

**THE CONSTRUCTION OF WOMEN AT  
PREMARITAL LIFE IN *U.S BRIDES*  
MAGAZINE ADVERTISEMENTS**



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## ABSTRAK

Kusumaning Rahayu. 2011. **Konstruksi Wanita dalam Kehidupan Pranikah pada Iklan Majalah *U.S Brides***. Skripsi: Jakarta, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Dalam studinya, penulis mengaplikasikan teori feminis wacana kritis dari Sara Mills guna menganalisis posisi subjek-objek maupun posisi penulis-pembaca dalam teks dan teori semiotika dari Roland Barthes guna menganalisis proses signifikasi yang terdapat dalam teks dan gambar dalam iklan tersebut. Penulis yang mengaplikasikan metode analisis deskriptif memusatkan studinya terhadap konstruksi wanita dalam kehidupan pra-nikah pada delapan iklan dengan empat tema konstruksi di majalah *U.S Brides* edisi Februari-March 2009 dan April 2010. Hasil studi menunjukkan bahwa pemasang iklan menjadi subjek yang mempengaruhi dan mengonstruksi wanita sebagai objek dalam iklan tersebut. Namun, penempatan posisi tersebut dianggap lumrah terjadi dalam periklanan, karena iklan merupakan perpaduan antara imajinasi pemasang iklan dengan pangsa pasar. Berdasarkan beberapa tema konstruksi tersebut, wanita memiliki beberapa gambaran diri yang kemudian berkembang sebagai sebuah konstruksi terhadap mereka dalam konteks kehidupan pra-nikah. Pertama, dalam iklan kecantikan-fesyen, wanita digambarkan sebagai objek kesenangan bagi pria yang secara spesifik mengonstruksi wanita untuk memiliki bentuk tubuh yang indah, kemampuan untuk menjadi cantik dan bergaya modern melalui gaun dan aksesoris yang dipakai, sehingga pria atau suaminya lebih mencintainya dan memberikan apresiasi kepadanya. Kedua, dalam iklan peralatan masak, wanita dikonstruksi sebagai ibu rumah tangga, merawat dan mengurus rumah tangga, suami dan anak-anaknya kelak dijadikan sebagai kewajiban pokok dan momentum terindah tiada dua dalam kehidupannya. Terakhir, dalam iklan wisata bulan madu, wanita dikonstruksi sebagai objek seksual oleh pria melalui pose erotis dan gaun seksi yang dikenakannya dalam situasi dan kondisi yang mendukung.

Kata Kunci: konstruksi, kehidupan pranikah, majalah *Brides*

## ABSTRACT

Kusumaning Rahayu. 2011. **The Construction of Women at Premarital Life in *U.S Brides Magazine Advertisements***. Skripsi: Jakarta, English Department, Faculty of Language and Arts, State University of Jakarta.

In this study, the writer applies the feminist critical discourse of Sara Mills in order to analyze the subject-object and author-reader position and semiotic theory of Roland Barthes to analyze process of signification either at text or image in the ads. This study applies descriptive analytical study as the research method to analyze the women construction at premarital life constructed on several thematical construction in two edition of *U.S Brides* magazines. The result of this study shows that women as the target readers are the object of these advertisements, while, advertiser is the subject that gives influence to women. However, those phenomenon are commonly occurred in advertisement because advertisement is the line that blurs between editorial freedom and the demands of the marketplace. Based on several thematical constructions dominating in *Brides* magazines' advertisements, women have several images which are developed later to be the construction of women at premarital life. First, in beauty-fashion thematical advertisement, woman is described as the object of pleasure for man that is specifically construct woman to has good body shape, ability to be beautiful and fashionable through her gown and accessories, so that her man or husband will be more appreciate and loves to her. Second, in cookware thematical advertisement, woman is constructed as good homemakers for caring home and husband as the ultimate goals and her greatest creative opportunity in her life. The last, in honeymoon trip advertisements, woman is described as the sexual object of her man by her erotic pose, sexy gown, and so on in the particular time.

Keywords: construction, premarital life, *Brides* magazine

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# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

Mass media are an important commodity of our everyday lives, through them, people are both entertained and informed (Renzetti and Curran 2004: 102). Magazine is one of media of publication, generally published on a regular schedule, containing a variety of articles in order to enrich the readers' information and knowledge. It generally financed by advertising that is designed not only to promote the product but also to influence the reader about up-and-coming of current fashion either in national or in international scope.

According to Andersen and Strate (2000: 8), industry demands for creative control through product placement are not only a feature of the big screen. The pages of magazines are dominated by advertising, and escalating corporate demands that has been a steady progression as well. The merging of media content and product promotion has resulted in increasing demands by manufacturers and their agents that content conforms the themes, attitudes, and messages of the advertising. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take a certain action. There are two types of advertising; those are commercial and non-commercial. According to Wells (2000: 323), there are two categories of copy used in a print advertising: display copy and body copy (or text). The display includes all elements that readers see in their initial scanning such as headlines, subheads, and

taglines, while the body copy includes the elements that are designed to be read and absorbed, such as the text of the message and captions. In this study the writer use both of the categories to make the analysis more obvious to be analyzed.

