard.*
- Brief Sentence, e.g. *Looks great! Now what?*
- Self-Reference, e.g. *I’m in agreement with that.*

**METOHD**

Descriptive qualitative method is applied in this research to analyze the data of this study since this research is not on the numerical research. The data that are used in this research are coming from the scripts of video skin care advertisements. Thus, the techniques that are used to collecting the data are observation non-

participatory asnd documentation. Meanwhile, the instrument of this study is check list since the techniques that applied are observation non-participatory and documentation. Moreover, observation was one of method that easy doing, only need eyes to see the video of advertisements, transcribe the advertisements narration, then process the data. The observer did not need to join in any activity with the object of the research. The observer only has to focus on the object and writing the data. There are four steps that were used to collect the data, those are: listing the skin care products, downloading the videos of advertisements, watching and transcribing the skin care videos advertisements, finding the gender feature based on Lakoff and Mulac’s theory.

**RESULTS**

Gender features that are used in skin care advertisements of women and men were analyzed by using theory of gender feature by Lakoff (1973) and Mulac et. Al. (2001). Since there are two categories of data in this study, women advertisements and men advertisements, the data are classified based on the gender of the skin care advertisements. Those features which are used in the skin care advertisements are explained as follow:

**Women’s Advertisements**

Women’s advertisements of skin care which consist of Nivea, Dove, and Rexona are becoming the first object in this study. There are five videos from those three brands those are *NIVEA In-Shower Body Lotion*, *Nivea Whitening Happy Shave Deodorant*, *Dove Advanced Care Deodorant*, *Rexona Women Invisible Dry*, and *New Nivea Express Hydration*. Then, those five videos are analyzed through Lakoff and Mulac’s theories. The bolded words on each advertisement script are the significant sign marked the condition of gender feature use in the sentence. The interesting part here is the features that are used in women skin care advertisements are not only from women’s feature but also men’s feature. The features that are found in women advertisements are *empty adjective*, *intensifier*, *quantitative reference* and *command*. The findings are shown below.

*Datum 1: NIVEA In-Shower Body Lotion*

Advertisement	Gender Feature
...	
<b>So</b> I get dress and go	- Intensifier: so
Now I enjoy <b>smooth</b> skin every day...	- Empty adjective: smooth

According to gender feature theory which proposed by Lakoff (1973), there are two features that are used in this datum, those are intensifier and empty adjective. Intensifier is kind of feature that often used by women to emphasize the emotion. The intensifier 'so' in the datum 1 is used to emphasize the results after using Nivea product. It is emphasizing the phrase 'I get dress and go' which ha mean the customers can directly get dress and go if they use this kind of product. Meanwhile, the empty adjective that is used in this datum is 'smooth' which is giving admiration toward customers. As Lakoff's explanation about empty adjective, an adjective vocabulary that indicating the speaker's admiration toward something. Since this advertisement is addressed to women, the advertisers are using women feature as the approach to deliver the message of the advertisements. Thus, the feature that is used in the advertisement above is for stressing the main message of the advertisement and expressing an admiration to the customer's skin which is smooth. In addition, it can be said that the advertisers use that kind of feature for showing the results after using Nivea product.

Datum 2: Nivea Whitening Happy Shave Deodorant

Advertisement	Gender Feature
... Nivea Whitening Happy Shave Deodorant With pro-vitamin B5 and Vitamin C To repair and strengthen thin skin Making it <b>fairer</b> and <b>smoother</b> ...	- Empty adjective: fairer, smoother

The feature that is found in this advertisement is quite same with the previous datum which is using empty adjective. Yet, this datum is using two empty adjective features; those are 'fairer' and 'smoother'. Those two words of empty adjective are giving information about the results after using this product to the viewers who watch this advertisement. As Lakoff's explanation about empty adjective feature which is a feature that indicating the speaker's admiration toward something, the adjectives 'fairer' and 'smoother' are used to give admiration toward the customer's skin which is fair and smooth.

Datum 3: Dove Advanced Care Deodorant

Advertisement	Gender Feature
... <b>So</b> you can be a <b>softer</b> , <b>smoother</b> , more <b>beautiful</b> ...	- Intensifier: so - Empty adjective: softer, smoother, beautiful

There are two features that found in this advertisement; those are intensifier and empty adjective.

The intensifier feature in this datum is used for emphasizing the following sentence "you can be softer, smoother, and more beautiful." The word 'so' is used by the advertiser to stressing the word 'you' which represents an armpit. Then, another feature that is used in this datum is empty adjective, which is a group of adjective vocabulary that indicating the speaker's admiration for something. This feature is describing the necessity adjective of armpit should be. There is a message that wants to be delivered by advertisers through the gender feature intensifier and empty adjective to the viewers, the advertiser wants to make the viewers aware that an armpit can be admiring too by giving an understanding that an armpit can be *softer*, *smoother*, and *more beautiful* too, just as another skin such as face or hand. Nevertheless, those three adjectives are also describing the result after using the product.

