

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Advertising is the form of mass media communication that aimed at attracting attention on a product. It is consider as an effective way to inform audience in introducing a product because it is informative, easy to remember, entertaining, and can help the advertiser in achieving the marketing goals (Trehan, 2009 : 159). Through advertisement, the advertiser attempts to develop an image to create an identity for the brand (Shrimp 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.

Advertising is the most persuasive sales messages that are directed with the most potential buyers of good or service (Jefkin, 1997 : 5). In order to persuade the audiences buying the product, the advertisers use various strategies of advertisement. One of the ways is by exploiting women as the model of the advertisements.

The presence of women in advertisement is inevitable. Almost all advertisement in media is presenting women as the figure. 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). According to Peters, Wedel, and Batra (2010), some advertisements succeed in gripping consumer's attention because of its stopping power. Stopping power means the power that is used for making people pay attention to the advertisement. Here, the stopping power is the women through its beauty.

Woman who has attractive physical appearance is more persuasive to the audience. Beautiful and sexy women can construct the consumer's identity of luxurious image of the product offered. Consumer culture contributes through possession of the product which is used to enhance someone's identity (Lury, 1996 : 8). There is stereotype imagery of women with all the physical beauty to create an impression and appeal to a product which is then welcomed by consumers. Through advertising, an image and ideal beauty concept created and firmly entrenched in the minds of the public. So the consumer eager to purchase the product offered (Sutton, 2009 : 2).

Through image of beauty, advertisements emphasize parts of the body should be enhanced so that a person meets the criteria of an ideal of beauty, such as the face, hair, skin, and etc., (Titi, 2007 : 83). In various parts of the world have its own criteria for beauty. It is based on the conventional agreement in society. For example, in Middle East, woman with plump body considered as beautiful, in the Maria Antoinette era, beautiful woman is the one who has plump body, small lips, and chubby cheeks, in China, beautiful woman is woman who has small feet, and in Africa, beautiful woman is the one who has slender neck (Tilaar & Herliany, 1999 : 34). As the time goes by,

the criteria of beauty is changing. In the 20th century, the criteria of beautiful women is focused on woman who has round eyes, thick-eyebrows and full lips. Researches shows 70% out of 2000 women in US wanted fuller lips, butts, and hips (inamerica.blog.cnn.com). In men's opinion, women lips' is an erotic body part. So, a man like a woman with sensual and full lips better than the small one (Olivia, 2010 : 25).

The criteria or concept of beauty such this is being utilized by the advertiser through their model. It is common to see an advertisement model with full lips, especially in lipstick advertisement. In lipstick advertisement typically present woman figure with beautiful, sensual, moist, shiny, bright, full lips. These models are the example from the result of using the product was being advertised. By seeing this, the consumers will follow the concept of beauty that was form by the advertisers in lipstick advertisement.

Lipstick advertisement is chosen because women's lips have a special attraction in beauty. Lips become the central body part in makeup because through the lips, the facial expression of someone is revealed (Souisa, 2011 : 91-92). It makes them try their best to maintain their lips with the best lipstick they can afford to look more attractive. Nowadays, lipstick is considered as the need to support the performance maximally because lip is becoming the focused of Cosmetic Trends 2015 (Tempo, 2015). It is becoming trending topic in the beauty websites or blog, especially for the trend of "3D Lips" (a makeup technique to make lips have more dimension and sexy).

This research used REVLON lipstick advertisement in random US women's fashion magazine, such as Redbook magazine in February 2010, Instyle magazine in February 2013 edition, Allure magazine in October 2012 edition, and Elle magazine in November 2014 edition. The selection of woman's magazine because the focus of this study is beauty construction in REVLON lipstick printed advertisements. The advertisements choose from random US women's magazine because it is only use to see the target market of the advertisements, that is women in US. The focus is in the Revlon advertisements itself. The writer chooses this kind of advertisements based on the award from 2010 to 2014, they win the Editor's Choice Award and Reader's Choice Awards for Best Budget Brand Lipstick and Lipgloss" (www.temptalia.com). Besides, the writer also finds that there is repetition of product which is advertised when they gained the award from 2010-2014. This is the reason which made the writer convinced herself to choose the lipstick product.

Revlon is a US cosmetics company, founded in 1932 by Charles and Joseph Revson together with a chemist Charles Lachman. They put the 'L' letter in their brand name to become Revlon as the combination of Revson and Lachman. At first they only have one product, nail enamel. In 1940, Revlon expand its product range with lipstick. Revlon has developed a long standing reputation as trend setter. It has been introduced to Indonesia women since 1976 offering wide range of cosmetics in face, lip, eye, nail and skin care. Revlon brand franchise is one of the strongest brand franchise in the world.

To reveal the construction of woman's image in REVLON lipstick printed advertisements, the writer using social semiotic theory in order to analyze the visual text in advertisement. The study of semiotic is analyzed by using social semiotic theory by Gunther Kress and Theo Van Leeuwen. This theory may not relevant with other tradition which has developed different convention of imagery and reading, such as Asian and Chinese culture where the signs and symbols are arranged to be read up and down or from the back to the front, but it is really applicable for reading from the perspectives of Western culture (O'Neill, 2005). Beside social semiotic theory, this study also analyzed by using Systemic Functional Linguistic of nominal group and transitivity in written text to correlate the text with the visualization. In this case, social semiotic is still as the major theory in this study. That is the reason why this theory is chosen by the writer.

There are several researches about beauty construction in advertisement. They are *Woman Construction in Shampoo Advertisement* by Heninda Ambar (2014). By using Roland Barthes Semiotic theory, she revealed the woman construction in four shampoo advertisement from different women fashion magazines in 2013. The result showed the portrait of the construction of woman is presenting as the concept of woman representation conveyed in each advertisements. The advertisements try to persuade the reader with the concept of beautiful woman with beautiful hair and give perception that the beautiful hair in shampoo advertisement is reality.

Beside Heninda Ambar (2014) there is also the research entitled *Meanings of Woman's Beauty Product Advertisement in Elle Magazine* by Melia Yuna (2012). She also used the semiotic theory by Roland Barthes to describe the construction of woman's image from Elle magazine perfume, makeup, and cloth advertisement. The result showed that Elle magazine describe the characteristic of beautiful woman, that beautiful woman is the woman who has good smell, using makeup, and tidy in clothing. By looking at the previous researches, they are using Roland Barthes semiotic theory in their study, but in this study the writer analyzes by using social semiotic theory and Systemic Functional Linguistic of nominal group and transitivity by Halliday.

1.2 Research Questions:

How do REVLON printed lipstick advertisements construct ideal American beauty?

1.3 Purpose of the Study:

This study is aimed at revealing the beauty construction in REVLON printed lipstick advertisements.

1.4 Limitation of the Study:

The limitation of this study are focused on the beauty construction in REVLON printed lipstick advertisements which taken from random US woman's magazine such as Redbook magazine February 2010 edition, Allure

magazine October 2012 edition, Instyle magazine February 2013 edition, and Elle magazine November 2014 edition.

1.5 Significance of the Study

By conducting this study, the writer hopes to expand knowledge and enrich study about the beauty construction of woman's in printed advertisement. This study also gives contribution to English Department for the future research about the study of mass media especially in printed media like magazine. Furthermore, other researchers could reveal the construction of beauty in other advertisement to enrich the reader knowledge.