CHAPTER I
INTRODUCTION

1.1. Background of the study

Today advertisements can be seen almost everywhere such as, on television, brochure, poster, or even in social media like facebook, BBM, instagram. Advertisement, therefore, can be regarded as something important in human lives. Robert Goldman who writes a book Reading Ads Socially (as cited in Cronin, 2000, p. 37) states that advertisement becomes very important because it makes people aware of the existence of certain products. Further, Goldman argues that advertisements have function not only to remind people again and again about certain products but also to spread the ideology endorsed by the products. He says, “Advertisement is a social key and economic institution in producing and reproducing the material and ideological supremacy of commodity relations” (Cronin, 2000, p. 37). The ideology spread by advertisements can be various including gender ideology, “attitudes regarding the appropriate roles, rights and responsibilities of men and women in society” (Sociology Guide).

With regard to the role of women in promoting products, women are often seen in the advertisements as models. In Nicole Farris’ article The Proof is in the Pudding: Gender Specifics Stereotypes in Television Advertisements’ (Farris, 2014), there are consistent ways of the models appeared in food commercial. Women cook for their family in food commercial shows, and women also narrate and act in diet plan commercials. Farris shows that women are stereotyped in their role as mothers/housewives in the commercials.
In common beliefs, men and women are different. Gardner and Gabriel in their book entitled *Gender Differences in Relational and Collective Interdependence* state that women are more involved in the relationship with other people while men are more involved in their membership of a society without emphasizing on their one to one relationship with other people (Gardner & Gabriel, 2004). On the physical appearance, Campbell & Storo states that boys and girls, men and women are physically different (Campbell & Storo). Their physical differences are the foundation for the society to mystify boys/men and girls/women’s other aspects, like the way of thinking of something, or the way they act. Campbell discusses the myths about men and women. One of the myths is on the different ability possessed by men and women in dealing with math in which real women are considered to be unable to do math well since math is men’s thing. Other myths state that girls are learning better from woman teacher as the same sex can teach better and that women are men’s property whose function is to produce children. Campbell says that those myths are stereotypes; traits and roles that are supposed to attach to boys/men or girls/women.

The focus of the writer’s study is to analyze gender representations in perfume advertisements. The study is divided into two parts. The first part is to find out how the representations of men differ from women in terms of their appearances, and the second part is to find out how the representations of women differ from men in terms of their actions in perfume ads. After the representations of men and women in the advertisement are found, the writer then tried to find out the different representation of men and women in perfume advertisement.
The writer used perfume advertisement for both men and women as the objects of the study. They are AXE, Rexona, Flower Kenzo, and D&G. The advertisements are in the form of video. There are two ways in which the advertisements were studied: by examining the physical appearances of the models and the action of the models. The writer assumes that he would find gender stereotypes in both the representation of men and the representation of women.

1.2. Field of the Study

The field of this study is Literature, especially Gender Studies about west culture.

1.3. Scope of the Study

The scope of the study is gender representation in advertisement, especially perfume advertisements.

1.4. Problem Formulation

This study has purpose to address the following questions:

1. How do the representations of men differ from women in terms of their appearances?

2. How do the representations of men differ from women in terms of their actions?

1.5. The Objectives of the Study

The objectives of this study are as follows:

1. To find out how the representations of men differ from women in terms of their appearances.
2. To find out how the representations of men differ from women in terms of their actions.

1.6. Significance of the Study

This study is expected to get more knowledge about gender stereotypes. The writer hopes the information from this study can be useful for the students and the public to know more about the way gender is stereotyped in advertisements; men are not always higher than women, and women are not merely just a tool. The use of famous perfume advertisement video helps the readers to visualize the differences.

1.7. Definitions of Terms

1. Gender

Gender refers to the attitudes, feelings, and behaviors that a given culture associates with a person’s biological sex. Behavior that is compatible with cultural expectations is referred to as gender-normative; behaviors that are viewed as incompatible with these expectations constitute gender non-conformity. (American Psychological Association, 2015)

2. Perfume ads

Perfume ads are ads that divulge the different perfume brands foreground that characteristic, by using partially stereotypical forms of representation when they come to their protagonists: men, women (alone, in couples or in groups) (Tuna & Freitas, 2012).

3. Action
Something that has done; something that proceed between people and other party, whether it is legal or not, formal or not, on purpose or not, or conscious or not (BussinessDictionary, 2017).

4. Appearance

In philosophy, appearance means concept that implies between the perception of the thing and the reality (Encyclopædia Britannica, 2017).