

**BEAUTY CONCEPT ON MALE BODY TREATMENT
ADVERTISEMENT**

THESIS

By:
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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG
2018**

**BEAUTY CONCEPT ON MALE BODY TREATMENT
ADVERTISEMENT**

THESIS

Presented to

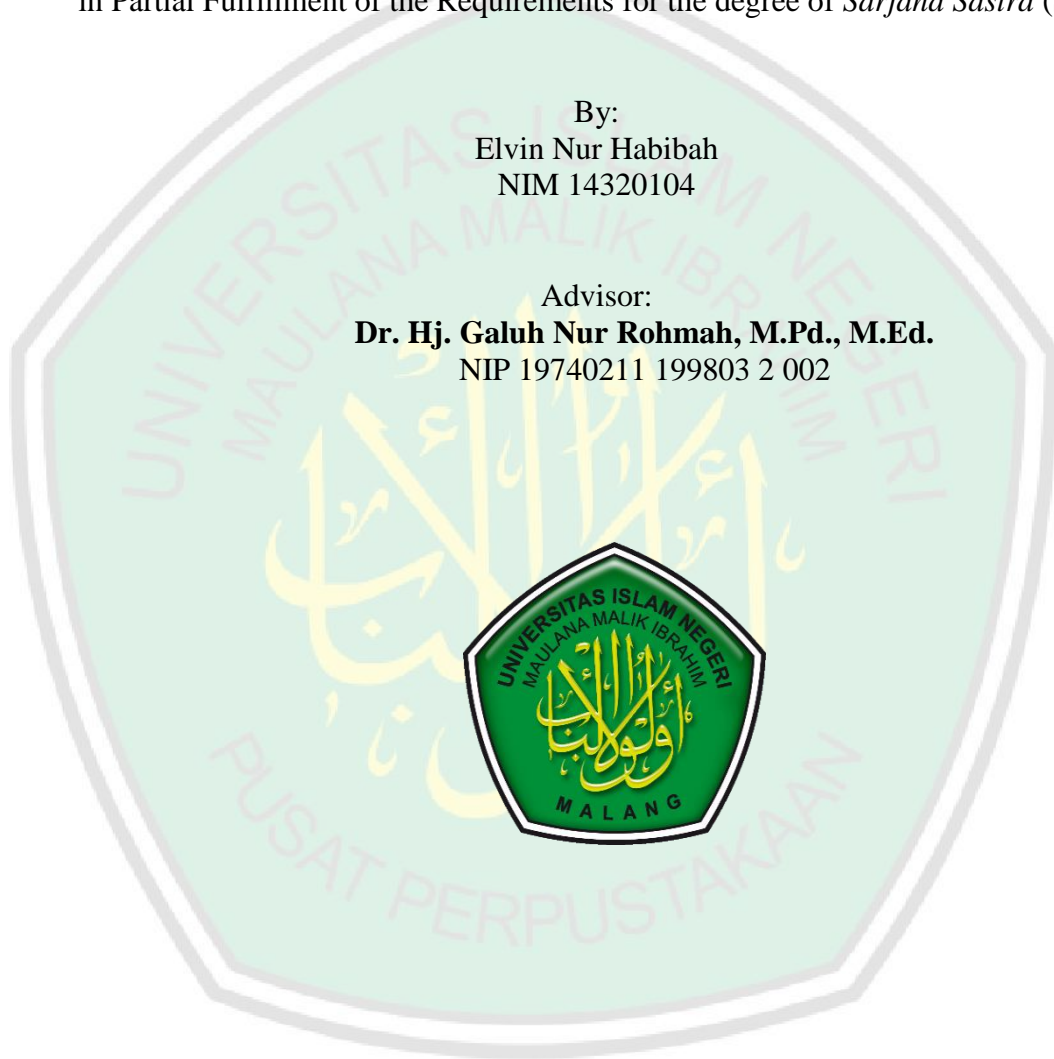
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the degree of *Sarjana Sastra* (S.S.)