Datum 4: Rexona Women Invisible Dry

Advertisement	Gender Feature
... <b>Don't let</b> yellow stain ruin your look! <b>Use</b> new Rexona Invisible Dry! ...	- Command: don't let, use

According to Mulac et. al. theory, command feature is part of men's feature that usually used to forbid or to order something to the interlocutor. Yet, there is an interesting phenomenon in this datum. This advertisement which is dedicated to women is using command feature as the approach. Moreover, there are two command features that are used in this datum; those are 'don't let' and 'use'. The first command feature, 'don't let', is used for forbidding the viewers to careless with the yellow stain on their look, while the command feature 'use' is used for ordering the viewers to use Rexona product which can prevent the yellow stain. Thus, the advertisers adopt men's feature to giving persuasive sentences to the viewers to use instead of buying the product.

Datum 5: New Nivea Express Hydration

Advertisement	Gender Feature
New from Nivea Express Hydration The best absorbing body lotion from moisture That lasts all day with breakthrough <b>24 hours</b> Hydra IQ technology ...	- Quantitative reference: 24 hours

Needless to say, this datum is also using men's feature just as the previous datum. Yet, this datum is using quantitative reference feature. Quantitative

reference is one of men’s features which used for expressing things in the form of numerical word. The numerical word that is used on the datum 5 is ‘24 hours’. This feature is used to explain the estimation time of the protection from the new technology of Hydra IQ in the product. Indirectly, the feature of quantitative reference that is used in this advertisement is giving information about the special quality that is offered by the advertisers. Thus, the advertisers are using quantitative reference as the approach.

**Men’s Advertisements**

Men’s advertisements of skin care which consist of Nivea and Dove are becoming the second object in this study. There are five videos from those two brands those are *NIVEA Men Oil Control Serum Foam with Triple Action*, *NIVEA Men Stress Protect Deodorant*, *NIVEA Deo – Black and White*, *Dove Men Care Body Wash*, and *New Nivea Men Face Crème*. Then, those five videos are analyzed through Lakoff and Mulac’s theories. The bolded words on each advertisement script are the significant sign marked the condition of gender feature use in the sentence. The interesting part here is the features that are used in men skin care advertisements are not only from men’s feature but also women’s feature. The features that are found in women advertisements are *empty adjective*, *intensifier*, *quantitative reference*, *location word*, and *command*. The findings are shown below.

*Datum 6: NIVEA Men Oil Control Serum Foam with Triple Action*

Advertisement	Gender Feature
...	
<b>Don’t</b> lose cool! And <b>put</b> you best face power	- Command: don’t, use
...	

The feature that is found in this advertisement is command feature. As explained in the datum 4, command feature is part of men’s feature that usually used to forbid or to order something to the interlocutor. Since this advertisement is dedicated for men, the advertisers use men feature as the approach to talk in men’s way. The word ‘*don’t*’ is used for forbidding the viewers who are men to stay cool anytime and everywhere. Meanwhile, the word ‘*put*’ is used to order the viewers who are men to try instead of buy Nivea product of oil control serum foam with triple action. In addition, since this sentence is kind of persuasive sentence, the feature of command makes the sentence stronger.

*Datum 7: NIVEA Men Stress Protect Deodorant*

Advertisement	Gender Feature
...	
No need to be <b>perfect</b> dad when you are the <b>coolest</b> dad <b>48 hours</b> reliable protection and care	- Empty adjective: perfect, coolest - Quantitative reference: 48 hours
...	

This datum is using two features those are empty adjective and quantitative reference. As explained in some previous data above that empty adjective is one of women feature which contains adjective vocabulary that indicating the speaker’s admiration toward something. There is same phenomenon as data 4 and 5 which is happened in this datum. Yet, this datum is mixing the feature between women and men. The advertisers use the opposite feature for expressing the admiration toward a dad who is the main character in this advertisement. For a daughter, dad is everything, a daughter always seen her dad as the perfect dad or the coolest dad in the world. Thus, the advertisers try to manage the attention of the viewers by giving adjective ‘*perfect*’ and ‘*coolest*’. The idea that wants to be delivered in this advertisement is to be a cool dad is the basic of anything, so be cool first then ‘perfect’ will follows you. Meanwhile, the numerical word ‘48 hours’ is classified as quantitative reference. As stated before that quantitative reference is one of men feature that usually used to expressing something using numerical word. The quantitative reference here is used to explain the estimation time of the protection from the advertisement product.

*Datum 8: NIVEA Men Deo - Black and White*

Advertisement	Gender Feature
...	
If you living in world of your own Or if you’re <b>outer space</b> No one have to care about yellow stains shirt ...	- Location word: outer space

This datum is using location word feature as the approach to the viewers. Based on Mulac theory of men’s feature, location word is one of men features that indicated by the location or position of things. The phrase ‘*outer space*’ is explained a place out of earth which has no gravitation and air. This location word is used by the advertiser to complete the imagination if a man does not take care to their yellow stains shirt. The idea that wants to be delivered by the advertisers here is even though you are men (viewers), it does not mean that you can careless about your yellow stain because you are living in the

world which there are many people that will put their attention to your yellow stain, especially women. So that the feature of location word is kind of selling strategy to make the men aware.