Nowadays, discourse is a core concept across the humanities and social sciences, well beyond the disciplines of linguistics and semiotic themselves. The origins of discourse are to be found in linguistic philosophy, social anthropology and theoretical sociology. According to Shotter in Cobley (2001: 300), discourse analysis is therefore the attempt to observe, unravel and critique these acts of construction. The theoretical position that is adopted can itself be called 'constructivist' because it makes the radical claim that the realities we take to define our social circumstances, and our selves within them, are to a large extent socially constructed.

Women are one of the great and eternal topics in literature and linguistic, because they (all about women) have unique characters as weak, obedient, cheerful, etc. Therefore, men as their partner in life have different ways to deal with. In general, Men and women have been giving by God the equal rights as human being to live together in this world, however, our society construct men as superior and women as inferior. The writer in this study wants to analyze the advertising that reveals the construction of women in premarital life. As pointed in Solomon et al., (2010: 91), advertising is an integral part of culture and vice versa, because a culture is so complex with its norms, beliefs, and practices of inhabitants, that relates to a culture's myths and rituals. Moreover, those ads in this study are related to the brides which has particular culture in deal with.

Successful execution in these situations requires attention to the theory that conveys meaning of the campaign's intention to communicate what the audience receives of images and words that represent underlying values.

There are many bridal magazines published in this world, but the writer chooses U.S. *Brides* magazine because it is the world's largest bridal magazine centered in America. Moreover, Condé Nast that publishes *Brides*, as cited in Bohn (1991: 312), is the fastest-growing women magazines's publisher in the world since 1990s. In general, *U.S. Brides* magazine can be a resource or reference for brides-to-be, with many photographs, articles, and advertisements on wedding dresses, cakes, ceremonies, receptions and honeymoons. Advertisements created as if real for the reader to be the ideal women in their marital life, dominate the content of this Bridal magazine, so that it leads to be the interesting discourse. As Goddard (1998: 3) points out that advertising is 'a form of discourse', which makes a powerful contribution to the construction of identities.

In this study, the writer decides several related advertisements in U.S. *Brides* magazine, then analyzing those advertisements using theory of critical discourse analysis applied by Sara Mills in order to reveal on how subject-object and author-reader positioning construct the discourse about women at premarital life. In this study the writer also uses the approach of semiotic applied by Roland Barthes to reveal the signification processes constructing the women at premarital life in those advertisements. Those reasons hopefully will be the new reference of study in English department, which has existed of many studies analyzing ads by using critical discourse and systematic functional grammar.

## **1.2. Problem Identification**

- How are women at premarital life constructed in the U.S *Brides* magazine's advertisements?
- What are images given to women through the construction of women at premarital life in those magazine's advertisements?

## **1.3. Research Questions**

Based on the background of the study, the writer identify the research question as follows:

- How are women at premarital life constructed in the U.S *Brides* magazine's advertisements?

## **1.4. Scope and Limitation of the Study**

This study is limited on the advertisements that construct the women at premarital life. Those advertisements are limited to the subject of the beauty-fashion, cookware, and honeymoon trip. The analysis focuses on the subject-object and author-reader position of the theory applied by Sara Mills, and it also uses semiotic approach applied by Roland Barthes to reveal the signification process. The source of data are taken by two editions of U.S *Brides* published on February-March 2009 and April 2010 editions, since these editions have the advertisements of those construction criteria of women.

### **1.5. Purpose of the Study**

The purpose of this study is to analyze the women construction at premarital life constructed on *beauty-fashion, cookware, and honeymoon trip* advertisements in two editions of *U.S Brides* magazines based on the subject-object and author-reader position of the theory applied by Sara Mills and process of signification applied by Roland Barthes.

### **1.6. Significance of the Study**

By writing this study, the writer hopes that it can give obvious input of knowledge on how to analyze discourse, representation, and meaning of something based on and behind the texts at the magazine to the writer and readers, especially to English Department students. Besides, it is hoped that it will also be valuable reference which provides information and knowledge related to advertising study.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1. Critical Discourse Analysis**

According to Mills (1997: 1), it is impossible to limit the definition of ‘discourse’ because there has common currency in a variety of disciplines: critical theory, sociology, linguistics, philosophy, social psychology and other fields, as if its usage were simply common knowledge. It is used widely in analyzing literary and non-literary texts and it is often employed to signal a certain theoretical sophistication in ways which are vague and sometimes obfuscator. The interesting task of discourse analysis is to describe both this phenomenon in general and particular instances of it, and to say how participants distinguish one type of discourse from another. To do this, it needs to pay attention not only to human cognitive process in general, but also to features specific to a given culture.

