

CHAPTER 4

DATA ANALYSIS

4.1 Women's sexuality in the *New Era Boots* advertisement

The *New Era Boots* advertisement shows women wearing tight and skimpy clothes and dancing erotically in order to advertise the product and attract people's attention. According to Gul (2020), these are the characteristics of women in advertisements used to gain money and attention. However, this strategy is considered as women objectification because these women will be seen as sexual objects (Setiawan, 2020). In this section, the writer discusses the description of women's sexuality in the advertisement. The details are shown in the discussion below.

4.1.1 Dress

a. Tight and skimpy clothes

Figure 4.1

A woman wearing tight and skimpy clothes



Source: New Era Boots' ad, 0:01

Table 4.1
Analysis of tight and skimpy clothes using Barthes' theory

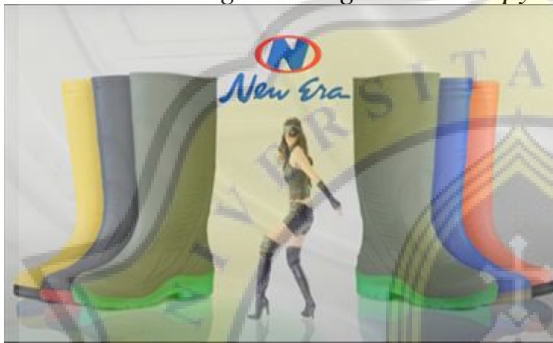
<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A woman is wearing tight and skimpy clothes.</i>	<i>The woman is exposing her sexuality.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A woman who is wearing tight and skimpy clothes.</i>	<i>The woman exposes her sexuality by wearing tight and skimpy clothes. The clothes can arouse men's desire, which is regarded as a negative attitude.</i>
<i>MYTH</i>	
<i>Women with tight and skimpy clothes that expose their body shape are usually described as women who want to invite men's desires. Therefore, women are seen as the one who sexualizes their body and is often regarded as sexual objects.</i>	

The analysis using Barthes (1972) 's myth theory reveals that a woman wearing tight and skimpy clothes is the signifier. It signifies a woman exposing her sexuality. In the light of denotative and connotative meanings, denotatively, the woman is literally wearing tight and skimpy clothes while connotatively, the woman wearing tight and skimpy clothes is regarded as having a negative attitude because she can arouse men's desire. Then, the myth produced is that women with tight and skimpy clothes who expose their body shape are usually thought of as women who intend to

invite men’s desires. Therefore, those women sexualize their bodies and are often considered sexual objects (Setiawan, 2020).

b. Black tight and skimpy clothes

Figure 4.2
A woman wearing black tight and skimpy clothes



Source: New Era Boots’ ad, 0:01

Table 4.2
Analysis of black tight and skimpy clothes using Barthes’ theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A woman is wearing black tight and skimpy clothes.</i>	<i>The woman emanates a “dark” aura by wearing a sexy black dress. Women who expose their sexuality are often described as “dark,” the opposite of purity or innocence, usually depicted by a lighter color.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A woman who is wearing black tight and skimpy clothes.</i>	<i>The woman is trying to expose her sexuality to catch people’s attention towards her.</i>

MYTH

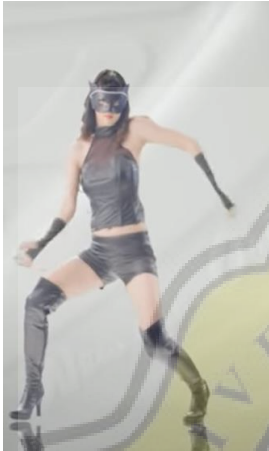
Black is a color that conjures up images of darkness. The women who wear sexy black dresses believe that they emanate a “dark” aura and are considered promiscuous women. So, women who dress in black will appear more attractive sexually and draw a lot of attention.