Datum 9: Dove Men Care Body Wash

Advertisement	Gender Feature
... Dove Men Care Body Wash Has hydrating micro-moisture For healthier, <b>stronger</b> skin ...	- Empty adjective: stronger

Same phenomenon is also happened in this datum, the advertisers use the opposite feature to approach the targeted customers. In this datum, empty adjective is used by the advertisers for expressing or admiration toward men's skin. By using the word 'stronger', the advertisers try to inform the viewers that this kind of Dove product will make your skin (viewers skin who are men) healthier and stronger than before. Although empty feature is one of women's features, the adjective that is used in this datum is one of neutral features which is usually used by women or men.

Datum 10: New Nivea Men Face Crème

Advertisement	Gender Feature
... <b>So</b> why not take better care for your face? You need New Nivea Men Face Crème ...	- Intensifier: so

The feature that is used in this datum is intensifier. As explained in some previous data before that intensifier is one of women features that is used for expressing an accentuation of emotion or feeling toward things such as so, just, very and quite. It can be seen from the datum 10 that the intensifier which is used is from the word 'so'. Here, the word 'so' is stressing to the following sentence 'why not take better care of your face' which has meant the product from NIVEA is definitely the best face care for your (viewers) face.

**DISCUSSION**

Based on the result above, the study found some woman's features and man's features are used by the advertiser, both on women's advertisements or men's advertisements. As explained in Chapter 2 that there are ten features of women based on Lakoff's theory such as *lexical hedges of filter, tag questions, raising intonations, specialized vocabularies, hypercorrect grammar, intensifier, emphatic stress, super-polite form, avoidance of strong swear word and empty adjective*. Whereas

men's features based on Mulac's theory are *quantitative reference, location word, judgmental adjective, command, brief sentence, and self-reference*.

The unique result from data above is the features that are used by advertiser on women's skin care advertisements are not only from women's features but also from men's features; those are *empty adjective, intensifier, quantitative reference, and command*. Same result is also found in men's advertisements that women's features are also used in men's skin care advertisements. The features that are used by advertiser on men's skin care advertisements are *intensifier, location word, quantitative reference, empty adjective, and command*. Those phenomena can happen because men learned their first language from their mother whose used women's language (see Lakoff's theory). On the other hand, women also used men's language because they have same opportunity to socialize with people in the outside where make them adopted, learned and imitated more languages.

In line with this study, it is found that sometimes men use woman's features, it caused by the history that men get in touch with female since their birth. As Lakoff statement that the first person that becomes the most important for children's development is mother. Thus, their language is influenced by women's language. Besides, it is also done by women who use some men's features for exploring certain message, since women cannot stand their emotion and feeling.

**CONCLUSIONS**

Based on the data analysis above, the data that are used in this research are coming from the scripts of women and men's advertisements of skin care which have been analyzed to answer the research question that stated in the introduction. Since the goal of this research is to know the differences between women and men's skin care advertisements, this study found that women and men's skin care advertisements are having some differences in the use of gender feature although the use is vice versa for women and men. The differences are laid on the use of empty adjective feature. Even though men use this feature, they use the neutral adjective such as cool and strong (see data 7 and 9), while women use women adjective such as smooth, soft, and beautiful (see data 1,2, and 3). From the results and discussion, it can be concluded in some points.

First, not all of the types of women's feature that purposed by Lakoff (1973) are used in analyzing the skin care advertisements. The interesting part here is women's advertisements are not only used their own features but also used men's features which purposed by Mulac et. al. theory (2001). There are four features that are used by the

advertiser on women's advertisements; those are empty adjective, intensifier, quantitative reference, and command. Yet, even though there is same phenomenon on the use of opposite feature of gender on men's advertisements, there are some features which are used by men's advertisements are different with women's advertisements. Those are empty adjective, command, location word, intensifier, and quantitative reference.

Empty adjective feature is used by the advertisers for expressing the feeling of admiration toward customers' skin, while intensifier feature used for stressing the result after using the product that offered. Therefore, quantitative reference used for giving more detail information about what makes the product interesting and different from others by mentioning numerical word. Besides, the feature of location word which used on men's advertisement is used for showing the locative or location word which usually indicating the location or position of object. Lastly, to ask the targeted customers to do such action: buying the product, the advertisers used command feature.

## SUGGESTIONS

There are some suggestions that can be obtained from this research. First, it is interesting for linguistic students to know how advertisers construct their sentences to gain more customers to buy their product. Thus, it is suggested for them to understand language of advertisement, especially for who wants to be a copywriter.

Second, for the future researchers, this research can be used as the review of literature study for who wants to study in this field more deeply and widely. Thus, the future researchers can use more varieties in other pragmatic aspects or other linguistic devices such as politeness strategy or multimodal discourse analysis (MDA) which is used to analyze the language which combined with other resources such as images, music, and gesture. It sounds more interesting to analyze the advertisements language which combined with the gesture of gender on the videos of advertisements which aimed to women and men since this study only focuses on the language.

In the end, it is hoped that this study about gender feature and presupposition analysis in the advertising language will help to enlighten the readers about the function of each regarding the advertising goals. Moreover, it is hoped that the future research can found more interesting study from the gap that found by using this study.

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