In discourse, as an example of a state of racist, sexist, or inequality of social life is seen as something fairness or natural, and indeed such a reality. Critical discourse analysis treats language as an important factor, i.e., how language is used to see the gaps that occur in society. According to Van Dijk in Eriyanto (2001: 7), the essential characteristics of critical discourse analysis are:

- 1) Action, that associates discourse with the form of interaction as something objective, conscious, and controlled as it is expressed whether to influence, debate, and so on.
- 2) Context, it treats language as link of the whole text, not isolated to the inherent mechanism of linguistics.
- 3) Historical value, doing

discourse analysis needs to understand why the discourse is developing or developed like that, why the language used that way, and so forth. 4) Power, it implies that a critical discourse analysis does not limit itself to detailed text or discourse structure but connecting with the power social, political, economic, and certain cultures. 5) Ideology, one of its main strategies is to create awareness to the public accepted as taken for granted that it seems legitimate and correct.

There are several models of Critical Discourse Analysis. One of them is French Discourse Analysis, which has been popularized by Pecheux, Foucault, Mills, etc. According to Mills (1997: 13), one theorist whose work can usefully be read in conjunction with Michel Foucault's is the Marxist linguist, Michel Pecheux. His work on discourse (Pecheux, 1982) is important in that he tried to analyze the meanings of words and their relations to larger structures without assuming that words and sentences had a meaning in themselves. Beside Marxist theory of Althusser bases his text, theory of Foucault also influences his insight.

However, Pecheux's work is important in that he stresses more than Foucault the conflictual nature of discourse. He stresses the fact that ideological struggle is the essence of its structure. Discourses structure both our sense of reality and our notion of our own identity. Pecheux's work is also very useful to consider ways in which subjects can come to a position of misidentification, whereby we not only locate and isolate the ways in which we as subjects have been constructed and subjected, but we also map out for ourselves new terrains in which we can construct different and potentially more liberating ways to exist.

The Women's Movement has been important for many women in mapping out new discursive roles both for men and women. These roles are strongly contested by media representations and by the representations which are constructed through people's interactions with stereotypes of all kinds. But this type of critical knowledge has fundamentally changed and represented what it means to exist as a gendered subject. Sara Mills is the theorist of French discourse analysis that focuses on the issue of gender, introducing subject-object and author-reader position.

## **2.2. Feminist Critical Discourse Analysis**

What differentiates feminist CDA from CDA is that the former has developed a more sophisticated theory of gender. The understanding of the concept of gender feminist CDA has been influenced by third-wave feminist and post-structuralist theories. Gender is understood as a fluid and multiple variables which are continuously constructed as a range of masculine and feminine identities – or femininities and masculinities. These identities are partly shaped by discourse.

According to Mills (1997: 7-8), the discourse about femininity is showed up through one of the three widest definition of discourse from Foucault. The first definition that Foucault gives is the widest one: 'the general domain of all statements'; that is, all utterances or texts which have meaning and which have some effects in the real world count as discourse. The second definition that he gives – 'an individualizable group of statements' – is one which is used more

often by Foucault when he discusses the particular structures within discourse; thus, he is concerned to be able to identify discourses, that is, groups of utterances which seem to be regulated in some way and which seem to have coherence and a force to them in common. Within this definition, therefore, it would be possible to talk about a discourse of femininity, a discourse of imperialism, and so on. Foucault's third definition of discourse is perhaps the one which has most resonance for many theorists: 'a regulated practice which accounts for a number of statements'. He is more interested in critical linguistics, so he differs from Mills that concern in someone's position, idea, event, and other social factor in a text.

Sara Mills is the author and analyst of discourse who takes more attention to the issues of women. The core of this issue is the inequality of representation of women in the discourse of the text. Women are usually described or represented as the marginal side or the fault person in the text. The concept of discourse, then, in feminist critical discourse analysis is understood both in Mills perspective, gender theoretical sense of being a form of social practice as subject object and author-reader positioning, meaning as the result of negotiating identity construction, including gender (Mills in Eriyanto 2001: 199).

### **2.2.1. Subject-Object Positioning**

Most the same like other analyst of discourse, Sara Mills prompts her insight on the representation as the most important thing in her analysis. From which she displays and reveals a person, group, party, or even idea in a form of discourse in order to influence the meaning that society (reader) will get. As previous explanation, according to Eriyanto (2001: 199), discourse analysis of

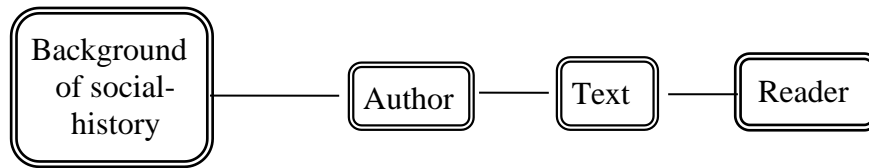
Mills has a little different from others which focus on the word, clauses, sentence, and other linguistic elements. She focuses on how the position of those participants, social actors, ideas, or even events itself that are taken place in the text. Those positions will form the general issues of the text in the society, for example, someone in the high position will has special opportunity to construct the discourse and to influence how the others will be represented in the text.