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2018**

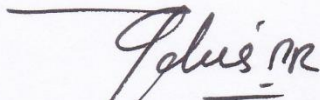
APPROVAL SHEET

This is to certify that Elvin Nur Habibah's thesis under title "Beauty Concept on Male Body Treatment Advertisement" has been approved by the thesis advisor for further approval by the Board of Examiners.


Malang, 24 June 2018

Approved by
Advisor

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Head of English Letters Department



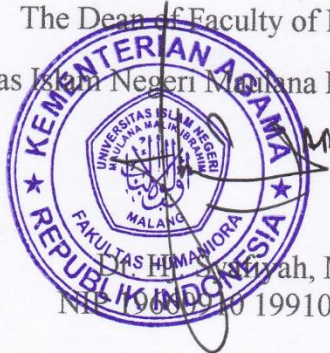
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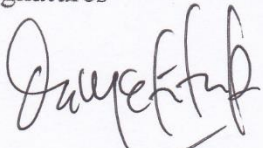
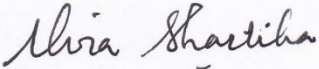
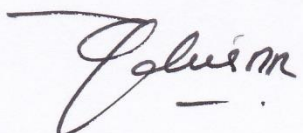
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Malang, 10 July 2018

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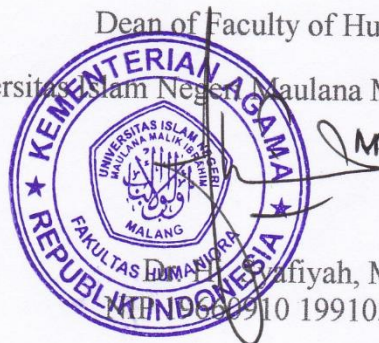
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Certify that the thesis written to fulfill the requirement for the degree of Sarjana Sastra (S.S) entitled “Beauty Concept on Male Body Treatment Advertisement” is truly my original work. I do not incorporate any materials previously written or published by other people, except those one who are indicated in the quotation and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, June 24 2018



Elvin Nur Habibah

MOTTO

I don't speak with may be – KH. Abdurrahman Wahid

“Saya tidak berbicara dengan kata mungkin”- KH. Abdurrahman Wahid



DEDICATION

This thesis is proudly dedicated for my parents (Iksanudin and Nikmatul Mukaromah) and my all teachers who give me meaningful knowledge and experiences.



ACKNOWLEDGEMENT

First, I would like to thank into Allah SWT, the Lord of the universe, who has been giving me His mercies and blessings as long as my life. Second, I would like to deliver *sholawat* and *salam* to Muhammad SAW who has been guided us from the darkness to the lightness which is called *islam rahmatan lil 'alamin*.

Then, I would like to express my greatest gratitude to the people who have helped me in accomplishing this thesis, especially to Dr. Hj. GaluhNurRohmah, M.Pd, M.Ed, my thesis advisor who always help me, guide me, give me meaningful suggestion, and her busy time for writing this thesis. I would also like to extend my gratitude to:

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Finally, I, as ordinary human being, do realize the imperfection and weakness found in this thesis I write. Therefore, any criticism and suggestion are mostly welcome. Hopefully, this study provides an insight for students of English Letters Department and to open a brand new academic discussion to conduct similar research.

Malang, June 25, 2018

Elvin Nur Habibah

ABSTRACT

Elvin, Nur Habibah. 2018. *Beauty Concept on Male Body Treatment Advrtisement*. Thesis. English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr.Hj. Galuh Nur Rohmah, M.Pd, M.Ed.

Keywords : Critical Discourse Analysis, Male Body Treatment, Advertisement, Beauty Concept

Nowadays, many people generally have standard on beauty definition. Both male and female have their own point of view on their beauty. People may consider that brighter skin color is beautiful in women or even everyone may consider that slim and tall is a standard for women beauty. Actually, beauty is not only for female but also for male. Male has his own concept of beauty for instance tall, six pack body and also bright skin. Futhermore, media has a significant role to influence how the people see the world. Using media, people have the ability to witness any important events on the world. This power of media raises the problem about deciding which one is important and which one is not. This kind of practice inevitably will influence which fact that media choose to deliver to their audiences. One of media is advertisement which has various and attractive forms especially on beauty product. It potentially gives influence in constructing those standards of beauty which is so called as beauty concept (Abdelaal, 2014). Therefore, the researcher wants to analyze how the beauty concept for male is constructed in body treatment advertisement.

