

GENDER EQUALITY IN MEDIA TELEVISION (SEMIOTICS ANALYSIS OF FAIR AND LOVELY ADVERTISEMENT ISSUE OF MARRIAGE OR MASTER DEGREE)

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ABSTRACT

In many developing countries, most of television advertisements portray a general perception of patriarchy where men take decision for women and no place for gender equality. This work describes an analysis on a courageous "Fair and Lovely" advertisement in Indonesia that conveys the message of gender equality. A semiotics analysis, qualitative-interpretative method, was used to analysis the signs related to gender equality messages in the episode about choosing between marriage and master degree. It is found that a woman was pictured as someone who is confident, expressed bold opinions, like to discuss and exchange ideas, firm and straight forward in speaking, and wise in making a decision. In general, the visual signs used in the "Fair and Lovely" advertisement convey a message that women should be equal with men especially in education and careers.

Keywords: Advertisement, Gender Equality, Semiotic Analysis Roland Barthes.

A. Introduction

Mass communication is one of line of communication in the science communication studies. Mass communication consists of the institutionalized of communicator, the message presented by media, and many of communicants.

One of the media in mass communication is television. Television's content such as news program, information, entertainment, and advertising, has strength influence to audience. This is due to the nature of television featuring the combination of colors, sound and motion, so that the display looks clear and real. By these properties, the television becomes the most appropriate media as a precise of promotion and persuade others.

As a means of promotion, broadcast television advertising based on the Law

No. 32 of 2002 about Broadcasting consists of commercial advertisements and public service announcements. Commercial advertisement is a commercial advertisement in order to introduce, promote, items or services, to the audience as a target to influence consumers to use the products offered. While the public service advertisements are broadcast noncommercial advertising in order to introduce, promote, promote ideas, ideals, suggestions, and messages to the public to influence the public to act and behave in accordance with the advertising message.

For commercial advertisers, television is a complementary means for business development. Products offered in a commercial on television broadcasts consist of various brands and types. The prices through ads on television are usually

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predetermined by the television station. Advertisers simply decide where their ads are placed by adjusting the audience target, type of product, the supply of funds, and promotional purposes. Advertisers also will usually choose the appropriate at airtime with their consumers watch time.

The advertisements which served through the television were made by long process. Starting from the creation and development of creative concepts, writing the script, storyboard creation, shooting preparation, shooting implementation, editing, mixing until the master making. This process is usually carried out by a team of creative or production house who paid them for his services by the advertiser. The creation of the concept is the most difficult of the entire series of at creation process.

The concept of products customized to consumers target. If a promoted product is aimed at male consumers, then the things that are closely relate to the man who would become the symbol in the display advertising. Similarly, products that target female consumers, then it strongly associated with women who will be highlighted.

The advertisement of Fair and Lovely in marriage or master continuing is one of the ads with the concept of 'caring woman'. Female beauty products advertisement is the theme of equal status between men and women. The issue of gender equality is reflected through the language of verbal and nonverbal.

According to Bell and Bleared Gender is as societal expectations about men and women that have been constructed. Through news, fiction or advertising, mass media plays a role in gender socialization. The socialization by the media will form with a certain stereotype. (Perdana, 2014: 124)

Something that displayed or constructed by the media usually will have a great influence in society. People will tend to take as given what is constructed by the media. The excellence of Media is in constructing something to make many people use it as a means of conveying a particular ideology

or stereotypes. Stereotypes are part of a culture that is passed and the community can trust.

According to Sri Sanituti (1997), gender stereotyping (gender stereotypes) is the attribution of socio culturally imposed on women different from men, that it actually belong to the terminology of 'habit' or 'appropriateness' about the nature and behavior (Kasiyan, 2001: 128).

'Socialization' about gender through advertising is not something new. However, the ads that raised the issue about gender in Indonesia are mostly in public service announcements (ILM). The commercial ads usually construct women as a weak and cornered object. They represent the image of women humiliated, exploited, only plays a role in the domestic sphere, and accentuates the female body.

Fair and Lovely ad Marriage or master continuing is different from the generally commercial advertising. These ads construct the message that women should be equal to men, especially in terms of education and career. To see the meaning in an ad Fair and Lovely Issue of Marriage or Master Degree advertisement can be conducted by Roland Barthes Semiotics Analysis.

The problem in this research is how the signs are displayed in Ad Fair and Lovely Issue of Marriage or Master Degree carries the meaning of gender equality in order to the research is expected to provide an understanding of gender equality in society. The research subject or unit of analysis in this study is a sign of gender equality. The object of this research is an advertisement Fair and Lovely Issue of Marriage or Master Degree.