Remember that media discourse is not neutral, there are tendencies to show up the certain actor or subject which influences, defines, and constructs the event or other participants (object) based on their business itself. Each participant in the certain discourse has the same right to show her existence from the discourse constructed by self, not by someone or party. However, the journalists which capture and edit the discourse have different perspective and business in capturing, editing, and serving the discourse of the text to the society. In this study the writer wants to analyze the advertisements which construct the discourse of women at marital life in bridal magazine through subject-object positioning

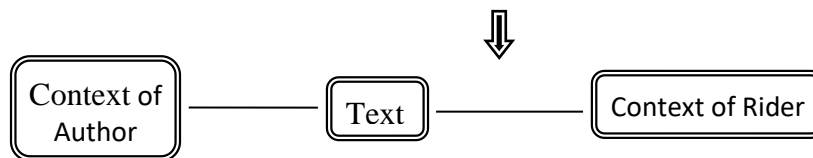
### **2.2.2. Author-Reader Positioning**

As cited in Eriyanto (2001: 199), the most important thing in Mills analysis is on how the reader position is showed or represented in the text. She rejects the perspective of analysts that insist the author position more important than reader position. They persist that the readers are only the consumer of the text which does not affect the text, so their existences are not important. Unlike the other analysts, Mills insists that the text is the result of negotiation of the

author and the readers. Therefore, the contributions of the readers in the text seem obviously.

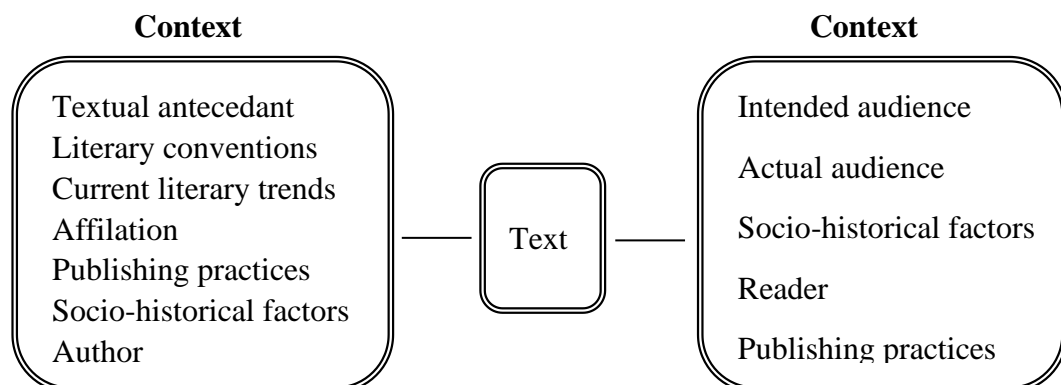


**Figure 2.1. The Model of traditional context**



**Figure 2.2. The model of context in discourse analysis**

According to Toolan (2002: 212-213), text in advertisement poses itself as party asking the reader question to find out what they want in a relationship through headline and other components of advert, i.e. **All-Inclusive Honeymoons? “WE DO.”** From this headline, men and women as if are equally treated, but actually there are several contexts that must be considered by the reader or author of the ads. Those contexts will classify the text of ad whether explicit or implicit gendered frameworks of the text. Those contexts are:



**Figure 2.3. A revised model of context in discourse**

By showing those figure, Mills in Toolan (1992: 184) and in Eriyanto (2001: 199), states that there are number of advantages to build a model that links between text and author in a side with the text and the reader on the other hand. First, this model will treat the text comprehensively not only from the factor of text production, but also from the factor of text reception. For example, the using of personal pronouns can be interpreted as the prove that the author giving capacity to the reader in the text or even the prove that journalist giving chance to the readers to show up their existences. It is the part the journalist as an author negotiating with audiences readers. Second, there will communication between the author and the reader directly or indirectly in the text. Third, the presence and communication of readers in the text can be calculated to attract support, emphasize, or attract sympathy from the reader, or just persuasive. This model takes into account the interactional nature of the relation between text and their context. Thus, texts are determined by a wide range of pressures on their processes of production and reception, and also have an effect on their audience and on the process of production of further text.

There are two ideas of Althusser used by Mills. First, the idea of Althusser on interpellation of subjects related to the formation of ideology in society. His first idea followed by Mills is interpellation, forming the subject in his position with the community and how they should act. Althusser's second idea is about consciousness. It is related to the acceptance of individual awareness about these positions as a consciousness. They or public accept it as a fact or a truth. The placement of this reader position is usually associated with the delivery of

personal pronoun of the participants in the text to show the interaction or communication between author and reader. For Mills, the most interaction occurred is indirect.

