

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

This chapter discusses how men and women are represented in perfume advertisements. The data were collected from *youtube*. Those data were videos of four advertisements: *AXE*, *Rexona*, *Flower Kenzo*, and *D&G advertisements*. The writer describes the appearances of the characters. The videos contain idea of how men and women are different from each other in terms of their appearances and their actions

4.1 Men in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements

The discussion about men in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements will be divided into two sections. The first one is on men's appearances and the second is on men's actions.

4.1.1 Men's appearances

From the advertisements used as objects of this study, men's appearances are mostly shown by the way the men wear their clothes. The advertisements show that men are portrayed as careless people in terms of wearing clothes. One of the proofs can be seen in Figure 4.1. It can be seen from figure 4.1, *Axe* commercial entitled "Angel Girlfriend", that the man wears nothing special, only jacket and his ordinary clothes even though he is on a date with his "Angel Girlfriend". It shows that usually men are ignorant when

it comes to appearances. The man's appearance in figure 4.1 proves what is written in chapter 2. according to The Oxfam Gender Training Manual (1994), men tend to appear 'rude,' the rudeness which is shown by the man's neglect of the politeness that he should show to his girlfriend in the way he dresses.



Figure 4.1
Axe Commercial, "Angel Girlfriend", the man wear jacket
(Min 00:00:14)

The next picture (figure 4.2) shows that the man from *Even The Angel Falls*, also wears casual clothes. The man wears a singlet and a jacket even though he is on the road or in public place. Figure 4.2 emphasizes the 'rudeness' shown earlier in figure 4.2, where a man is ignorant of the people around them.



Figure 4.2
Axe Commercial, “Even The Angel Falls”, the man wears singlet and
jacket
(min 00:01:08)

A more extreme example can be seen in Figure 4.3 which shows a man wears only a towel even though there is a woman beside him. It does not mean that the man is not embarrassed. He just does not care. Furthermore, the man’s half naked appearance can also be assumed as the way the man highlights his masculinity. As stated in *bibligicalgenderroles*, men tend to appear aggressive, courageous, and hasty (2014). Because of his action, man from the picture looks so confident wearing a towel in front of a girl. Other thing is that the male muscular body sells in the advertisements. *Bibligicalgenderroles* mentions that man should be taller and larger than woman, and also man has thicker and more body hair than woman does (2014).



Figure 4.3.
Axe Commercial, “Angel Girlfriend”, the man only wear a towel
(Min 00:00:51)

However, not all men in the advertisements are shown as dressing carelessly. Some men are depicted as wearing decent clothes as well, depending on the situation they are attending. The proof can be seen in figure 4.4. Figure 4.4 below shows that the man wears a shirt when he goes to his office. Interestingly, although the man in figure 4.4 is wearing a shirt, a decent attire for an office setting, the shirt he is wearing is still depicted as messy. Thus, the idea of ‘rude’ in man’s characteristic is still maintained.



Figure 4.4
Rexona Commercial, Cool Chaotic World, the man wear clothes that is messy

(Min 00:00:51)

4.1.2 Men's Action in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements

As mentioned in *Psychology of Men*, male gender roles are identified by three themes which are strength, honor, and action (Psychology of Men). Additionally, men or boys are perceived to like something “extreme”, such as war, sport, and speed in contrast to girls and women who are related to home, love, or fashion (Women and Gender , 2008). The stereotypes of men loving ‘action’ can be seen in Rexona commercial about *Cool Chaotic World*. The advertisement shows a man and his every day activities. The day starts with the man uses Rexona, then he jumps from his apartment to get to his office (figure 4.5).



Figure 4.5

Rexona Commercial, *Cool Chaotic World*, the Man jump from his apartment

(Min 00:00:13)

After that, the audience can see that everything in the town is done in such “extreme” way. Figure 4.6 and Figure 4.7 show that the men in town drive a car in “acrobatic” style and ride a helicopter by hanging on the landing skids. Many extreme things are done by the men in the town. The men’s actions show that Rexona tries to tell the audience that men love “extreme” activity. The men’s activities also infer that men are risk takers (Psychology of Men).