A woman dressed in tight black and scant garments is a signifier, according to Roland Barthes (1972)’s theory of myth. This signifies the woman exuding a “dark” vibe by wearing a sexy black dress. Women who reveal their sexuality are frequently regarded as “black,” the complete reverse of purity or innocence, which is typically represented in a light color. In addition, denotatively the woman is merely wearing black tight and skimpy clothes while connotatively, the woman wearing these kinds of clothes is seen as trying to expose her sexuality to catch people’s attention toward her. Then, this scene creates a myth that women who dress in black will appear more attractive sexually and draw a lot of attention because black is a color that conjures up images of darkness. Thus, women who wear sexy black dresses are believed to emanate a “dark” aura and are considered promiscuous women. In general, this advertisement is trying to show that the woman is exposing her sexuality by wearing tight black and skimpy clothes to catch people’s attention to this ad (Gul, 2020).

c. Black Catwoman mask

Figure 4.3

A woman wearing a black Catwoman mask



Source: New Era Boots' ad, 0:012

Table 4.3

Analysis of black Catwoman mask using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A woman is wearing a black Catwoman mask.</i>	<i>The mask of the woman, which covers the woman's face, is the symbol of mystery, and the Catwoman mask is the symbol of seduction. Catwoman is a fictional heroin character that represents the meaning of fantasy, sensuality, and desire.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A woman who is wearing a black Catwoman mask</i>	<i>The woman represents someone who likes to tease men into doing a mysterious bad thing, such as sexual things or negative deeds.</i>

MYTH

A black mask evokes images of heroes and villains and something about romances at a party. A masked hero or heroine can also see as a sexy person seeking “forbidden fruit.” In this advertisement, the woman wearing a mask evoked the image of a Catwoman. This character represents the meaning of fantasy, desire, and sensuality. Catwoman is a character created and inspired by an American artist named Jean Harlow, who is known as Bad Girl. Therefore, the character Catwoman was created to add to the impression of sex appeal in comics.

The scene of a woman wearing a black Catwoman mask is a signifier (Barthes, 1972). This means that the woman’s mask, which covers the woman’s face, represents mystery, whereas the Catwoman mask represents seduction. Catwoman is a fictional heroine who embodies the meanings of fantasy, sensuality, and desire. In terms of denotative and connotative analysis, a woman is denotatively wearing a black Catwoman mask, but the woman connotes someone who likes to tempt men into performing a mysterious, terrible thing, such as sexual things or unpleasant ideas. Therefore, this creates a myth for the modern audience that a black mask evokes images of heroes and villains and something about romances at a party. A masked hero or heroine can also be seen as a sexy person seeking “forbidden fruit.” In this advertisement, the woman wearing a Catwoman mask carries with her the image of a character representing fantasy, desire, and sensuality. Catwoman is a character created and inspired by an American artist named Jean Harlow, who is known as Bad Girl (Noor & Wahyuningratna, 2017). Here, the Catwoman character is used to give the impression of sex appeal in the advertisement for the rubber boot.

d. A sexy pink dress

Figure 4.4

A woman wearing a sexy pink dress



Source: New Era Boots' ad, 0:09

Table 4.4
Analysis of a sexy pink dress using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A woman is wearing a sexy pink dress.</i>	<i>The woman is exposing her sexuality</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A woman who is wearing a sexy pink dress.</i>	<i>The woman is wearing a pink dress which represents her femininity. The pink color is often associated with women. It is a feminine color. As known, baby girl is often stereotypically dressed in pink rather than other colors.</i>
<i>MYTH</i>	
<i>Pink has come to represent femininity. This means that the more feminine a woman is, the more likely she is to wear a pink dress. However, a woman might appear both naughty and sweet while wearing seductive pink clothing.</i>	

Using Roland Barthes' (1972) myth theory, the scene in which a woman wears a sexy pink dress is a signifier. This signifies that the woman is revealing her sexuality. A woman is denotatively dressed in a sexy pink dress, which connotatively are associated with femininity. As commonly known, pink is frequently linked with women. It is a girly color. Baby girls are frequently stereotyped as wearing pink rather than other hues. This scene contains a myth that pink represents femininity. This means that the more feminine a woman is, the more likely she is to wear a pink dress. However, a woman might appear both naughty and sweet while wearing sexy pink clothing.

e. A shoulderless dress

Figure 4.5
A woman wearing a shoulderless dress



Source: New Era Boots' ad, 0:09

Table 4.5
Analysis of a shoulderless dress using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A woman is wearing a shoulderless dress.</i>	<i>The woman is exposing her sexuality.</i>

<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A woman who is wearing a shoulderless dress.</i>	<i>The woman wearing a shoulderless dress that reveals her bare skin represents a sexy woman. The bare shoulder is seen as a way to attract men; thus, it makes a woman a sexual object.</i>
<i>MYTH</i>	
<i>Shoulderless dress is considered indecent because it exposes women's sexuality. The woman with the shoulderless dress represents a sexy woman. Hence, the woman with this dress will be seen as a sexual object.</i>	