The paradigm in this study is constructivist with semiotic research methods qualitative interpretative. Qualitative interpretative method is more focus on text and codes that appear in visually. In this study, the main of data sources are the signs obtained from the ad Fair and Lovely issue marriage or Master degree.

Data was collected in three stages. First, record the Fair and Lovely ad Issue of

Marriage or Master Degree on television. Secondly, analyze the sign displayed in the advertisement. Third, reviewing the literature that suitable with the research theme to examine more deeply linked to the contexts.

B. Research Accomplished

There are several studies that are relevant to this research, including:

1. Research conducted by **Dionni Ditya Perdana (2014)**, as master student of science Communication at FISIP of Diponegoro University with the title **"Gender Stereotypes In the film Anna Karenina"**. The study aims to determine the signs shown in the film Anna Karenina which carries the meaning of stereotypes about gender and labeling positions 'bad women'

This study used qualitative methods to approach of semiotic analysis Roland Barthes with the results of research:

- a. Film of Anna Karenina construct gender stereotypes through the signs of both text and image text conversation.
- b. The first signs is the role of men in the public area, while women in the domestic area.
- c. Labeling 'bad women' on women who 'betrayed' marriage deserves the terror normative in society by excommunication and derision.
- d. Anna Karenina movie broke the women's struggle to have the right to choices without the society stigma, it was illustrated through Anna's inability to carry out the choice that ended in suicide.

2. Research conducted by **Latitude Citra Christiani (2015)**, As master student of student science Communication at FISIP of Dipenegoro University with a thesis **"Division of Labor and Sexually Gender Roles In Textbooks SD"**. The purpose of this study is to describe how media displays child sexual division of labor

at the level of basic textbooks and the dominant gender role differences made by women and men in the period 1982 and 1994 curriculum and period 2004 and 2006 curriculum.

This study used a qualitative approach Semiotics Analysis Ferdinand de Saussure with the results that the textbook in 1982 and 1994 curriculum brought the traditional gender role socialization. However, there is a hope for change that position, by seeing the textbooks with 2004 and 2006 curriculum brought the role of gender transition by presenting their activities to share roles in the family and the emergence of the depiction of the profession in the public sector for women, although it is limited to suffer the consequences of a double burden to remain solely responsible for domestic work

C. Sign in Advertisement

In the perspective of semiotics, advertising assessed through a system of signs consisting of two symbols there are verbal symbols (language) and a symbol of nonverbal (shapes and colors are presented in the advertisement). In analyzing the advertisement, there are some things that we need to consider, among others (Berger):

- a. Signifier and signified
- b. Images, index, symbols
- c. The phenomenon of sociology
- d. The nature of the appeal made to sell products
- e. Design of advertising
- f. Found of publications in advertising and fantasy which are expected by the publication.

According to Roland Barthes, advertisements were analyze based on the message contains, namely:

- a. Message Linguistics : All the words and phrases in the advertisement
- b. Messages encoded : connotation that appears in the advertisement photo
- c. Iconic message that is not encoded :

Denotation in advertising photos

Nonverbal communication is a sign that not all of words and signs language. The signs classified in various ways:

- a. Signs posed by nature then known human through experience
- b. Signs caused by animals
- c. Signs caused by human beings, verbal and nonverbal

However, not all of nonverbal signs have universal meaning. It is because the non-verbal signs have a different meaning for each culture. In terms of the application of semiotics to nonverbal signs, the important thing that we should know is the understanding of nonverbal fields related to concrete of objects, real and provable through of human senses.

Basically the purpose of application or the application of semiotics to nonverbal signs is to find the meaning contained in objects or anything that is nonverbal. To find the meaning, according Budianto, there are some things or steps that need to be considered by researchers, among others:

- a. The first step, conduct field surveys to search and find the object of research in accordance with the wishes of the researchers
- b. The second step, conducting terminological consideration of concepts on nonverbal signs
- c. The third step, pay attention to nonverbal behavior, signs and communication of the object studied
- d. The fourth step, an important step, which was to determine the model of semiotics selected for use in research.

The purpose of a particular model is methodologically justification in order to research the validity or objectivity can be maintained.

D. Roland Barthes Semiotics Analysis

The conducted research is semiotic analysis will be conducted in this research with a focus on how the meaning of denotation and connotation shown by mark

in television advertising. In this studies the conceptual framework used is Semiotics Analysis by Roland Barthes.