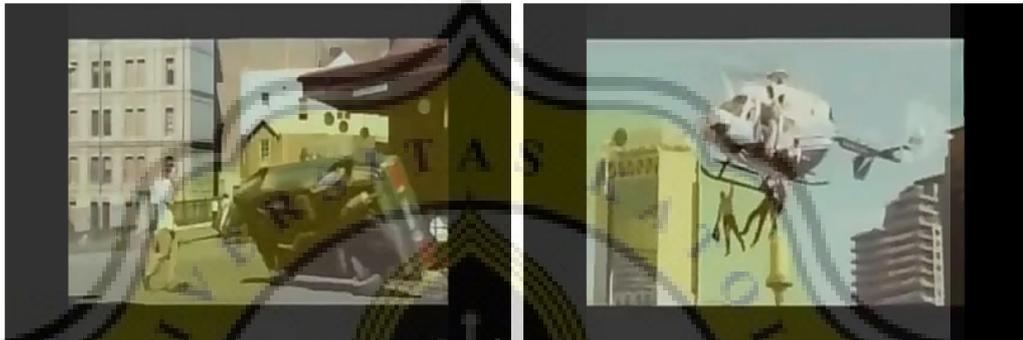


Figure 4.6 - 4.7
Rexona Commercial, Cool Chaotic World
(Min 00:00:01-00:00:46)

Men do not only like “extreme” things. They also have interest in sexual things. In Kentula’s book entitled *Between Sexual Desire and Reality: The Evolution of Sex in Finland*, men are described to always have dirty mind which is connected to their affinity to visually aroused. Men interest’s on women focuses on women’s physical appearances (Kentula, 2009, p. 217).

Men’s sexual interest portrayed by the ads can be seen in figure 4.8.



Figure 4.8
Axe Commercial, “Even the Angel Falls”, the Man stares at the angel
(Min 00:00:48)

The scene shows a man riding a motorcycle who does not pay attention to his surrounding because of a slim angel who wears skimpy dress. The man in the scene proves that man is visually interested in woman’s body.

Besides from “extreme” things, and have a sexual interest in women body, men apparently, have a soft side within them. It can be seen from figure 4.9 – 4.11 from Axe commercial, where the man was bumped by the angel so he falls on the ground. However he does not angry at all towards the angel. He thinks as a man that he cannot act rude towards a woman, moreover to his girlfriend. He thinks that a man should act nice toward a woman because woman has weak, and vulnerable.



Figure 4.9. The angel bumped the man because she surprised at the statue.



Figure 4.10 The angel feels guilty for bumping into the man.



Figure 4.11. The man falls, but he forgives the angel

Axe Commercial, The Angel Girlfriend (Min 00:00:20 – 00:00:23)

Also in figure 4.12 it is shows the angel is late from dinner with the man, however, the man faithfully wait for the angel, and when she comes, the man smile and wave his hand happily. And when the angel comes to him, the angel breaks many glasses, but the man forgive her (figure 4.14 – 4.15).



Figure 4.12. The Angel late from the dinner with the man



Figure 4.13. The man wave his hand happily because the angel finally comes to the dinner

Axe Commercial, The Angel Girlfriend (Min 00:00:24 – 00:00:26)



Figure 4.14. The angel breaks many glasses while walking toward the man



Figure 4.15. The man forgives the angel's clumsiness
Axe Commercial, The Angel Girlfriend (Min 00:00:32 – 00:00:38)

4.2. Women in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements

Every company surely wants to make their product known to public so people will buy the product from them. In order to attract potential consumer, Farris (2014) states that advertisements mostly use women as their models to advertise their product. The discussion about women in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements will also be divided into two sections, similar to the discussion about men. The first one is on women's appearances and the second is on women's action.

4.2.1. Women's Appearances

Similar to men, women in *AXE*, *Rexona*, *Flower Kenzo*, and *D&G* advertisements tend to appear casual. However, the women appear tidier and sometimes more elegant than men do. Women also tend to look sexy as in the picture from "Angel Girlfriend" (Figure 4.9) and "Even the Angel Falls" (Figure 4.10) where the woman acting as an angel wears one-piece mini dress which exposes the women's hips and breast.



Figure 4.16
Axe Commercial, Even the Angel Fall
The Angels wear one-piece clothes
(Min 00:01:00)

The mini dress, a one piece clothes, foregrounds the angel's physical attractiveness. It seems that the company wants to attract people's attention by having beautiful models who wear sexy-looking outfits, like in figure 4.14; the angel wears a brown one-piece clothes that is similar to her skin. It makes the angel like "nude". The companies believe that if they use beautiful women, people will be attracted in buying the product. Lerner (2006) said that 'sex sells'.

There are times when woman do not reveal too much of her body. In figure 4.17, a woman wears a one piece dress. The dress does not reveal her body too much. However, the tight top gives this woman a sexy look.