According to Mills, indirect interaction works in two ways. First, mediation, in which the text generally brings the level of discourse where the truth is placed in a hierarchical position so that the reader will align or identify himself with the characters or what was presented in the text. Second is cultural code. It is popularized by Roland Barthes and referred to the cultural value used by readers in interpreting the text. Further problems that must be discussed for concerning on gender issue and on reader position are consist of two. First, who is dominant reader and how dominant reading is take a place in a text. Second, how the text is interpreted by the reader, i.e. although the dominant text shown to a woman but he can put himself in the position of men, and vice versa. Eriyanto (2001: 208-209)

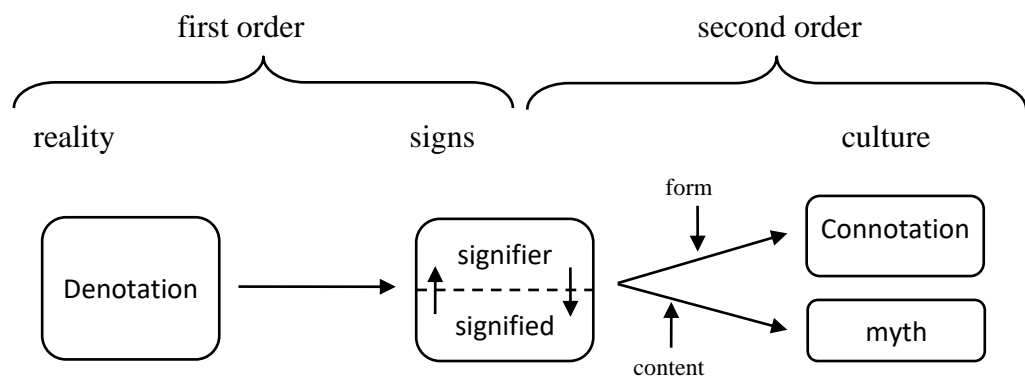
### **2.3. Semiotic Theory of Roland Barthes**

Semiotics is the original term of 'semion' in Greek that means 'sign'. Semiotics or semiology is the study of sign, symbol, and signification. It is the study of how meaning is created, not what it is. While from the social semiotic point of view in Darma (2009: 52), there are three main components of discourse, those are; 1) field of discourse (the way in which discourse reveals or represents the event, ads, etc.), 2) source of discourse (people with his attributes of position, authority or power who are related to the discourse), 3) target of discourse (the way in which the author use the language to create the discourse). Thus, semiotics

is the study which learns the relation among the components of signs and the relation among people in that society. Those are relation why the writer relates semiotic theory with the main theory of CDA by Mills. Roland Barthes (1915-1980), a French literary critic and cultural analyst, is one of semioticians who has given a huge contribution in the field of semiotics study through several of his writing. Barthes' major idea is the two staggered systems developed to produce staggered meaning of sign: denotation and connotation.

### 2.3.1. Denotation, Connotation and Myth

In research design, staggered systems have an important role because it can be used as a method to uncover the meaning behind the design (advertisement, product, interior, fashion) that relates implicitly to the value of ideology, culture, moral, and spiritual. (Fiske, 1990: 88 cited in Sobur, 2009: 127)



**Figure 2.4. Step of Barthes's Signification**

The process of signification is divided into denotation as primary signification and connotation as secondary signification. Denotation, as pointed by Chandler (2001: 140) is signifying level explaining a relation between signifier and signified, or between signs and its references toward reality, to get its

meaning explicitly, directly, and definitely. Denotation itself refers to the ‘literal’, ‘obvious’, or ‘commonsense’ meaning of a term or object. Denotative meaning (cognitive meaning) is ‘the part of the meaning of a word or phrase that relates it to phenomena in the real world’.

On the other hand, connotation is a signifying level explaining a relation between signifier and signified that operates meaning explicitly, indirectly, and indefinitely (other meanings may appear). According to Berger (2005: 16), the word ‘connotation’ involves the symbolic, historic, and emotional matters connected to it. Connotative meaning is formed when it is connected to psychology aspect, such as feelings, emotions, and beliefs. It depicts the interaction that is occurred among feeling, emotion, and certain culture of the readers when they face the output of the author, i.e. printed ads from the advertisers. Through connotation, people are able to analyze mass media and interpret literary works as well as popular culture phenomena because connotation has an intimate relationship with history and culture. In this framework connotation is a sign which derives from the signifier of a denotative sign, so denotation leads to a chain of connotation).

As cited in Chandler (2001: 144), Barthes argues that the orders of signification called denotation and connotation combine to produce ideology – which has been described (though not by Barthes) as a third order of signification. Moreover, as cited in Jaworski and Coupland (2006: 108), everything can be a myth but myth is not an object, a concept, or an idea, it is a form, a mode of signification. Myth creates meaning in higher level than connotation and has more

conventional characteristic and it occurs in metalanguage level. According to Sobur (2009: 128), myth is the product of social class that has domination in society, and it is the way in which explain on how a culture explain or understand several aspect in real life, i.e. myth today is about femininity, masculinity, etc.

