

CHAPTER III

RESEARCH METHOD

Research method is an instrument and chosen technique which has an important role in scientific research. It becomes important because it determines whether a research is a scientific one or not.

In this chapter the researcher presents the type of research, unit of analysis, source of the data, technique of data collection, and technique of data analysis.

3.1 Research Design

In this research the researcher used qualitative method in analyzing the problem. The researcher chooses qualitative research because it can describe systematically the Ideology appears through Verbal Language in Gillette Women's and Men's Product Commercial Advertisement (which is the data of the research). Patton and Cochran (2007) state that qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its methods which (in general) generate words, rather than numbers, as data for analysis. Moreover, qualitative research methods were developed in the social sciences to enable researchers to study social and cultural phenomena like case study and ethnography.

3.2 Unit of Analysis

The unit of analysis of this research is clauses in both the Gillette Women's and Men's products at advertisements. This advertisement is in the form of written text and it is analyzed by applying Fairclough's CDA method and Mill's Feminist Stylistics Theory to a media discourse.

3.3 Source of Data

On account of what became the material to be analyzed in this research is the transcript of Gillette Women's and Men's products at advertisements. This is downloaded from

www.google.com/gillette-prodlidge style and www.google.com/gillette-venus on March 16th 2015.

3.4 Technique of Data Collection

The steps used in collecting the data of the study are as follows:

1. Searching advertisements on the internet.
2. Choosing one of the advertisements, and re-writing the verbal language in those advertisements that will be used in this study.

3.5 Technique of Data Analysis

After the data are collected, they will be analyzed. The steps that will be used in analyzing the data are as follows:

1. Reading the advertisements transcription
2. Segmenting into clauses.
3. Analyzing clauses using transitivity analysis.
4. Analyzing the role of Women at Gillette Women's products at advertisements using transitivity analysis.
5. Analyzing The Role of Women at Gillette Men's products at advertisements using transitivity analysis.
6. Analyzing the ideology presented in the Advertisement using CDA
7. Making a conclusion of the analysis

CHAPTER IV

DATA ANALYSIS

This chapter presents the findings of ten printed advertisement of Gillette products, consisting of five women's products and the other five are men's products printed advertisements. Each printed advertisement is analyzed by transitivity analysis to reveal the role of women as represented in the verbal language. This chapter also presents the discussion of the findings regarding the ideology found in the each printed advertisement. The data of this research deal with transitivity analysis, so the analysis of the clause is conducted at level of clause. The data of this research are printed advertisement of Gillette product, in specification of women's products and men's products. First, the data were segmented into clauses; second, the transitivity analysis are conducted and third the role and the ideology that underlie the choices of sentence represented by verbal language in printed advertisement were analyzed.

4.1 The role of woman at printed advertisement of Gillette Women's Products.

4.1.1 Advertisement I: Gillette Venus for woman



Picture 4.1 Gillette Venus for woman advertisement

The first advertisement is an advertisement of Gillette Venus, which is one of Gillette products that is specific to women. This product is razor product for women to

shave any kind of fur which grow at women`s body. Gillette Venus has variant shape with every innovation, in this product Gillette Venus has pink color and easy to bring. Verbal language used in this advertisement is quite short. This advertisement is visualized by using one beautiful woman who looks very confident. This advertisement is quite simple, and the message is also easy to accept by consumers. The clauses found in the advertisement is: REVEAL THE GODDES IN YOU, COMPLEMENT YOUR INNER (AND OUTER) BEAUTY WITH SMOOTH, RADIANT SKIN. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 1

<i>(Women)</i>	reveal	the goddess	in you
<i>Actor</i>	Process: Material	Goal	Circumtance

Excerpt 2

<i>(Women)</i>	complement	your inner and outer beauty	with smooth and radiant skin
<i>Actor</i>	Process: Material	Goal	Circumtance

From the classes above it can be said that both are using material process. The clause in the advertisement used material process to attract the consumer. The role of woman as a goal of the material process shows that this product is purposed for a woman. Woman as a goal in this sentence also shows that woman character is not very active in the text.