Scholarly study that examines the symbols or signs and the construction of meaning contained in a sign is Semiotic. Semiotic is one of the study that become a tradition in the study theory of communication. Semiotic tradition consists of a set of theories about how the signs represent objects, ideas, circumstances, situations, feelings and conditions outside the sign itself (Littlejohn, 2009: 53).

Semiotic analysis is the analysis of the sign and the mark formation. Something called as long as it takes the mark or represents the meaning of an object. The signs allow us to think, relate to others, and give meaning to what is shown in the universe.

The purpose of semiotic is to determine the meanings contained in a sign or interpret the meaning how the communicators construct the messages. The concept of this meaning is inseparable from the perspective or the particular ideological values and cultural concepts into the realm of people's minds where the symbol was created. Cultural code which was one factor in a symbol meaning construction is an important aspect to determine the construction of the message in the sign. The meaning of that construction became the basic for the establishment of a sign in ideology.

As one of the study thought in cultural studies, semiotics certainly perceives how culture becomes the premise of the meaning formation in a sign. Semiotic study the systems, rules, conventions which allow the signs has a meaning (Kriyantono, 2008).

Roland Barthes is a figure that is so synonymous with the study of semiotics. Barthes semiotic thought could be said of the most widely used in research. Barthes thought about the concept of the famous semiotic mythologies concept or myth. As the successor of the Saussure thought, Roland Barthes emphasizes the interaction between the text with personal and cultural

experience of its users, the interaction between the conventions in the text to the conventions experienced and expected by the users (Kriyantono, 2007: 268).

Barthes is the second person who the most important person in the tradition of European semiotics after Saussure. Through a number of his works he not only continued Saussure thinking about the relationship of language and meaning, his idea is more than Saussure especially when he describes the ideological significance of the language which he put forward as a myth.

When the considering a news or a report, it will be clear that the sign of linguistic, visual and type another sign of how the news was represented (like the layout/layout, section, etc.) is not as simple something denote, but it also creates a level of connotations attached to the sign. Barthes called this phenomenon -carrying signs and connotation to share the message particular - as a creation myth

The myth understanding does not point to the mythology in the daily sense -as well as traditional stories - but rather a way of meaning; in the language of Barthes: the type of speech. Basically all of the things can become a myth; the myths arise for a temporary time and sink for another time because it was replaced by various other myths. Myth becomes a handle on the signs that are present and create its function as a marker on a different level.

Myth therefore not a sign of an innocent, neutral; but rather a marker for plays the certain messages that may be totally different from its original meaning.

Barthes thought that the operational concept is known as Order of signification. Simply, Barthes semiotic study can be described as follows:

Denotation is the real meaning, or a phenomenon that appears to the senses, or it could be called as a basic description. The connotation is the cultural meanings that emerge or it could be called a significance that arise because of cultural construction so there is a shift, but it remains attached to the symbol or the mark.

There are two aspects of the Barthes main study above in researching the semiotic. Then Barthes also includes the myth aspects, which is where the aspects of the connotation become popular thinking in society, so the myth has been formed toward the mark. This Barthes thought is considered as the most operationally so often used in research.

The Barthes thinking about myth still seems to be continuing what Saussure posited on the relationship of language and meaning or between signifier and signified. For Barthes, myths play in the region mark in second level or at the level of language connotations. If Saussure said that the meaning is a denoted by the sign, Barthes adds this definition to the meaning at the connotation level. Connotations for Barthes precisely denote something he claimed as a myth, and this myth has a certain ideology connotation

The theory of myth/ideology based on Barthes is allows a researcher to study the ideology in synchronic and diachronic. In synchronous, the meaning knocks at a point in the history and seemed to stop there, thus extracting hidden patterns that accompany the text becomes more feasible. This hidden pattern may be a pattern of opposition, or some sort of scheme thought actors in the representation language. While diachronic analysis Barthes makes it possible when to see, where and used what environment a mythic system.

Media attitude often like that, they represent, not to actually create new myths that are now present in the community. For the last, the authors tended to say that the media do the ' mythology', our world depicted in a meaningful way everyday and created a generic understanding that the world is how it should. Advertisement, news, fashion, celebrity performances is an intimate little world that we have encountered and became an icon of the big world: myth and ideology are behind it.