#### **2.4. Construction of Women at Premarital Life**

The creation of the “ideal woman” gave a clear picture to women of what they were supposed to emulate as their proper gender role in her marital life particularly and in society generally. Premarital life, as cited in Sinclair (2003: 1125) means something hapening at sometime before someone gets married. Based on the definition, premarital life is related to the events before a marriage, that usually efforces the woman to be beautiful, fashionable, cookable, and able in sexual fulfillment. In effect, women began to construct their identities around this image, and may still continue to do so today. The formulation of these constraints can be attributed to the end of World War II in the 1959s and the emergence of the Cold War in the 1960s. To justify the discriminatory practices against women, popular culture began to create the concept of the proper role for women. Then, as well as the education, women workface and the role media increased, so that women in effect achieved great leaps of liberation during the 1960s, they were still bound by the oppression of the domestic , much like the problem that working women of today face.

Because the roles of men and women have been the subject of passionate debate in recent years, it is no wonder that masculinity and femininity research

has become embroiled in the debate. On one hand, if masculinity and femininity are real traits—perhaps even genetically determined to a significant extent—then gender would seem to be partly wired into us. On the other hand, if masculinity and femininity are social constructions—learned patterns of behavior that are culturally and historically variable—then existing gender roles may be malleable and subject to liberating alternatives. Lippa (2005: 47)

Alice Eagly's social role theory (Eagly, 1987; Eagly, Wood, & Deikman, 2000) as cited in Lippa (2005: 183), describes three central components to contemporary gender roles: 1) Women are more often homemakers and men breadwinners. 2) Women tend to work in different occupations than men do. 3) Women often have lower status than men do. Social role theory proposes that each of these aspects of gender roles contributes to gender stereotypes and to sex differences in the behavior. Status differences between women and men also produce different behaviors in women and men. However, these different behaviors are a function of status, not of innate differences between the sexes. Then, social and environmental factors have a powerful influence on many of the phenomena described by the term gender.

According to the research of Courtney and Lockeretz in Worell (2002: 703) and <http://honors.csustan.edu/journals/Soundings/Holt.pdf>, there were four stereotypes underlying the woman portrayed in magazine advertisements; significantly, their analysis revealed a common emphasis on projecting male superiority and feminine domesticity. The first stereotype held that a woman's place is in the home with her family: "Motherhood and the care of the home and

husband are the ultimate goals of a woman's life and her greatest creative opportunity." This was reflected in the consumerism of such products as cooking and cleaning aids. It was not uncommon for such advertisements to insinuate (at times rather explicitly) that "a good wife and mother would buy this," or "a good wife would want to protect her family." Men's view of a good wife or women at marital life just a few decades ago, feminists could only dream of gender equality. While their dreams have come true today, the men's view of the ideal housewife hardly changed. According the latest poll cited in <http://geniusbeauty.com/men-and-women/men-view--wife/>, most men want to have a "traditional" wife who would make a great housewife.

The data was received during the poll conducted by Yorkshire sociologists stated that the most important quality of women from male perspective: \* Caring for household – 44%, \* Cooking – 39%, \* Cleaning – 33%, \* Being a good mother – 31%, \* Respect for men's opinion – 31%.

The second stereotype held that women do not make important decisions. This was seen by the fact that women made only trivial purchases, often with a male shadow. It was also illustrated by the idea that as women were shown outside home, they were completing tasks such as shopping, rather than work in office. The third stereotype projected women as dependent on and in need of a man's protection and acceptance. This was continually perpetuated in magazine advertisements through allusions to a woman needing to please her husband by doing tasks such as cooking a correct meal or washing his clothing with the correct laundry detergent. This stereotype also dealt with the mass consumption of beauty products, for fear that if a woman was not beautiful enough for her husband he could simply get rid of her for a wife that would please him. The idea

of beauty also ties into the fourth stereotype: men regard women primarily as sexual objects and thus of a lower status. This stereotype is perhaps the most detrimental to the construction of a woman's identity.

However, the long lasting effect of the construction of the feminine gender role on women's identities is still having an impact on the women of today. The woman has now become the concept of the super woman, who is expected to complete all the tasks of a woman of the 1950s while maintaining the career goals of the modern woman. The combination of the two has resulted in an ideal that is perhaps so far above the reality of women's lives that women themselves will continue to struggle and struggle but never attain it.

## **2.5. The Study of The Bridal Magazine**

According Vicki Howard (2006: 1), the extent of the bridal market today and the wide range of business that cater to this market suggest that consumers readily agree to the commercialization of their marriage rituals. Simply put, Americans love big weddings. The rise in wedding-related consumption has been accompanied by a seemingly endless appetite for wedding in popular culture-on reality television shows, in magazine and newspaper features on the nuptials of Hollywood and television stars, in popular fiction for women, and in a host of wedding-themed movies and toys for young girls. However, the big white wedding was not always widespread. For most men and women from the colonial period through the nineteenth century, a wedding was not a consumer rite but rather a communal celebration of marriage embedded in system of reciprocity.

