

## **THE ROLE OF WOMEN AND THE IDEOLOGY REFLECTED IN VERBAL LANGUAGE AT PRINTED ADVERTISEMENTS OF GILLETTE WOMEN`S AND MEN`S PRODUCTS: FEMINIST STYLISTICS.**

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### **ABSTRAK**

The role of women at printed advertisements of Gillette Women`s and Men`s Products: Feminist Stylistics. 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: Feminist Stylistics, Women, Ideology, Advertisement

This thesis 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 can describe 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 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 that uses in the advertisement can influence the consumer. Consumer in this sentence is woman, who get the result of material action from the actor, it obviously the verbal language in this advertisement affect attitudes, behavior of the consumer. The second theoretical approach by Fairclough that found in those advertisements are 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 choice of words in both advertisements because of social control that already known in the society. The social control in those sentences 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 consider showing the sexual appeal in public area.

Kata Kunci : : Feminist Stylistics, Women, Ideology, Advertisement

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