This sentence also shows that `you` the intended object is a woman, shown clearly with the word 'goddess` in front of it. It seems clear that this product is a product intended for a woman, which shows that in every woman all there must be `goddess`. The second sentence indicates that the beauty of the inside and outside of a woman can

be obtained from the skin, soft and radiant skin can be the characteristics of women who have inner and outer beauty like after using this product.

The role of woman in this advertisement is also an subject who introduces the products and to influence the consumer especially women in the world to use this product. Gillette Venus in this advertisement as an Initiator which the thing that make a women revealed the goddess inside them. From the sentence above woman as a subject and an object in this advertisement influence the women consumer.

4.1.2 Advertisement II: Gillette Venus Embrace



Picture 4.2 Gillette Venus Embrace Advertisement

The second advertisement is conducted by diva hip hop singer, she is J-Lo. In this advertisement J-Lo shows that she is a diva by using their performance with beautiful dress and pretending she is on her singing stage. This product is one of Gillette Venus product innovation. Although still using Gillette Venus product as the name, it different with Gillette Venus product before, this product has innovation with double razor and this product uses blue and green color. The clauses found in the advertisement are:

TODAY IS ANOTHER DAY FOR YOUR INNER GODDESS TO STEP OUT AND SHINE. ON YOUR MARK GET, SET AND GO. REVEAL THE GODDESS IN YOU. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 3

Today	is	another day
carrier	attributive	Attribute

Excerpt 4

for your inner goddess	to step out and shine	<i>(by Women)</i>
Goal	Process: Material	<i>Actor</i>

Excerpt 5

On your mark	Get, set	and	Go
Circumtance	Process: Material		Process: Material

The transitivity analysis of this verbal languages use material process. The researcher added a word as an actor to make the analysis easier. This sentence uses material process, because material process in this sentence can influence the consumer to use the product as the goal of this advertisement. In this sentence also shows that woman appearing as a goal is not very active in this sentence.

The verbal language above shows that a the 'goddess' inside women`s body is ready to step out from today. Woman has to be ready to make the inner goddess inside her out from her body and shine like J-Lo. By using this product the company hopes that all of women in this world will be ready to step out her goddess. This language is

obviously using feminist exploitation by woman mind. Every woman wants to her inner goddess out and shinning like J-LO. The role of woman in this advertisement as the advertisement above is an object who introduces the products and to influence the consumer especially woman in the world to use this product.

4.1.2 Advertisements III: Gillette Venus Proskin Moisturerich



Picture 4.3 Gillette Venus Proskin Moisturerich

This advertisement still uses J-Lo as the actor to attract the readers who read it with her other side of life. J-Lo in her life is not only as a famous singer, but also as a mother for her children. In this advertisement the other side of J-Lo shows in picture J-Lo with her daughter. This advertisement still uses Gillette Venus as the name of the product, this product uses tagline Gillette Venus proskin moisturerich. This product has more moisturizer than other Gillette Venus before. The moisturizer innovation in this product can avoid women from the risk of shaving process. Moisturizer can reduce skin irritation after shaving. The clauses found in the advertisement are: RELAX KNOWING YOUR BEAUTIFUL SKIN IS PROTECTED. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 6

Relax knowing your beautiful skin	Is protected
goal	Process: Material

This clause uses mental process in transitivity analysis. Mental process also makes the consumer interested in using the product. In this clause woman is as a goal, it shows that in this clause woman is not the control of their own decision. The clause focused on woman mind that every woman wants her skin get a good protection. Have a good protection for her skin can make her confident and comfortable, support with nonverbal language in this advertisement which J-Lo protects her children. It means that Gillette Venus can protect the woman skin like a mother protects her children. The role of women in this advertisement a object who as the user of the products and to influence the consumer which is woman in the world to use this product by using the stereotype of woman as a mother which has tenderness in giving protection for her children.