There are certain characteristics that are shared by most of the wedding advertisements. The most obvious thing is that they all seem to be aimed at women, the brides-to-be. It is widely accepted that the interest in weddings is something that is in the nature of women. As Monica Corston-Oliver writes in 'The white wedding', it is normal for a woman to have dreamt of her wedding day since she was a little girl. This is not so common among men. The advertisements are meant to appeal to these women. Therefore the advertisements are often printed with swirled, soft letters, many times in italics, since this is frequently related to romance. There also seems to be certain patterns of word choice that are frequent throughout the advertisements. Most of these words are words that are connected with the childhood dream of a fairytale wedding. These words focus on romance, beauty, magic and fantasy, to mention some examples. Words that relate to the notions of 'perfect', 'timeless', and 'traditional' are also common. [http://www.eng.umu.se/vw2000/Emma/wedding\\_advertisements.htm](http://www.eng.umu.se/vw2000/Emma/wedding_advertisements.htm)

There are no obvious differences among the bridal magazines. They all try to convey feelings of beauty, uniqueness and personality. Words like elegance, tradition, unique, perfect, personalized are very common. The word 'perfect' in this context acts as a hyphen between the wedding and the marriage. As Monica Corston-Oliver writes, the woman has a desire to "begin it right", meaning that the standard of the marriage is set through the wedding, hence the frequent use of the word perfect. 'Unique' is a word often used in these contexts as well. It is important to keep in mind the fact that this uniqueness is only allowed within certain limits. If it is too unique it is no longer traditional, and this means that it

can no longer be considered "perfect". The word 'traditional' reveals the acceptance of cultural values, including things like monogamy, permanence, and commitment. The economic issue is also easy to spot. Since this is not an everyday occasion it is alright to spend more money on it. What is remarkable is how these products are all made out to be essential, meaning that every bride-to-be needs one, but are still 'unique' something special for special day".

## **2.6. The Company Profile of U.S brides Magazine**

According to [http://en.wikipedia.org/wiki/U.S\\_brides\\_%28magazine%29](http://en.wikipedia.org/wiki/U.S_brides_%28magazine%29), U.S brides is an American monthly magazine published by Condé Nast, who purchased the magazine in 1959. As with many such magazines, it is designed to be a resource for U.S brides-to-be, with many photographs and articles on wedding dresses, cakes, ceremonies, receptions and honeymoons. It was the sister publication of Modern Bride and elegant bride magazines, until the demise of those titles in October 2009. This new brand world's largest bridal magazine, BRIDES is the go-to source for all things wedding. Fattering gowns, creative reception ideas, planning how-tos, DIY stories, color palettes, amazing flowers, inspiration boards, gorgeous hairstyles, etiquette advice, fun honeymoon spots—we take a girl by the hand and walk her through the entire wedding maze.

## **2.7. Conceptual Frameworks**

Advertisement developed with the rise of mass production in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. Mass media can be defined as any media meant to reach a

mass amount of people. Different types of media can be used to deliver these messages, including traditional or new media. Magazine is the media that is used in this study

CDA is both a theory and a method which explore such relationships. CDA is different from other discourse analysis methods because it includes not only a description and interpretation of discourse in context, but also offers an explanation of why and how discourses work. Interpretation of the “critical” in CDA is an attempt to describe, interpret, and explain the relationship between the form and function of language. Meanwhile, semiotics is the study to analyze a text in which the signs are coded within a system. So, both of theories are appropriate to analyze the advertisements based on theme construction of beauty-fashion, cookware, and honeymoon trip.

Focused on the Construction of Women at Premarital Life in advertisements of each theme construction of U.S Brides Magazines, the author chooses CDA as the primarily theory to analyze the relationships among subject-object and author-readers position and decides semiotics of Barthes as secondary theory to analyze the signification process. Those are based on the relationship of both of theories in order to construct woman as bride who are willing to admit the power or authorization of the man, and then indirectly create a hegemony system. Hopefully, this study can enrich the knowledge on what is women construction at premarital life, in order to gain awareness of writer and readers toward the important existences of women in premarital life, and especially it can enrich the reference of linguistics in English Department.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1. Overview of the Research Design**

Descriptive analytical study, that is used in this study, according to K., Ronny (2004: p.105) is a type of research which provides an overview or description of something as clear as possible without any subjectivities of the object being studied. There are three main characteristics of a descriptive study, those are: 1) it has to relate to circumstances that occurred at that time; (2) it has to describe each variable or several variables one by one; (3) and it also has to avoid manipulating the variables.

Feminist critical discourse analysis of Sara Mills about subject-object and author-reader position is used to analyze *beauty-fashion, cookware, and honeymoon trip* advertisements in *U.S Brides* magazines in order to reveal the discourse that have meaning to construct the woman at premarital life. Besides, this study also applies semiotics in order to describe the characteristics of those advertisements through signification process of Barthes.

