

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

Gender is something that cannot be prevented in everyday lives. Subconsciously, people learn the concept of gender since childhood and apply it to be things they do every day as they grow. The way someone dresses, talks and performs other activities are generally influenced by their gender since society will affect different behaviors and traits from men and women. In traditional views of patriarchal society, men are expected to show masculinity while women are expected to show femininity. Men are not supposed to exhibit traits associated with femininity and women are not supposed to exhibit traits associated with masculinity. This concept can lead to gender issues which result in feminist theories.

Femininity and masculinity refer to the traits associated with being a woman and a man (Ritzer, 2015 : 202). These traits are acquired during the socialization process and defined culturally. Both masculinity and femininity are based on someone's gender, not someone's sex (Stets & Barke, 2000:2; Diamond, 2002:3).

It is important to note the sex and gender are not similar concept. Gender refers to the socially constructed categorical difference between masculine and feminine behaviors while sex refers to the biological difference between males and

females (Holmes 2002 : 3). Gender is a social creation and cultural representation (McCabe et al, 2011: 218). The concept of gender as a social construction has erased the belief that both male and female have their own inherent characteristics as well as the division of people into male and female categories (Gardiner, 2004: 35). Therefore, masculinity and femininity are believed to be socially constructed, not biologically assigned.

Patriarchal society constructs the concept of masculinity and femininity as it determines what it means to be a male or female, such as being dominant or passive and brave or emotional. In general, by following definitions decided by society, males define themselves as masculine while female define themselves as feminine. However, this does not always happen in everyone. It is not uncommon for a male to see himself as feminine and a female to see herself as masculine. A male or a female can also see themselves as a mixture of both feminine and masculine, also known as androgynous. This feminine-masculine dimension is called gender identity. Someone's gender identity guides their behavior (Stets & Burke, 2000 : 1).

To determine people that have a character of masculinity they must have certain criteria, this based on the theory of gender sociology by Raewyn Connell (1980), Connell said masculinity is not a character that a man must have, but the social and cultural environment allows that women can also have character masculinity. Milestone, K. & Anneke Meyer in *Gender & Popular Culture* (2012: 114) explain that masculinity has several characteristics: *“men are presented as strong, active, powerful, authoritative, hard, aggressive, violent, competitive and*

*rational, and lacking sensitive and emotions*” the opinion states that men who have character masculine, there are; active, strong, authoritative, stubborn or selfish, aggressive, associated with acts of violence, competitive and rational, and less sensitive and angry.

Since female can be masculine, masculinity does not being to men only, the term female masculinity is used to refer to masculinity showed by a female, this happens when she shows traits associated with masculinity instead of femininity, such as tomboys, transgenders, and butches (Halberstam, 1998).

A person learns about masculinity and femininity unconsciously even before they are able to speak and the knowledge develops as they grow. Since early age, children learn about what it means to be a male or female and adopt the traits associated with their gender. In a society, there are always masculine traits and feminine traits that are constructed according to cultural standards (Gladstein & Sciabarra, 2007 : 280). Berk (2009 : 530) lists the traits that are considered to be stereotypically masculine active, adventurous, aggressive, ambitious, competitive, dominant, feels superior, independent, and self-confident. Meanwhile, traits that are regarded as stereotypically feminine are passive, cries easily, considerate, emotional, devoted to others, gentle, home-oriented, kind, and tactful. Generally, those masculine and feminine traits are expected in Western society. However, Brannon (2016) states that not all other cultures have the same views of masculine and feminine traits, as the traits may vary across the world.

People respond differently to the expectations of masculinity and femininity on their society. For some people in Western society, becoming masculine or feminine is a smooth and almost natural transition into behaviors and attitudes that are familiar and supportive. Some other consider that being masculine or feminine is an incessant and oppressive nightmare because it means they have to suppress some parts of themselves to please others or simply to survive, it falls somewhere in between (Hamilton, 2008 : 4).

In this modern era, media as the most general way for people to get information from all over the world seems to be first changing and getting developed to fulfill their need to support daily activities. Due to the fast demand, it has become a part of people's lives and the answer of information. There are two kind of media, printed and electronic (Romli, 2009). Electronic and printed media are the instruments of communication that carry messages to audiences widely. Through advertisement, the advertiser attempts to develop an image to create an identity for the brand (Shirmp and Andrew, 2013 : 281). Giving information by creating image of the brand will persuasively manipulate and influence the psychology of the audience to accept, to buy and to try the product.

One of the most important promotional activities in the mass media is the promotion through advertisement. As expressed by Keppler (2012) "the appearance of advertisements in creates a brand image of the product or company and has the power of influence and provides clear information on the product". This opinion can also refer that advertisement is one of the marketing communication media that

is often used in economic activity as an effort to introduce the product to the consumers.