E. Research Framework

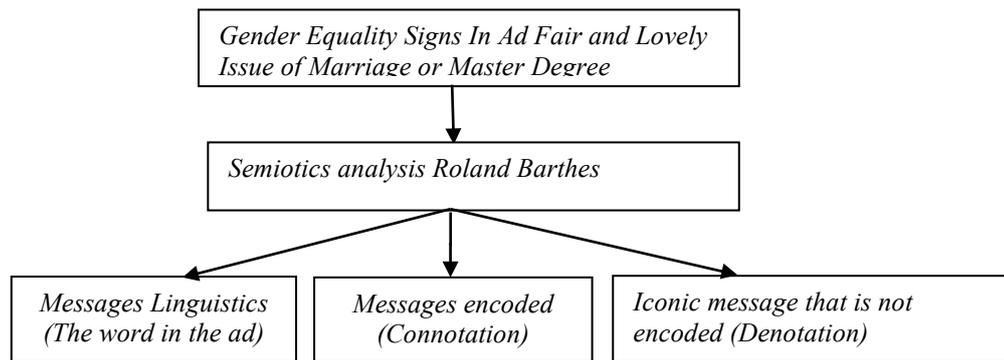


Figure 1 Research Framework

Through the framework of this study explains that the signs of gender equality in Fair and Lovely ad Issue of Marriage Or master continuing can be dissected by using Roland Barthes Semiotics Analysis. In analyzing the separation can be done in terms of messages through words, images encoded (connotation), and the picture does not give the code (denotation).

Fair and Lovely ad Issue of Marriage or master continuing retrieved pieces of the picture in every signals which the appropriate separation. The research methodology used in the analysis of semiotics is interpretive.

Methodologically, the criticism contain in the interpretive theories, especially hermeneutics, causing schools of critical thinking (FrankfurtSchool) also carried over into the semiotic studies. (Sobur, 2009: 147).

According to corresponding critical paradigm, the semiotic analysis is qualitative, this research gives a great opportunity for making an alternative interpretation.

F. Discussion

Fair and Lovely ad Marriage or S2 Edition is a commercial advertisement of facial care lightening products for women. These ads are created with 45 seconds duration, and shortened into 30 seconds average. This ad tells the story of a family who had a daughter she has a desire to finish her Master program. One day, a father, a mother and a daughter were sitting in the park to talking about a husband for their daughter.

The following dialogue took place between father, mother, and their daughter:

Father : We've got a mate who suits you, educated person, has a great career

Girl : But Dad, how about my S2?

Mother : Marriage is important thing dear, he is your right mate..

Girl : Hmm...(Confuse)

A girl asked to her friend: Marriage or continue my study (master) ?

Daughter's friend: You will find the answer!

There are new light on me (Song)

Girl : Papa was right, marriage is important, but after master graduation. I like him, I also have learned, have a good career, we're both going to be match fit, right?

Where have you been all this time...
(Narrator)

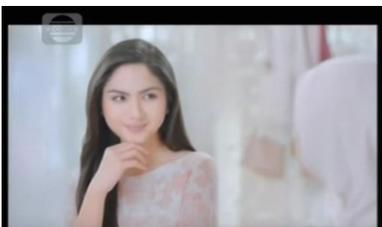
Fair and Lovely ad Issue of Marriage or master continuing see highlight to further for the dialogue between parents and daughter. Emphasis message about equality between men and women in terms of education and career is very obvious that the message about the superiority of lightening facial care products neglected. More audience gets the message that

these ads present the message about the equality of men and women. This is due to the duration of 45 seconds of ads, only 12 seconds a message about product Fair and Lovely as lightening facial treatments. The scene on the introduction of the product only on the second to the 16th up until the

25th, then topped the second-to- 42 up to 45th.

The constructed message on gender equality in Fair and Lovely ad Issue of Marriage or master continuing is delivered with words, body language, styles, facial expressions, and color.

Table 1 Semiotics Analysis of Ad Fair and Lovely Issue of Marriage or Master Degree

Time	Photo/ Picture in Advertising = Denotation/ iconic message that is not encoded in the image ads	Words/ Sentence In Advertising	Connotation/ message which is encoded in the image ads
00:00:04		Father : We've got a mate who suits with you, educated, has a great career ...	Women with hijab shown as a thinker, studious, serious listening direction, and gave the sign of womanhood intelligent, polite and religious
00:00:06		Girl : But Dad, how about my S2?	Women displayed as a bold expression, smart, but still polite
00:00:13		A girl ask to her friend: Marriage or master continuing?	Women encoded as an avid discuss and exchange ideas, thinkers, and full consideration, She is usually encoded to the men
00:00:15		Daughter's friend: You will find the answer!	Women are encoded as a person who can make decisions and find the answer to something that has been thought out in advance
00:00:25		There are new light on me... (Song...)	Women are encoded as confident, smiling, cheerful, optimistic, and wearing a red dress that signifies courage to communicate her decision

00:00:28



Daughter:
Papa was right, marriage is important, but after graduation S2

Women displayed as a reinforce her view about to continue her master education, but to justify her statement she through that marriage is important. She gives a sign that women also need a firm stance yet discreet, it's usually described only owned by men

00:00:32



Daughter:
Like him, I also have learned, have a good career ... new, we're both going to be match fit

Women appear as one who speaks the sentences straight forward and bold expression that men and women should be equally educated and have a good career, so men and women is a pair that fits

00:00:39



Daughter:
I Like him, so the same right?