4.1.4 Advertisements IV: Gillette Venus spa breeze



Picture 4.4 Gillette Venus spa breeze

The advertisement also uses J-Lo as the actor, this product has scent of white tea inside the shave gel bars. This product Innovation make women feel comfort because has scent which it is make the user relax. Verbal language in this advertisement is very simple by the following clauses: TREAT YOUR INNER GODDESS, SHE DESERVES IT. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 7

<i>(Women)</i>	Treat	your inner goddess
<i>Actor</i>	Process: Material	Goal

Excerpt 8

She	Deserves	it
Senser	Process: Mental	phenomenon

This sentence also shows that a woman has `inner goddess` as the goal. This sentence shows that woman is not active in taking a control, woman as a victim for the product. The meaning of this sentence is a woman who deserves to treat her inner goddess, because every woman has inner goddess inside her body. And the `thing` that can help women to treat her inner goddess is Gillette Venus. This sentence is obviously purposed for a woman to influence the consumer to treat her inner goddess. Supported by nonverbal language which shows in the actor who walks in the beach and the face of the actor shows a freedom. A woman needs a freedom like the one shown in the picture, by treating the inner goddess.

4.1.5 Advertisements V: Gillette Venus Embrace



Picture 4.5 Gillette Venus Embrace

This product is one of Gillette Venus product innovation. Although still using Gillette Venus product as the name, it different with Gillette Venus product before, this product has innovation with double razor and this product uses blue and green color This advertisement consists of a verbal language which shows as a headline in the following clauses: GODDESS IS ONE OF PART INNER BEAUTY. ONE PART OF THE BEAUTY AND ONE PART 5-INCH HIGH HEELS. LETS GET YOUR GODDESS SHOWING. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 9

Goddess	Is	one of part inner beauty one part of the beauty and one part 5-inch high heels.
Token	Identifying	Value

Excerpt 10

Let`s get	your goddess showing
Process: Material	Goal

Verbal language in this sentence uses two kinds of transitivity process, but when we focused in the meaning of the sentence, it concludes that material process is used in this sentence. The role of woman who has goddess as goal is also shown in this clause. This sentence explains the role of woman who uses *Heels part 5-Inch*. Heels is a symbol of woman. The one who uses hells is usually a woman. Women feel beautiful when she wear heels and it becomes the similar thing when a woman uses this product, they will feel beautiful. Christian Loubotin said that a woman feel sexy, charm, and beauty with her shoes (Rawi, 2011).

4.2 The role of woman at printed advertisement of Gillette Men`s Products.

4.2.1 Advertisements VI: Gillette Match 3



Picture 4.6 Gillette Match 3

The first advertisement of men product chosen by the researcher is advertisement which has actress from India as a model. Nehaa is an actress from India that is very famous as movie actress. Gillette Match 3 is a razor for a man with many advantages, match 3 means this product has 3 razor to make the easier in shaving process. Clauses in this advertisement are 'A MAN LOOKS POWERFUL WHEN SHAVED. NEHAA AGREES'. The analysis of transitivity of this sentences can be shown in by table below:

Excerpt 11

A Man	Looks	powerful	when	Is shaved
Carrier	Process: Attributive	atribute		Circumstance

Excerpt 12

Nehaa	Agrees
Senser	Process: Mental

This transitivity analysis shows that the clauses uses two kind of process. Focused in the meaning that Mental process is the point of this clauses, different from women`s product analysis, in this sentence woman as a senser has character is more active in the text in control of their own decision and action.

This advertisement shows that the role of women is as a subject. Women as a narrator gives her opinion about the powerful man. The woman thinks that the powerful man is a man who is shaved. The message of this advertisement tells that a woman has opinion that woman loves a man who is shaved, and Nehaa who is the famous woman that every man wants to catch her attention agree with this opinion.

The message of this advertisement uses the women has point of view about a good man, in this advertisement means the powerful man. The role of woman in this advertisement as a subject and becomes the things that a man has purpose. The woman in this advertisement is Nehaa, almost men in this world want to be with her, and she loves a man who shaved. So, if a man wants to catch an attention from woman like Nehaa, he has to shave, and absolutely uses Gillette.