This research tries to analyze beauty concept on male body treatment advertisements based on three-dimensional models of discourse in Fairclough's Critical Discourse Analysis (CDA) framework. It is conducted to: (1) find the concept constructed in facial wash advertisements (2) know the way of beauty concept for male in facial wash advertisements. As approach, it uses qualitative by using content or document analysis to analyze the beauty concept for male in facial wash advertisements. There are three stages in analyzing the data, the first is finding textual feature in the advertisement. Then, discussing in the discourse practice which consists of text production, distribution and consumption. The last is how text position in the social practice.

The result shows that textual feature is commonly used in the male body treatment advertisement is adjective. It has important role in describing the result of the product advertised. The advertiser uses linguistic and semiotic elements as the power in provoking the audience about preeminence of the product. Moreover, through advertisement can convince audience about the standard and concept of men's beauty such as white and moist skin, fragrant body and free from pimples. Then, the next research is suggested to investigate masculinity through advertisement using the same approach and theory.

ABSTRAK

Elvin, Nur Habibah. 2018. *Beauty Concept on Male Body Treatment Advertisement*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr.Hj. Galuh Nur Rohmah, M.Pd, M.Ed.

Keywords : Analisis Wacana Kritis, Produk Perawatan Tubuh Pria, Iklan, Konsep Kecantikan.

Dewasa ini, pada umumnya seseorang memiliki standar dalam mendefinisikan kecantikan. Baik laki – laki maupun perempuan memiliki perspektif masing masing. Seseorang bisa menentukan bahwa warna kulit yang lebih bersinar adalah wanita cantik atau setiap orang mengira bahwa langsing dan tinggi adalah standar kecantikan perempuan. Sebenarnya cantik tidak hanya istilah bagi perempuan akan tetapi juga patut bagi laki – laki. laki – laki memiliki cara pandang sendiri dalam menentukan standar kecantikannya seperti tinggi, kekar dan kulit cerah. Selanjutnya, media memegang peran penting untuk mempengaruhi bagaimana seseorang melihat dunia. Melalui media, seseorang memiliki kemampuan menyaksikan berbagai peristiwa penting di dunia. Kekuatan media memicu masalah tentang memutuskan mana yang penting atau tidak. Praktik yang tidak dapat dihindarkan seperti ini akan mempengaruhi fakta mana yang media pilih untuk disampaikan kepada audiennya. Salah satu media adalah iklan yang mana memiliki bermacam – macam bentuk dan menarik khususnya iklan produk kecantikan. Hal ini berdampak memberikan pengaruh dalam membentuk standar kriteria cantik yang disebut konsep kecantikan (Abdelaal, 2014). Oleh karena itu, peneliti ingin menganalisis bagaimana konsep kecantikan untuk laki – laki terbentuk dalam iklan produk perawatan tubuh laki – laki.

Penelitian ini mencoba menganalisis konsep kecantikan pada iklan – iklan perawatan tubuh untuk laki – laki berdasarkan three-dimensional models of discourse oleh Norman Fairclough melalui kerangka Critical Discourse Analysis. Hal ini ditujukan untuk (1) menemukan konsep yang terbentuk pada iklan – iklan produk perawatan tubuh laki – laki (2) untuk mengetahui bagaimana konsep kecantikan untuk laki – laki pada iklan – iklan produk perawatan tubuh laki – laki. Penelitian ini menggunakan pendekatan kualitatif dengan menganalisis isi atau dokumen untuk meneliti konsep kecantikan untuk laki – laki dalam iklan – iklan produk perawatan tubuh. Ada tiga tahapan dalam mengolah data, yang pertama adalah mencari fitur kata di iklan iklan tersebut. Kemudian mendiskusikan praktik diskurs meliputi produksi , mendistribusian dan mengkonsumsi kata. Terakhir adalah bagaimana posisi kata dalam praktik sosial.