Body language that gives a code with a hand that shows about equality between men and women

00:00:41



Where have you been all this time...
(Narrator)

Women appear as a confident, cheerful, beautiful, intelligent, gentle, yet firm and authoritative

In many cases, the media often displays a poor image. In Indonesia, women are often portrayed as less dominant in the middle of confidence patriarchy while the men are dominant part and power in society. Although in Indonesia there is a tribe which embraces matrilineal who are Minangkabau tribe, but most regions in Indonesia adopts patrilineal.

The image of women in media, especially television, often appeared with symbol subtlety, someone who moves slowly, imprisoned, oppressed, and only as an 'object' instead of 'subject' (Sobur, 2009: 37).

Women in the advertisement often show her face and shape of her body. Directly

or indirectly disseminate and preserve the television participate gender ideology. Through television community asked to adjust to the expectations of society to behave according to what is shown on television. A strong advertising exposure helped to 'agent' in the socialization of an ideology.

The women faces in television are often disadvantaged by the portrayal of women passive, dependent on men, predominantly, accept the decisions made by men, and only as a sex symbol.

According to Yasraf Amir Piliang (1998), the history of women's bodies in the political economy of capitalism is the history of his imprisonment as a 'sign' or fragments pins.

Advanced capitalistic economy has turned toward the use of 'body' and 'passion' as a central point of the commodity. The body becomes part of the semiotics of commodity capitalism merchantability signs, meanings and desires (Sobur, 2009: 38).

Women who appear in television advertising in general were only as the commodity capitalism. However, Fair and Lovely ad Issue of Marriage or S2 does not seem to show 'body' and 'passion' as a commodity. Women who appear in the advertisement of Fair and Lovely Wedding Edition or continuing master studies is a veiled woman from a religious family. Not seen any female body curves in this ad scene. The scene most widely shown is a discussion and exchange of ideas in a family full of manners.

Fair and Lovely ad Issue of Marriage or continuing master studies can be regarded as advertising which change the concept of women in general as the weak and helpless. These ads depict women as a polite, firm, bright, bold opinions, likes to discuss, religious, confident, assertive, beautiful and cheerful.

Fair and Lovely advertisement Issue of Marriage or master continuing studies trying to convey the message that men and women can be equal, especially in terms of education and career. This ad also tries to give an understanding to the public that a girl gives the opportunity to issue opinions and makes choices about the chances of achieving higher education or the choice to marry.

The advertisement of Fair and Lovely Issue of Marriage or continuing master depict women displayed as a thinker, studious, intelligent, courageous expression, smart, polite, likes to discuss and exchange views, thoughtful, Women who can make decisions and find the answer to something that has been thought out in advance, confident, smiling, cheerful, optimistic, bold convey the decision, which reinforces the point that she want to continue her master education, but to justify her statement that it was important to get married. Women has

a firm stance yet discreet, something that usually described only owned by men.

The women appear in the ads is as a speaker with the straight sentences forward and bold expression that men and women should be equally educated and have a good career, so men and women is a pair that fits. Women who appear in the ads is as a confident, cheerful, beautiful, intelligent, yet firm and authoritative.

G. Conclusion

The advertisement of Fair and Lovely Issue of Marriage or continuing master studies construct of gender equality through the signs of the linguistic message in the form of words and sentences in advertisements, photographs or images in advertising. The meaning of denotation or messages iconic is not encoded in the advertising images, and the connotation meaning is encoded in the image advertisement.

The first sign in the advertisement is a woman as a polite and religious person because the model is displayed wear the hijab and come from religious families who impressed for mothers and children dressed in Muslim religious identity. Gender equality is interpreted by the similarities between men and women, especially in terms of education and career. It is marked via word in the advertisement. Women are image as a brave man to make a decision also marked via word in the advertisement.

The display picture whose show a woman as someone who is confident, bold opinions, like to discuss and exchange ideas, firm and straight forward in speaking, wise in making a decision is a sign that depicted through connotations in the form of coded messages.

The display pictures featuring women decently veiled, bold and confident by wear a red dress, and her body movements and hand showing on alignment, a sign denotation or iconic message that is not encoded in the advertising images.

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