

# CHAPTER I

## INTRODUCTION

### 1.1. Background of Study

Madsen (2000) explains that in the past, woman was a mark of sin; they were seen as weak, small in stature, and dependent on their emotion rather than intellectuals (p. 2). In Puritans era, especially, women were confined in domestic sphere, and they should nurture children, and serve their husbands (Madsen, 2000, p. 2). Puritans era is the era between the 16th and 17th centuries which had stiff rules over moral attitudes, for example, Puritans thought that enjoyment was bad (Madsen, 2000, p. 48).

In comparison, Zaslow (2009) says that girls are more powerful in modern world. She explains that starting from mid-1990's, women did an action called Girl Power which is an action to show women empowerment. Zaslow defines girl power as a woman's expression to show confidence as well as to increase their empowerment to deal with gender roles (2009, p. 3). Girl power gives chance to women to feel that they can choose whether they want to be girly or whether they want to be powerful, whether they want to be a mother or whether they want to be a professional, whether they want to be sexy for male pleasure or whether they want to be sexy for their own pleasure (Zaslow, 2009, pp. 3-4).

Although women are considered more empowered now, their representations in advertisements remain relatively the same. Women models are an important aspect of advertising. The advertisements like to use women who are pretty, and young to promote their products. Women models are particularly described as being soft and beautiful (Gearhart, 2005, p. 89). According to Goffman, women's images in advertisements are usually smaller than those of men in the same frame as visual indication that women are comparatively less powerful and less authoritative (2008, p. 40). While all of the above the opinions regard women as victims, Agustino, on *Women in Public Sector* book, says that women take advantage of their beauty for socialization instrument where sex is used (or misused) as a commodity to sell the goods (2008, p. 510).

Advertisement, as defined by MacRury, is a moment in a process to explain the specific product (e.g. clothes, food, brand building, etc.) as well as to become a part of people's life like people's culture. MacRury says that advertising offers up such information so people know about the products in the market (2009, pp. 44-45). In addition, Cortese (2008) says that advertising is often viewed as a bad thing. He gives an example of a well-known writer's Sinclair Lewis who says that "Advertising is the cheapest method to sell the goods, though the goods are worthless."

Apart from the different opinions, advertising, in general, has contributed to improve the quality of life and also the economy as explained further by Cortese who says that

... Advertising is more than art, literature, or editorial; it allows us to trace the history in life such as ups and downs of fashion, social movements, political issues, change the interests and tastes of clothing, crime, entertainment, and food.... Advertising make them alive because it records the scenes of people social life (2008, p. 3)

In this study, the writer chooses advertisement released by SK-II #changedestiny which features woman. SK-II ads featuring Anggun Cipta Sasmi talks about her struggle to reach her dream. Anggun Cipta Sasmi is an Indonesian international singer who lives and works in France. Her figure represents the image of woman who has role in society. Anggun's unsterotypical representation by SK-II #changedestiny advertisements attracts the writer to study the advertisements in detail. The writer wants to put forward the idea of women as agents of change in advertisements; women who are different from their stereotypes.

The writer focuses her study on the representation of girl power in SK-II #changedestiny advertisement featuring Anggun Cipta Sasmi. Girl power is an expression to show women's confidence in order to increase their empowerment in terms of gender roles. Girl power is also an action to promote gender equality; a free expression of women's appearance on how they behave and dress (Smith, 1999, p. 1).

The idea of girl power in the stories told by Anggun in the ads is represented as personal narrative. Personal narrative is the process of imagining something that narrator's experience, the process of imagining a meaning produce

“stories”, the “stories” that the narrator feels and then shares to the others (Adaval & Wyer, 1998, p. 210). The girl power’s idea is also shown by ‘signs’ in this video. ‘Sign’ things here will be analyzed using theory by Charles S. Peirce (1955) as a well-known semiotician.

Similar studies have been done on the theme of Girl Power. The first study is by Lucia Kusmayanti. Kusmayanti (2015) talks about Merida’s character who is a princess in medieval time and her struggle to be a third wave feminist in that time. Tiara Avisha (2015) talks about the representation of girl power in Miley Cyrus’ appearance in her music video. Tampubolon (2014) talks about the girl power in the way of Lady Gaga’s dressing on her performances. The writer’s thesis will be different in terms of the object of the study, visual advertisements. Other difference is that the writer’s thesis will approach girl power through personal narrative of the models which more or less represent the real women’s story.

The writer chooses SK-II #changedestiny ads which contain personal life story of Anggun Cipta Sasmi who represents herself as independent. Anggun left her country and made her dream come true. In the writer’s opinion, Anggun Cipta Sasmi has a purpose; she wants to remove the stereotype that female are “weak”. She represents the power of girl who can be amazing when no one wants them or insults them. The fact that Anggun Cipta Sasmi is a female Indonesian who goes international in her profession as a singer, in the writer’s opinion, gives extra values to this study. Beside Anggun Cipta Sasmi’s personal narrative, the writer also analyzes sign presenting in the setting and background of the video

advertisements of SK-II #changedestiny where Anggun Cipta Sasmi shares her personal narrative. Through both personal narrative and the signs found in the ads, Anggun Cipta Sasmi's representation of girl power can be revealed and understood.

## **1.2. Field of Study**

The field of this study is literature especially gender studies.

## **1.3. Scope of Study**

The writer focuses on the personal narratives of Anggun Cipta Sasmi and signs represented in SK-II ads #changedestiny advertisement which features Anggun Cipta Sasmi which represent girl power.

## **1.4. Problem Formulation**

1. What are the girl powers represented in the personal narrative of Anggun in SK-II #changedestiny advertisement?
2. What are the meaning of signs represented in SK-II #changedestiny advertisement featuring Anggun Cipta Sasmi?

## **1.5. Objectives of the Study**

1. To find out the girl powers represented in personal narrative of Anggun in SK-II #changedestiny advertisement.
2. To find out the meaning of signs represented in SK-II #changedestiny advertisement featuring Anggun Cipta Sasmi.

## 1.6. Significance of the Study

The writer expects that this study becomes a source of information about girl power represented in advertising.

## 1.7. Definition of Terms

- Advertisement

An advertisement is a message that has been called to the attention of a public audience, especially by paid announcement (Cortese, 2008, p. 3).

- Girl power

Girl power is a watered-down feminist position available as a stylish accessory, but it is also a meaningful and widespread embodiment of some feminist positions that girls draw upon as they create their gender identities (Zaslow, 2009, p. 9)

- Personal narrative

Virtually all of the important social knowledge that people acquire and retain in memory consists of "stories" that they construct from their personal and social experiences (Adaval & Wyer, 1998, p. 207)

- Agent of change

A person or group who usually has access and facilities to create new culture or lifestyle which is 'different' in their own way (Riyandari, 2014, p. 4)

- Sign

Something which stands to somebody for something in some respect or capacity (Peirce, 1955, p. 99).