Hasilnya menunjukkan bahwa fitur kata yang sering digunakan dalam iklan – iklan perawatan tubuh adalah kata sifat. Hal ini memiliki peran penting dalam mendeskripsikan hasil produk yang diiklankan. Pengiklan menggunakan elemen semiotik dan linguistik sebagai kekuatan memprovokasi audien tentang kelebihan produk. Melalui iklan mampu meyakinkan audien tentang standar dan konsep keindahan laki – laki seperti kulit putih dan lembut, tubuh harum dan terbebas dari jerawat. Kemudian, peneliti selanjutnya disarankan untuk mendalami konsep maskulinitas pada iklan dengan pendekatan dan teori yang sama.

مستخلص البحث

حبیبہ، ألفین نور. ۲۰۱۸. فكرة الجمالة في إعلان إنتاج محافظة جسم الرجال. البحث الجامعي. قسم اللغة الإنجليزية و أدبها. كلية علوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية بمالانج.

المشرفة : الدكتور الحاخة غالوه نور رحمة الماجستير

الكلمات الأساسية : تحليل النص الدقيق، إنتاج محافظة جسم الرجال، الإعلان، فكرة الجمالة.

هذه الأيام، في أغلبها الشخص الذي يملك له المعيار في تعريف الجمال. إما الرجال والنساء هما اللذان يملكان لهما كل معيشة. يستطيع الشخص لتعين أن لون البشرة الذي له ايضاً هي النساء الجميلة، أوكل من يملك له الجسم الرشيق والرفيع يعني معيار جمال النساء. حقيقةً، الجمال لا حسب تعريف للنساء ولكن سواء كان للرجال. الرجال يملك لمحمة لتعين معيار الجمال على سبيل المثال الرفيع والأبيض وممتلىء. ثم، الوسائل فيالمكانة المهمة لتأثير كيف يرى الدنيا. من خلال الوسائل، يستطيع الشخص أن يشاهد الحادثة المهمة في الدنيا. احتمال الوسائل يفرق المشكل عند الأمر المهم وبالعكس. التطبيق لا يستطيع لتمص ستأثير البيانات المختارات لبلوغ المستمع. إحدى من الوسائل يعني الدعاوة المتنوعة بالشكل المضحك والفتان خصوصاً دعاوة الجمال. فهو أثر تعطي أن تؤثر في شكل معيار الجمال يسمى بالتحريير الجمال (عبد ال : ۲۰۱۴) من أجل ذلك، الباحثة تريد تحليل كيف تحريير الجمال للرجال بالشكل دعاوة إنتاج علاج.

هذا البحث، يحلل تحريير الجمال على دعاوة علاج الجسم للرجال بناءً على *Three dimentional models*

of discourse ل Norman Fairclough من خلول الشكل *Critical Discourse Analysis* . فهو

(۱) ليكشف تحريير الجمال الذي شكله دعاوة إنتاج علاج الجسم للرجال، (۲) لتعريف كيف تحريير الجمال للرجال بدعاوة إنتاج علاج الجسم. يستخدم هذا البحث بمدخل الكيفي وتحليل الوثائق لبحث تحريير الجمال للرجال على دعاوة علاج الجسم. كان ثلاث خطوات لترعى البيانات، الأولى تبحث عن الكلمة بالدعاوة. التالي، يناقش تطبيق قرص يتضمّن إنتاج وتوزيع ومقطوعية الكلمات. الأخير، هي كيف دور الكلمة في تطبيق الاجتماعي.

يدل من النتيجة أن الكلمة التي تستخدمها في دعاوة علاج الجسم هي اسم الموصوف. تملك الكلمة دوراً مهمًا لوصف نتيجة. يستخدم عامل الدعاوة سيميونييك واللغوي كي احتمال استفزاز المستمع عند الإنتاج الفاضل. من خلول دعاوة يؤكد المستمع عند معيار وتحريير الجمال للرجال المثال ايضاً البشرة اللطيف والجسم الرائع وبدون بثرة. إذ، وعظت الباحثة لعميق تحريير ذكري دعاوة بناءً على مدخل ونظاري.