#### **3.2. Source of Data**

The source of the data of this study is printed consumer-oriented advertisement about the construction of women at premarital life in two editions of *U.S Brides* that published on February-March 2009 and April 2010 editions because *U.S Brides* on those editions are the special editions of its birthday, so the

advertisements are also very enchanting to be analyzed. The data are taken from text and image of each advertisement. Those advertisements are about the construction of women at premarital life including *beauty-fashion, cookware, and honeymoon trip* advertisements dominating in those bridal magazines consisting of two pages layouts.

### **3.3. Technique of Data Collection**

As cited in Lancy (1993: 3), the researcher becomes the main instrument of obtaining the data in conducting the qualitative study. The data collected are the printed ads which have short texts. Also reading books, articles, journals, websites, related research of advertisement studies, are the techniques to get the supporting data. Then, this part is divided into two parts, in order to organize the technique using theory of feminist critical discourse analysis and semiotic.

- I. The Semiotic steps of collecting the data can be seen as follow:
  1. Findings U.S *Brides* magazines year 2009-2010 editions
  2. Identifying the magazine's advertisement based on the theme of women construction at premarital life, categorized by *Beauty-fashion, Cookware, and Honeymoon trip*.
  3. Defining eight advertisements of two magazine editions based on the categorization that mostly construct the women at premarital life and consist of two pages layouts as the general contents of printed ads (verbal and non-verbal), in order to be more obvious in analysis.
  4. Identifying the four advertisement contents (picture's objects and text).

- II. The CDA steps of collecting the data can be seen as follow:
  - 1. Identifying and reading the text (language used) of each advertisement in the magazine closely. Then, breaking down the text into clauses or sentences.
  - 2. Classifying the positions of subject-object and author-reader of each clause at those advertisements in those magazines

### **3.4. Data Analysis Techniques**

- I. The Semiotic steps of analyzing data can be seen as follow:
  - 1. Analyzing the identified contents (picture's objects and text). Then, relates the result in the table of signification order.
  - 2. Interpreting the data based on semiotics theory applied by Roland Barthes. This step will come to get relationship between visual and textual elements of the advertisements.
  - 3. Drawing a pre-conclusion based on findings.
- II. The CDA steps of analyzing data can be seen as follow:
  - 1. Analyzing the positions of subject-object and author-reader of each clauses and sentences in each advertisement of those magazines.
  - 2. Relating the result of subject-object and author-reader positioning analysis in the table of signification order, subject-object identification, author-reader position, and the summary of image.

3. Describing the finding qualitatively by giving interpretation based on the discourse analysis of the construction of women in premarital life through feminist critical discourse provided by Sara Mills.
  4. Drawing a pre-conclusion based on findings.
- III. Drawing the conclusion based on the result of the analysis.

### 3.5. Table of Analysis

By referring to the procedure of analysis, the writer made five tables to ease the identification and analysis of the data through identify the position in the ads and summarize the findings, those are: two tables of signification order (text and image), table of subject-object identification, table of author-reader position, and table of summary of image.

#### ❖ Signification Order

The signification order steps of analyzing data can be seen as follow:

1. The clauses or sentences put on the table as signs.
2. Defining denotation & connotation, signification process, and interpretation thematic construction based on verbal (text) and non-verbal (image) of those advertisements.

**Table 1.1 & 1.2 (Text and Image)**

<b>Signs</b>	<b>Denotation</b>	<b>Connotation</b>	<b>Signification process</b>	<b>Thematic construction</b>
<b>Result</b>				

\*Thematic construction is based on the interpretation of the writer's research in the ads (theme) that mostly appear on *U.S Brides* magazine.

### ❖ **Subject-Object and Author-Reader Position Identification**

The subject-object and author-reader identification steps of analyzing data can be seen as follow:

1. The clauses or sentences are tagged on the table.
2. The identification items are found through clauses or sentences referred to the subject-object and author-reader positioning.
3. The first analysis is based on Sara Mills's theory about subject-object positioning through the related questions in finding subject and the object in the whole ads.
4. The second analysis is based on Sara Mills's theory about author-reader positioning through two related questions in finding the writer intends and writer implication of ads in the whole ads.

**Table 2**

#### **2.1. Subject-object Position Identification**

Clause or sentence	Subject-object position identification		
	Who describe the ads?	Who is being described?	How the ads looked?
<b>Result</b>	Subject: Object:		

#### **2.2. Author-reader Position Identification**

Clause or sentence	How is the reader's role in interpreting meaning?	How is the readers implicate related to the topic?
<b>Result</b>	Writer intends: Reader implication of ads:	

❖ **The Summary of Image**

Having the identification of positioning and image in those advertisements, the data was summarized to get the conclusion of subject-object, author-reader position, and the image of women at premarital life.

The summary of image steps of analyzing data can be seen as follow:

1. Put the result of three tables of signification order, subject-object, and author-reader identification.
2. Concluding all the result of the analysis briefly.

**Table 3**

<b>Result of subject-object position</b>	<b>Result of author-reader position</b>	<b>Result of signification order</b>
<b>Result:</b>		