In this advertisement, there is a scene where a woman model is wearing a shoulderless dress. According to Barthes (1972)'s myth theory, the woman wearing a shoulderless dress is a signifier that signifies exposed sexuality. Denotatively a woman is wearing a shoulderless dress. Connotatively, the woman wearing a shoulderless dress that reveals her bare skin represents a sexy woman. The bare shoulder is seen as a way to attract men; thus, it makes a woman a sexual object. Then it creates a myth that a shoulderless dress is considered indecent because it exposes women's sexuality. The woman with the shoulderless dress represents a sexy woman. Hence, the woman with this dress will be seen as a sexual object (Gul, 2020).

f. A knee-high boots

Figure 4.6
The woman wearing knee-high boots



Source: New Era Boots' ad, 0:12

Table 4.6
Analysis of knee-high boots using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The woman model is wearing knee-high boots.</i>	<i>The boot represents elegance and sensuality.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>A knee-high boot is a shoe or heel covering the lower leg up to the knees.</i>	<i>The woman model who is wearing a knee-high boot aims to expose her sensuality to attract men's attention and arouse their desire. This boot represents something about attraction, sensuality, and elegance.</i>
<i>MYTH</i>	
<i>The woman wearing a knee-high boot represents someone who is exposing her sensuality to invite people's desires. The boot also represents sensuality and elegance.</i>	

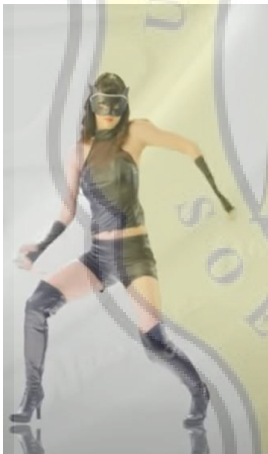
In the advertisement, a woman model is wearing a knee-high boot and dancing erotically. According to Barthes (1972)'s myth theory, the woman wearing a knee-high boot is a signifier. This signifies that the boot represents sensuality and elegance.

Denotatively, a knee-high boot is a shoe or heel covering the lower leg up to the knees. Connotatively, the woman model who is wearing a knee-high boot aims to expose her sensuality to attract men’s attention and arouse their desire. This kind of boot represents attraction, sensuality, and elegance. Then, it creates a myth that a knee-high boot is something about sensuality that aims to attract men’s attention.

4.1.2 Physical Appearance

a. Model A

Figure 4.7
A woman with big breasts



Source: New Era Boots’ ad, 0:12

Table 4.7
Analysis of a woman with big breasts using Barthes’ theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>

<i>The woman with big breasts.</i>	<i>The woman represents stereotypical beauty.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>The woman has big breasts.</i>	<i>The woman shows her big breasts. This represents stereotypical beauty. The bigger the breast, the more attractive the woman will be. Then it makes a woman a sexual object. The woman with big breasts also represents fertility.</i>
<i>MYTH</i>	
<i>People believe that breast size determines how attractive women are. The bigger their breast, the more attractive they are. Therefore, this type of body becomes the portrayal of the “ideal” women’s body. Big breasts also represent women’s fertility.</i>	

A woman with big breasts is a signifier, based on Roland Barthes’ (1972) myth theory. This signifies that the woman embodies stereotypical attractiveness. In terms of denotative and connotative meanings, the big breast denotes a breast in large size. In a connotative way, the woman with big breasts represents stereotypical beauty. The larger the breast, the more appealing the woman. Then a woman becomes a sexual object. The woman with big breasts indicates fecundity as well. The myth created in this scene is that people believe that breast size determines women’s attractiveness. The bigger their breast, the more attractive they are. As Gull (2020) stated, this characteristic body type is used in contemporary advertisements to attract attention. Therefore, this type of body becomes the portrayal of the “ideal” women’s body and simultaneously becomes a sexual object. Big breasts also represent women’s fertility.

b. Model B

Figure 4.8

A woman with a slim waist



Source: New Era Boots' ad, 0:11

Table 4.8

Analysis of a woman with a slim waist using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The woman with a slim waist.</i>	<i>The woman represents a stereotypical ideal body.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>The woman has a slim waist.</i>	<i>The woman shows her slim waist. The woman represents the ideal body type. A woman with a small waist looks more attractive because men find sex appeal in a woman who is not overweight.</i>
<i>MYTH</i>	
<i>Women with small waists tend to be more attractive because men find sex appeal in women who are not overweight. Women with tiny waists are considered healthy and fertile.</i>	