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CHAPTER I

INTRODUCTION

This chapter explains about many points that are background of the study, research question, objective of the study, significances of the study, scope and limitation, and definition of the key terms. Also, research method consists of research design, research instrument, data and data source, data collection, and data analysis.

A. Background of the Study

Recently, advertisement has significant role in delivering message in the communication. It represents the advertiser's intentions. Furthermore, Jhally(1995) states that advertising is the most influential institution of socialization in modern society. It indicates that advertisement can give message to audience effectively. It describes the brand which is available in the market or society and it is useful for them. Besides, advertisement aims to promote certain product. The producers hope the society to accept what they have. As a result, they automatically need to convince the reader or audience about their brand.

Then, the advertisers use various strategies in their marketing such as an interactive advertisement. It implies that message in the advertisement should have specific purposes as a bridge to connect between advertisers and audiences. Kannan & Tyagi (2013) also states that everything matters in an advertisement. The kind of color, background, people who are appearing, the words used by

people all matters in advertisements. In promoting the products, the producers try to persuade someone to buy something using image and creative language. The language should be short but highly interesting and persuasive like slogan which is a phrase designed to be memorable, attaching to a product service during advertising. Furthermore, according to Kannan & Kyagi (2013) said that word choice to convey specific messages with the intention of influencing people is vitally important. Using language can change someone's mind and idea about the product. Therefore, advertising is not only aimed at acknowledging product but, it also constructs opinions, emotions and attitudes.

Furthermore, advertisement has various advantages beside promoting the product. It tries to shape general opinion and encourage people to be inspired with something appears in advertisement. It tries to shape society's point of view about something. Furthermore, it influences life style either in whole or only a part. For instance, boys care on their performance such as their body smell and face cleanliness to have many friends and to be accepted by their milieu well. Thus, advertisement influences people's idea and it is used as their principal of life for particular purpose.

Many different ideas spread among society and it becomes a standard for those matters like beauty or handsomeness. Well, beauty is something that cannot be determined. It depends on someone who looks on it because each person has their own perspective of beauty. Different idea of beauty is caused by many factors such as environment, education background or even mass media. People may have the different opinion because they are influenced by the expansion of globalization

in the modern era through mass media. Ideas from individual culture are more easily able to spread to other parts of the world such as standard of beauty. In addition, mass media has important role to influence aspects of life for instance behavior and life style. Thus, people have a standard their own beauty like eye size, skin color and lip shape. Therefore, beauty basically is unlimited to be described but it has a particular standard among certain societies.

Commonly, talking about beauty issue is automatically related to woman issue. Apparently, beauty standard is also categorized a recent topic among male group. It can be approved by the cultural change about point of view on masculinity which involves body shape and performance such as blackhead peeling, manicure pedicure and scrubbing. In 1990 period, masculinity concept is just defined to power, authority and dominance but nowadays, it moves to physical performance which is not one of priorities on masculinity category. Recently, many males tend to become metrosexual personality who interest in their physical appearance.

This phenomenon has spread around the world moreover it is still interesting to be discussed especially in Indonesia. It is supported by increasing several brands which intentionally produce new innovation of body treatments special for men like facial wash for men, shampoo for men and deodorant for men. Thus, it will be interesting to be observed deeply because there is culture change within the men world.

In this study, the researcher focuses on body treatment product that is taken from several selected brands because only certain brands of body treatment that

have special series for men. All brands do not supply both for female and male series. Only several certain product have special edition for male like NIVEA, Pond's and also Biore. Firstly, those brands produce female product but as long as time flies, they as like understand that males also need the product to treat their body. So, the researcher selects body treatment products that indicate having a change from their productions.

Then, linguistic features are observed in advertisement as the object of this study. Not only that, it also find out visual representation which shown in the video recording as kind of online advertisement. By combining linguistics analysis and visual representation analysis make this study having well understanding. Also, it will support this study reconstruct context of the text which has certain relation to social phenomena. For instance, according to Blech and Blech (2003) to make the advertisement strength, commonly they are supported by the brand ambassador and endorsement in advertising that products which mostly the model is well-known figure or celebrity. Therefore, people will not only hear and see words or even sentence but also they have a figure that is portrayed in the product.