4.2.2 Advertisements VII: Gillette Match 3



Picture 4.7 Gillette Match 3

The second advertisement of men product still uses Gillette Match 3 advertisement. Gillette Match 3 is a razor for a man with many advantages, match 3 means this product has 3 razor to make the easier in shaving process. It only shows an actor and the product itself. The verbal language in this advertisement shows in sentence as a headline of this advertisement. The verbal language shows in a clause: **88% WOMEN AGREE THAT THEY PREFER CLEAN SHAVEN MEN!** The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 13

88% woman	agree
Senser	Process: Mental

Excerpt 14

That	They	prefer	clean and shaven man
	Senser	Process: Mental	Phenomenon

From the analysis above, the clause use material process. But the difference with material process in women product advertisement, this advertisement use woman as an actor who control this sentence. This sentence also shows the opinion of women. It is obviously from the choice of words *88% WOMEN AGREE*, it means that almost all of women in this world agree for the opinion of following sentence. The agreements of women that prefer clean shaven men. The role of women in this advertisement is a subject that becomes the aim of all of woman to catch the women has attention. If a man wants to catch a woman he has to be clean shaved man, because almost all the women in the world like it.

4.2.3 Advertisements VIII: Gillette Body Styled for men



Picture 4.8 Gillette Body Styled for men

The third advertisement is a glamorous advertisement, using a beautiful woman who wears a sexy dress and shows her beautiful leg. Her name is Hannah Simone, an actress who almost man in the word wants to be her boyfriend nowadays. This product called Gillette Body styled, this product more colorful than before and different from Gillette Razor before, this product has a good shape. The verbal language shows as headline in this advertisement can be seen in following clauses: HOW DOES HANNAH SIMONE LIKE HER MAN`S BODY STYLED? READ HER MIND. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 15

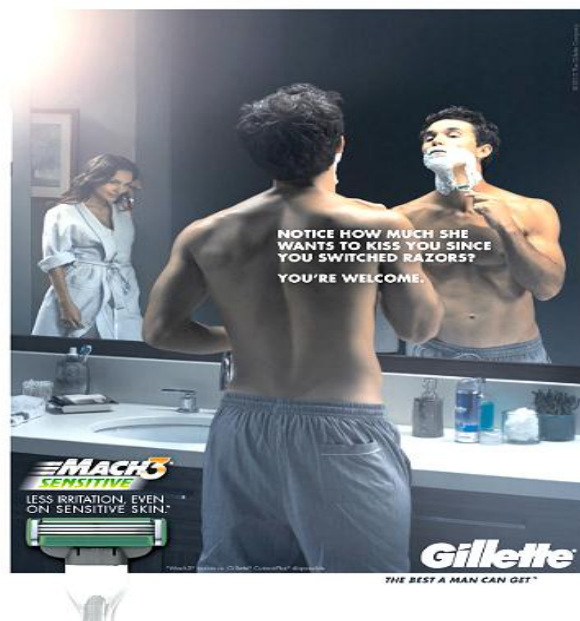
How does	Hannah Simone	Like	her man`s body styled
	Senser	Process: Mental	Phenomenon

Excerpt 16

Read	her mind
Process: Material	Goal

Mental process and material process uses in these sentence, from the meaning the researcher concludes that mental process in the point on analysis. Women as a senser in this clauses is Hannah Simone. Hannah is a senser who controls the decision of the text. The sentence above means that if a man wants to know how Hannah Simone has type of her man, he has to read her mind by scanning the barcode. This advertisement explains how a woman like Hannah has mysterious style for her ideal man. A man has to read her barcode to know the type of Hannah has type of man. The role of woman as an senser in this advertisement is a subject who makes the consumer in this caluse a man will be attracted to her. This advertisement shows the feminist side of Hannah Simone who can make the man wants to catch her attention.

4.2.4 Advertisements IX: Gillette Match 3 for men



Picture 4.9 Gillette Match 3 for men

This advertisement is one of Gillette Match 3 advertisement. This product for man consumer has several advantages than previous products. Gillette Match 3 is a razor for a man with many advantages, match 3 means this product has 3 razor to make the easier in shaving process. This advertisement is very sensual, because it shows the relationship between man and women inside. The verbal language appears in the clauses: NOTICE HOW MUCH SHE WANTS TO KISS YOU SINCE YOU SWITCHED RAZOR? YOU'RE WELCOME. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 17

