



**THE ROLE OF WOMEN AND THE IDEOLOGY REFLECTED IN VERBAL LANGUAGES AT PRINTED
ADVERTISEMENTS OF GILLETTE WOMEN'S AND MEN'S PRODUCTS: FEMINIST STYLISTICS**

A THESIS

**Submitted in partial fulfillment of the requirements for the Degree of *Sarjana*
Sastra (S.S) in English Language**

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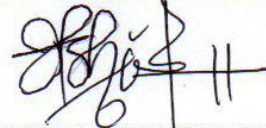
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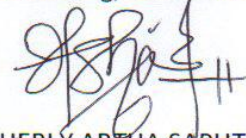
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Dra. Sri Mulatsih, Mpd.

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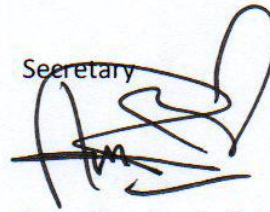
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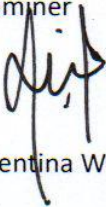
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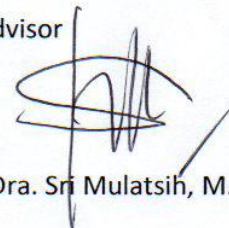
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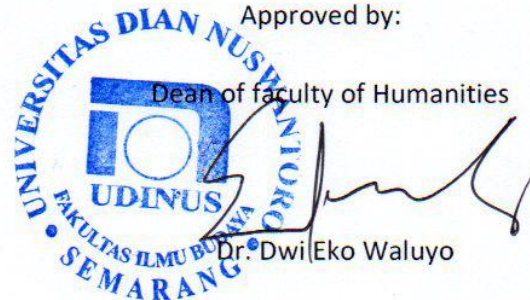
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MOTTO

- So which of the favours of your Lord will you deny (holy Quran)
- Life is like a box of chocolate, we never know what we're gonna get (forest gump)
- Anybody can become angry. That is easy, but to be angry with the right person and to the right time and for the right degree and the right time and for the right purpose, and in the right way. Hat is not within everybody`s power and is not easy. (Aristotle)

DEDICATION

This thesis is dedicated to:

1. Allah S.W.T who strengthens me when I give up.
2. My beloved parents; Haryanto and Sri Mulyani who supports me faithfully in finishing this thesis
3. My beloved husband Arief Rian Abidin who always becomes my inspiration in finishing this thesis
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Finally, I do realize that due to my limited ability this thesis must be shortcoming.

For this I welcome any suggestion and criticisms.

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ABSTRACT

Sherly Artha Saputri. 2016. The role of Women at Printed Advertisements of Gillette Women`s and Men`s Products. Feminist Stylistics. English study Program, Dian Nuswantoro University. Semarang. Advisor: Sri Mulatsih.

Keywords: Advertisement, Feminist Stylistics, Gillette, Ideology ,Women

This thesis is entitled “The role of women at printed advertisements of Gillette Women`s and Men`s Products: Feminist Stylistics.”. This study aims at describing The role of women at printed advertisements of Gillette Women`s and Men`s Products. The researcher used qualitative method to gain an optimal analysis because it describes systematically the fact and the role of women at printed advertisements of Gillette Women`s and Men`s Products. Based on the language analysis, researcher found that from transitivity analysis the role of woman at women`s product advertisement is as a goal. It shows that the focus of verbal language appears in the advertisement. And the role of woman at men`s product advertisement as a subject who conducts the utterance and taking active in the text. Connecting with feminist stylistic theories shows that in men`s product advertisement woman`s role as a subject is degraded with women`s body or mind exploitation by using sexual aspect in the meaning of sentence. The ideology in the advertisement based on Fairclough theoretical approach are: The use of language to affect attitudes and behavior, in this research the verbal language affected the consumer`s attitude and behavior to the company`s products. In the woman advertisement, the verbal language use mostly material process of transitivity it and the product became the actor who give action for the women as a goal. In this situation the language used in the advertisement can influence the consumer. The second theoretical approach by Fairclough found in those advertisements is that language is powerful mechanism for social control. From the meaning the sentence that used in men`s product advertisement almost use sexual aspect that using the exploitation of woman has body. Unlike in woman`s advertisement there is no sexual aspect use in the sentence. The social control in those advertisement shows that a woman is taboo when using sexual aspect to talk each other either in public area or private area. Differences with a man who are considered to show the sexual appeal in public area.