Advertising is the most persuasive sales messages that are directed to the candidate with the most potential buyers of goods or services (Jefkin, 1997 : 5). Because the main purpose of advertisement is to persuade consumer to use the product or service, then the strategy of advertisement are varied. Every product wants to be number one by using many ways, one of them are by using exploiting women's body and image. Most ads in media use women's figure to promote their products. It is 90% of advertisements use the woman as a model (Ibrahim in Aprillia, 2005 : 50). The construction of women in the advertisement make the society accepts the media as a reality.

The presence of women in advertisement is inevitable. Almost all advertisement in media is presenting women as the figure. Women in advertisement are functioned only an attraction. The whole part of woman body is used as an advertisement object. Women is chosen as the model in advertisement because in advertising history, the figure of women contributes to the increasing reputation of company and the increasing the number of consumers (Sutton, 2009:2)

One of advertisement that have been criticized for promoting stereotypical masculinity and femininity is Calvin Klein product that represented by Kendall Jenner as the model. All the product tell various traits of the female masculinity which performed by Kendall Jenner. The characteristics of Kendall Jenner in Clavin Klein printed advertisement perform female masculinity in three different product

and four image, which is Jenner wearing Calvin Klein underwear, Calvin Klein jeans, and Calvin Klein sportswear.

To reveal the construction of woman in Calvin Klein printed media advertisements, the writer use theory in order to disclose the meaning from the symbols in advertisement. This study will apply Roland Barthes' semiotic concept, the meaning process from symbols in Barthes semiotic display of printed media will elaborate denotative and connotative meaning. Therefore, based on the background of the proposed research, the writer analyze the female masculinity in Calvin Klein printed media advertisement.

There are previous research has explained by Frith, Shaw, and Cheng (2005) from Singapore. Research in Journal of Communication, they analyzed the content of advertisements from Asian women's fashion and beauty magazines especially as *Instyle Magazine* and *Cosmopolitan Magazine* to compare how beauty is found a noticeable difference between the portrayals of women from the U.S and from the two East Asian societies in terms of sexual portrayal. The result shows that Asian advertisement contained a large proportion of cosmetics and beauty products. This finding suggest that be constructed more in terms of "the body", whereas in Singapore and Taiwan the defining factor is more related to a pretty face. The article also discusses how feminist critiques of the sexual objectification of women in advertising may need to be considered within their historical and context of origin.

The previous study semiotics in the print media is about beauty construction in advertisement. They are Meanings of Woman's Beauty Product Advertisement

in Elle Magazine by Melia Yunia Astria (2009). She used the Semiotic Theory by Roland Barthes to describe the construction of woman's image from Elle Magazine perfume and makeup advertisement. That research showed that Elle magazine describe the beautiful woman is the woman who has good smell and using make-up. By looking in this researchers, she using the Roland Barthes semiotic theory in their study, but in this study the writer analyzes by using semiotic theory by Roland Barthes to analyze female masculinity.

Another previous research is by Indah Pachrunisya (2014), there is also the research entitled "*Masculine Female Characters in Novel CEWEK*". It revealed how to analyze masculinity female characters in novel CEWEK with identify and classify any data included traits of masculinity. The result showed there are six characteristics of masculinity, which is active, aggressive, selfish, rational and competitive. The potrait of the female masculinity is presenting by the female characters in this novel. Based on the previous researcher, she used two technical documentation and data collection technique by reading this novel to findings the traits of female masculinity in the novel.

This study focused on the female masculinity in one product advertisement (Calvin Klein) with semiotic by Roland Barthes. To reveal the female masculinity in Calvin Klein products, the writer uses semiotic of Roland Barthes with denotative and connotative meaning which represented by Kendall Jenner in four Calvin Klein printed advertisements, analyzed all the sign, picture, colors, gesture, and tagline in each Calvin Klein advertisements, and also to reveal the verbal and non-verbal language in Calvin Klein advertisement.

## **1.2. Research Question**

How does Calvin Klein portray the female masculinity of women in printed media advertisement?

## **1.3. Purpose of the study**

This study aims to analyze how Calvin Klein printed advertisement portray the female masculinity.

## **1.4. Scope of the study**

The limitation of this study are focuses on the portrayal of female masculinity by Calvin Klein printed media advertisement which taken only three product examples, they are underwear, jeans, and women sport-wear. The coverage of the study is about the portrayal of masculinity by woman that used Calvin Klein products.

## **1.5. Significance of the study**

By conducting this study, the writer hopes to expand knowledge and enrich study about the construction of female in advertisement. This study also give contribution to English Department for the future researcher about the study of female masculinity in printed advertisement especially in printed media like magazine, newspaper, poster, etc. Furthermore, other researcher could reveal the construction of woman in other advertisement to enrich the reader knowledge.