Notice how much	She	wants	to kiss you
	Senser	Process: Mental	Phenomenon

Excerpt 18

since	you	switched	razor
	Actor	Process: Material	Goal

Excerpt 19

You	are welcome
Goal	Process: Material

The transitivity analysis of the sentence shows that mental process uses in this sentence. Woman is a senser taking active to control the decision in this sentence. The role of woman in this advertisement is very obvious. Woman as a senser in this advertisement is a subject who attracts a man because that man is shaving his beards. The impact of the man who shaved his beards is that the woman will be more aggressive

by kissing him more often. This advertisement challenge the consumer to try the new product and proof the challenge, the woman will be more aggressive to kiss him. The role of women in this advertisement is a subject who is purposed of men to do the challenge. The sexual things that are represented through by kissing of woman is the evidence of the result by using Gillette Match 3.

4.2.5 Advertisements X: Gillette Match 3



Picture 4.10 Gillette Match 3

It is very simple advertisement, unique and need some knowledge to understand because the appearance of this advertisement is different from other. Gillette Match 3 is a razor for a man with many advantages, match 3 means this product has 3 razor to make the easier in shaving process In this advertisement, the role of women is very obvious. This advertisement shows that a woman wants. Verbal language appears at headline WE DON'T MIND THE LOOK. WE JUST HATE THE FEEL. The transitivity analysis of the verbal language in advertisement can be seen below:

Excerpt 20

<i>We (women)</i>	don't mind	the looks
Senser	Process: Mental	Phenomenon

Excerpt 21

<i>We (women)</i>	just hate	the feel
Senser	Process: Mental	Phenomenon

Excerpt 22

When	Women	want	to get close
	Senser	Process: Mental	Phenomenon

Excerpt 23

They	want	a man	with a clean shave
Senser	Process: Mental	phenomenon	Circumstance

The verbal language in this advertisement shows in 4 sentences. But focused at the meaning the point of the sentence is mental process. This sentence shows that the woman is more active as a senser, taking decision in the text.

4.3 The ideology reflected in verbal languages in printed advertisements of Gillette Women's and Men's Products.

The ideology of those advertisements based on Norman Fairclough (1992) is revealed that in those advertisements. A discourse (Language Use) shapes and is shaped by society: this is viewed as several ways, dialectic relationship, language changes

according to the context and situations are altered according to language used. For example, advertising and news can affect attitudes, behavior, etc. From the statement above it related with the verbal languages used in all Gillette have advertisement. The explanation of language use is shaped by society appearing in the differences between woman`s and man`s products.

In the woman advertisement, the verbal languages use mostly material process of transitivity and the products become the actor who gives action for the women as a goal. In this situation the language used in the advertisement can influence the consumer. Consumer in this sentence is woman, who get the result of material action from the actor. The verbal language in this advertisement, obviously affect attitudes, behavior of the consumer. It also uses in the men`s product advertisement, in which the position of man is as a goal or phenomenon, the verbal language at the advertisement affect attitudes, behavior of the consumer or man. The Ideology of Gillette Company that will show in those advertisements is Gillette`s products are the best man/women get. From that sentence, it can affect customer attitudes, behavior to using Gillette`s products.

Another theoretical proposition approach to reveal the ideology in those advertisement by Fairclough as his statement, that the shaping of discourse is a stake in power struggles. If the previous tenet is correct, then language is powerful mechanism for social control and, therefore, is contested and contestable. Related with this theory, in the advertisement above the choices of words between women`s and men`s products is different. From the meaning the sentence used in men`s product advertisement almost use sexual aspect. One of it shows in men`s product advertisement picture 4.9. In this advertisement, verbal language that appears is using words 'to kiss' which these words indicated sexual aspect inside it. With point of view by using social control, to kiss are the words that not considerable for all society in the world. But, because it delivered by men who is consider talking about sexual aspect, it can be accepted. Unlike in woman`s advertisement there is no sexual aspect use in the clauses.

The choice of words in both advertisements is influenced by 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, it different from a woman who is considered to show the sexual appeal in public area. It considered because Gillette is a product which is conducted by multinational company named P&G. P&G is a multinational company which is the promotion of their products is purposed for society around the world. Based on this consideration, P&G makes the advertisement for their products according to social control that can be accepted universally.