Roland Barthes' (1972) myth theory categorizes a woman with a small waist as the signifier. The woman thus signifies a stereotyped ideal body in this scene. In terms

of its denotative meaning, the woman has a tiny waist. Connotatively, the woman revealing her thin waist is the woman who shows that she has the ideal body type. Stereotypically, men find sex appeal in a lady who is not overweight. Therefore, a woman with a small waist appears more desirable. This scene produces the myth that a woman with a small waist is seen as someone very attractive because men find sexual appeal in a woman who is not overweight; a slim waist means that they are desirable.

4.1.3 Gesture

a. Clawing

*Figure 4.9
The woman making a clawing gesture*



Source: New Era Boots' ad, 0:06

**Table 4.9
Analysis of a clawing gesture using Barthes' theory**

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The woman model is clawing.</i>	<i>The woman model is making a clawing gesture.</i>

<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>Clawing is a move to bend toward the wrist.</i>	<i>The woman shows making a clawing gesture. This gesture is usually associated with women trying to tease men doing sexual things.</i>
<i>MYTH</i>	
<i>There is a clawing gesture that the woman model does. This gesture is usually associated with someone who wants to attract people. This gesture is mostly made by women who want to arouse men's desire.</i>	

There is a moment in the advertisement that shows a woman model clawing. According to Roland Barthes' (1972) theory of myth, the model's clawing movement is a signifier, which signifies a clawing gesture. Clawing literally is bending the hand toward the wrist. The clawing gesture is typically interpreted as a sexual gesture, a sexually inviting gesture. With regard to the myth, this gesture produces an idea usually associated with a woman who wants to attract and arouses men's desire.

b. Kneeling

Figure 4.10
The woman is making a kneeling gesture



Source: New Era Boots' ad, 0:06

Table 4.10
Analysis of kneeling gesture using Barthes' theory

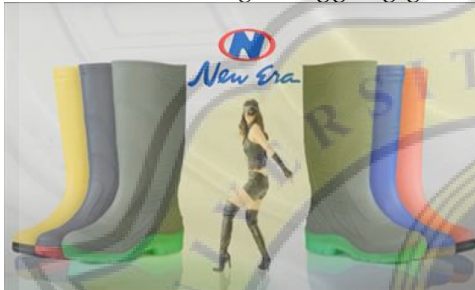
<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The woman model is kneeling.</i>	<i>The woman model is making a kneeling gesture.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>Kneeling is a position where one or both knees touch the ground.</i>	<i>The woman is making a kneeling gesture. This gesture is usually associated with something about respect or showing submissiveness.</i>
<i>MYTH</i>	
<i>The woman model is making a kneeling gesture. This action represents that woman is submissive and vulnerable.</i>	

The kneeling woman figure is a signifier that signifies a kneeling gesture, a submissive gesture. Denotatively, kneeling is a movement where one or both knees are bent to the ground. This gesture is connotatively connected with respect and

demonstrating submissiveness. It produces a myth that this action represents a woman's vulnerability and submissiveness.

c. wiggling

*Figure 4.11
The woman making a wiggling gesture*



Source: New Era Boots' ad, 0:01

Table 4.11
Analysis of wiggling gesture using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The woman is shown wiggling.</i>	<i>The woman is making a wiggling gesture.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>Wiggling is moving the body up and down or side to side with small rapid movements.</i>	<i>The woman wiggled alongside the boots. This action's purpose is to expose sexuality and attract people's attention.</i>
<i>MYTH</i>	
<i>The woman is making a wiggling gesture. This action aims to expose her sexuality and attract people's attention to her.</i>	

There is a scene in the advertisement where the woman model is wiggling. The wiggling woman model is a signifier that signifies a wiggling gesture of a woman, a sexual invitation. Wiggling denotes up-and-down or side-to-side slight body motion which is done at a rapid pace. Connotatively, this motion is intended to draw attention to a woman's sexuality. This scene creates a myth that a woman making this gesture is typically associated with women attempting to attract and arouse men's desire.