This approach uses in this study is critical discourse analysis (CDA). CDA is an approach to analyze complex 'social phenomena' and requires a multiapproach (Wodakdan Meyer, 2009). In addition, three identical significant researchers since the 1990s at CDA are Ruth Wodak, Van Dijk, and Norman Fairclough. They have dissimilar outlines of the discourse analysis theory and method. As a tool, the researcher selects Fairclough's theory which formulates that discourse controlled by social structure and at the same time controls social convention. It consists of

three dimensional models of discourse which later investigate the text, discourse practice, and social culture.

Then, most of social convention caused by mass media moreover, people nowadays cannot avoid interacting with virtual side in this digital era. It potentially encourages them to see and take a look with the product of mass media itself like advertisement. Thus, using CDA in discussing advertisement beyond the text will explore the power that shapes certain culture in society. Furthermore, Fairclough's CDA concept allows focusing more on the production and reception processes of the discourse than just examining the discursive text. In that way discursive context can be viewed from different theoretical perspective such as social or historical sciences. In analyzing advertisement using CDA, it leads to realize that advertisement is not only about promoting and acknowledging certain products but it also brings intended message from the advertisers to audiences or customers.

Many researchers have discussed about CDA especially in analyzing advertisements. Luluk (2016) used the same theory of Fairclough to analyzed toothpaste advertisement constructing beauty concept on women through three dimensional of discourse analysis. She found how lexical selection, use of positive adjective and adverbs, nouns and nominalization, simple phrase, imperative statement, repetition, antonym, visual image and illustration form so-called positive self-representation. Finally, this positive representation makes viewers believe that a beauty concept was women should have white and fresh teeth, and young. Secondly, Rebecca (2011) conducted research on beauty standard in India affected by westernization through ideological concept in fair lovely product.

This study was conducted using qualitative methods, mostly through individual interviews with members of demographics likely to be affected by changing standards of beauty or likely to have significant numbers of interactions related to these changing standards. The findings of this study are that cultural standards of beauty in India are narrowing and conforming to more international standards, and that these changes are causing new physical and psychological problems to be introduced into Indian society. The last, the research on exploitation of women in beauty product of Fair and Lovely has been conducted by Iqbal, Danish and Thahir (2014). The findings indicates that through Fairclough's three dimensional analysis found that the different approaches, life style, texts by advertisers can manipulate and exploit the beauty, ideology of women by forcing point of view that product is giving you the everlasting beauty.

Most of previous studies used Norman Fairclough's outlines of CDA in analyzing advertisement. Then, the researcher assumes that it is still relevant to investigate other advertisement. However, only few of researchers observed in advertisement of body treatment especially for men series. Therefore, this study investigates beauty concept of male in body treatment advertisements. This research is considered having a significant role to reconstruct description on handsomeness by empirical evidence of textual features on advertisement of facial wash for men series. Also, this research may potentially support the following research to explore more various subjects with specific implications.

B. Research Question

This study is started by question “how is beauty concept constructed in male body treatment advertisement?”

C. Objectives

Based on those research questions above, the objective is to describe how beauty concept is represented in male body treatment advertisement.

D. Scope and Limitation

This study specifically describes beauty concept constructed on male body treatment for men series used Fairclough’s three dimensional theory; text, discourse practice and social practice. There are various brands, but it was difficult when the researcher tries to find using English on advertisement because the access limitation of source on internet. The writer only limits advertisement recording which is provided on Youtube. In addition, the selected advertisement based on only companies that have produced for female series first but, they also launch men series in their product nowadays.

1. Significances of the Study

This study is arranged to give both theoretical and practical contribution. Theoretically, the researcher hopes to give development and enlightenment on three-dimensional model by Norman Fairclough to investigate beauty concept through language in male body treatment advertisement. It shows how linguistic features like lexical choice, semantics and language use formulated in advertisement to lead the readers accepting an ideological concept. This matter becomes significant for linguistic study especially for practicing of critical

discourse analysis as methodology to analyze. Therefore, this study is expected as additional reference on critical discourse analysis study that is a part of discourse analysis.