Figure 4.17
*D&G Commercial, “Fragrance for Women”, the woman wears dress
(Min 00:00:11)*

The woman in figure 4.17 is different from the angels in previous figures because she does not reveal the body too much. But, the woman in the same figure, figure 4.17, is similar to the angels in the previous figures as well because she also emphasizes her sexy looks. .

In a formal situation presented by the advertisement, women are sometimes described as elegant (figure 4.18). The woman wears a long red dress. It shows how elegant she is, how beautiful she is.



Figure 4.18
Flower Kenzo commercial, the woman wear a long red dress

(Min 00:00:05)

4.2.2. Women's Action in AXE, Rexona, Flower Kenzo, and D&G advertisements

As mentioned in chapter 2, women are related to home, love, or fashion (Women and Gender , 2008). Figure 4.19 from the *Axe* commercial shows an angel who gives sandwich for the man. The scene shows that woman, in this case the female angel, plays her domestic role as the provider of food.



Figure 4.19
Axe commercial, "Angel Girlfriend"
The Angel gives the man a sandwich
(Min 00:00:03)

For fashion, it can be seen from figure 4.20. The figure shows the angel wearing a lipstick. Lipsticks is a symbol of the angel's fashion awareness, where the angel cares about her appearance, and because from fashion, the appearances or the identity of someone can be described, or fashion is needed to construct an appearance (fashion and identity, 2009).because she thinks that as a man's girlfriend, she should appear beautiful to make her boyfriend happy.



Figure 4.20
Axe commercial, “Angel Girlfriend”
The Angel wearing lipstick
(Min 00:00:43)

The advertisements presented women above show that unlike men who tend to like “extreme” things; women tend to like “lovely” things.

Another scene which proves women like ‘lovely’ things can be seen in figure 4.21 until figure 4.24. The scenes are from *D&G Commercial* which describes a man who wants to reveal his love to a woman. Instead of telling the woman directly, he calls a girl near him. The man gives the girl a flower and asks the girl to give the flower to the woman along with his message. In the middle of the way, the girl has another idea. She gives the flower to her friend and tells him to relay the flower and the message to the woman. The boy then brings the flower to the woman and gives her a kiss on the cheek. The woman looks at the man and smiles shyly. The man also smiles at the woman.



Figure 4.21. The man gives a flower to a child



Figure 4.22. The child give the flower to another child



Figure 4.23. The child tells the woman that the flower is from the man



Figure 4.24. The woman receives the flower and smile shyly

D&G Commercial (Min 00:00:53 - 00:01:50)

The advertisement shows us romantic atmosphere, the lovely situation which happens to the woman; a situation loved by women. Lovely situation in the advertisements that the writer studies is commonly marked by the flower. Figure 4.25 and figure 4.26 shows a woman who chooses one from many men by giving them flower because woman in figure 4.25 thinks that the man she gives flower is the one she loves



Figure 4.25

Flower Kenzo Commercial, The power of Flower

The woman gives the man a flower

(Min 00:00:12)

Figure 4.26 in which its commercial background is flowers prove that people tend to believe that women love flowers, the representation of lovely things.



Figure 4.26
Flower Kenzo Commercial, The Power of Flower
(Min 00:00:26)

In terms of appearance, men, from physical perspective, have big build, taller, a lot of muscle, and more hair (Masculine Women and Feminine Men Part 1, 2014). In the advertisements discussed above, men's appearance can be seen from the way they dress where men always appear lazy and careless. They always wear 'whatever' clothes. Men also always appear rude. In this case, being rude means that men almost show no concern about their surroundings. Women appearance, on the other hand, is described as having a slender body, smaller, less muscle and hair (Masculine Women and Feminine Men Part 1, 2014). The advertisements discussed in this chapter show that from the way they dress,

women always appear tidier and more elegant. Sometimes, women also appear in sexy clothes; like they wear clothes that reveal their breasts, hip, and thighs.

In terms of action, according to psychological of men (Psychology of Men), men tend to like action. They tend to do something that moves their bodies, like sports. Sometimes, men tend to do some “extreme” things. Like in *Rexona* commercial, many extreme things are done by men. In the advertisements, men are not only portrayed as someone who likes action but also someone who has interest in sexual things. Kentula (2009) says that men always have dirty mind, and they always look at women from their appearances. Women, on the other hand, tend to like romance, and fashion. They like something that has “love” in it. The advertisements show women’s love of romance and fashion with flowers as well as tidy, elegant and also sexy appearance.