4.2 Men's sexuality in the *New Era Boots* advertisement

The *New Era Boots* advertisement also features a man model. The man model is shown shirtless and has a muscular body. According to Schooler & Ward (2006), this is the strategy for the advertiser, not only making women as the objects but also making men as the objects to promote their products. In this sub-chapter, the writer wants to analyze the description of men's sexuality in the *New Era Boots* advertisement. The details will be provided below.

4.2.1 Dress

Figure 4.12
A shirtless man



Source: New Era Boots'ad, 0:06

Table 4.12
Analysis of shirtless man using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>A man is shown shirtless.</i>	<i>The man is exposing his sexuality.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>The man is wearing no clothes above the waist.</i>	<i>The man exposes his sexuality by being bare-chested. This act aims to arouse women's desire and draw attention to themselves because women will see them as strong men in sexual terms, especially men with well-developed muscle bodies.</i>
<i>MYTH</i>	
<i>Men wearing no shirt or being bare-chested are usually associated with someone "manly" and strong. Most bare-chested men have muscular bodies, so women will be attracted to them and become sexual objects.</i>	

In the advertisement, a man model is portrayed shirtless, displaying his muscular body to a woman model beside him. A shirtless model is a signifier that signifies that the man model is revealing his sexuality. The man is denotatively dressed in nothing above the waist. Connotatively, the bare-chested man means exposing his sexuality. This action is intended to stir women's desire and draw attention to themselves since women will perceive them as sexually strong guys, particularly those with well-developed muscle bodies (Schooler & Ward, 2006). The myth created in this scene is that bare-chested men are usually associated with someone "manly" and

strong. By being shirtless, the man shows the audience his muscle, representing his manliness.

4.2.2 Physical Appearance

Figure 4.13
A man has a muscular body



Source: New Era Boots' ad, 0:04

Table 4.13
Analysis of a man with a muscular body using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The man has a muscular body.</i>	<i>The man represents masculinity and strength.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>The man has well-developed muscles.</i>	<i>The man shows flexing his well-developed muscles. The man represents masculinity and strength. His action purpose of exposing his sexuality by wearing no clothes and showing off his muscular body to the woman. So that the woman will be attracted to him.</i>

MYTH

Muscular men are closely related to the word masculine and strong. People believe that real men have well-developed muscles that make them look strong. Women find sex appeal in muscular men because they are not only strong in lifting but also strong sexually.

The advertisement scene depicting a muscular man is a signifier of masculinity and strength. Denotatively, the man has well-developed muscles. The man is shown flexing his well-developed muscles. Connotatively, the man symbolizes masculinity and strength. His action has the goal of revealing his sexuality by wearing no clothing and exposing his muscular body to the woman in order for her to be attracted to him. The scene creates a myth that muscular males are synonymous with the terms macho and strong. Many assume that real men have muscular bodies that make them appear tough. Muscular men have sex appeal for women since they are not only physically strong but also sexually strong. Most of them have muscular bodies to arouse women's desire, and then women will see them as sexual objects.

4.2.3 Gesture

Figure 4.14
A man doing Front Double Biceps



Source: New Era Boots' ad, 0:11

Table 4.14
Analysis of a man doing Front Double Biceps using Barthes' theory

<i>SIGNIFIER</i>	<i>SIGNIFIED</i>
<i>The man is doing Front Double Biceps.</i>	<i>The man represents a strong man by showing off his muscular arms.</i>
<i>DENOTATIVE</i>	<i>CONNOTATIVE</i>
<i>The man raised his arms and clenched his fists.</i>	<i>The man shows that he is strong by showing his developed arms. Being shirtless and flexing his developed arms aims to attract people's attention and arouse their desire.</i>
<i>MYTH</i>	
<i>Men with muscular bodies showing off their developed arms represent masculinity and strength. Muscular men are considered fitter and have their own physical beauty. Women prefer men with muscular bodies because they have the capable strength that women want.</i>	

In one of the advertisement scenes, a man model is shown being shirtless and doing a Front Double Biceps pose. According to Barthes (1972)'s theory of myth, man's action is a signifier which then signifies that the man represents a strong man by showing his well-developed arms. Denotatively, the man raised his arms and clenched his fists. Connotatively, the man demonstrates his strength by displaying his well-developed arms. Being shirtless and flexing his developed arms is intended to draw attention and arouse desire. Then, this scene contains a myth that men with strong bodies and developed arms symbolize masculinity and strength. Muscular men are thought to be fitter and more attractive. Most women prefer muscular men because they have the capable strength that women desire (Noor & Wahyuningratna, 2017).