Practically, this study is useful to readers about information on linguistic feature used advertisement. Hence, it will show that words which are produced by someone or even company have intentionally a specific meaning to audiences. From that, we can realize that words have a power in the certain situation. Also, this study gives suggestion to advertiser about creating effective advertisement.

2. Research method

This discussion explains about research method which applies in this study. It consists of research design, research instrument, data and data source, and data analysis.

3. Research Design

The writer uses descriptive qualitative as research design in this study. It is descriptive because it describes the answer of what and how research question to get more understanding about the textual features and visual representation on men facial wash advertisement constructed beauty concept. Then, qualitative approach is used because it analyzes utterances within advertisement. In addition, according to Creswell (2014) stated that qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Thus, the writer wants to explore further information about her topic which is from soft data to be observed by applying qualitative.

Besides, the writer also uses critical discourse analysis approach to describe the utterances on advertisement. She tries to show how word choice employed as language phenomena on male beauty treatment. By using Fairclough's three dimensional analyses in this study, the writer will attempt to find and describe textual features and image appearances on video recording body treatment advertisements.

4. Research Instrument

In this study, the researcher herself is the key instrument. She analyzes and interprets the data which have been selected without involving other instruments. Therefore, she is the only one who does this study on collecting information and interpreting textual and visual representation on male facial wash advertisement to construct beauty concept.

5. Data and Data Source

The data source is a video recording advertisement that is uploaded on Youtube channel. The data used is the utterances within videos of male body treatment advertisements. Therefore, the data is taken from certain uniform resource locator (URL). Then, the intended brands of male facial wash are chosen by considering of fact that advertisement has reached maximum viewers around the world. In addition, they also have certain attractive language in advertising their products. Not only that, the researcher also consider that the brands show the good innovation for customers' need for instance, fulfilling need of male body treatment beside female's need due to the time the brands are published.

6. Data Collection

In assuring accurate data, the writer collects data from official account of NIVEA Men, Men Biore, Pond's Men and Garnier Men on Youtube channel. The data will be collected from official websites of each product. Then, the writer does several steps in collecting data. Firstly, she downloads and saves the videos of men body treatment advertisements as documentation. The researcher chooses those advertisements based on their production in which they only produce body treatment for female then they also make men series products. Then, she only selects video that contains of male body treatment product from those official accounts. There are four videos from Nivea product, one video from Biore, one video from Pond's and two videos from Garnier Men. So, the researcher has eight videos to be investigated. After that, she attempts to transcribe the discourse on advertisements by writing all words or utterances used in video of selected men body treatment advertisements. The last, the researcher separates and selects the data which have attractive language and good discourse and related to the analysis stages.

7. Data Analysis

In data analysis, the writer has many stages to answer her research question. First, she uses list of selected utterances to identify what textual features used in the advertisements. Then, she also describes how discourse practice including how the texts are produced and how they are interpreted. Afterwards, the writer attempts and interprets the relation between discourse on advertisement and socio-culture context which involved in text consumption processes. Next, the researcher

explains about the discourse as phenomenon in social practice. It is the third dimension of Fairclough's approach which will draw upon a critical social theory such as power or hegemony and ideology on discourse. Finally, the researcher gives the conclusion of this study.

8. Definition of Key Terms

To provide clear explanations of this study, the writer provides the definitions of important terms as follows:

- a. Critical discourse analysis (CDA): according to Fairclough (1993) defines CDA as discourse analysis which aims to systematically explore often opaque relationships of causality and determination between discursive practices, events and texts, and wider social and culture structures, relations and processes. Thus, it also focuses on exploring how the discourse and society shape ideology.
- b. Advertisement : the media used to promote certain product with textual and visual component. In addition, according to Petley (2002) said that advertisement is a small tool such as machine that has particular function, but it often thought of novelty, by an identified sponsor/producer with a view to disseminate information concerning the product. It is the means by which goods or services are promoted to public. He also said that the advertisers' goal is to increase sales of goods or services by drawing people's attention to them and showing them in a favorable light.

- c. Male body treatment : the products are made especially for men in caring his .body. Then, this study only focuses on men facial wash which is produced by Pond's and NIVEA.
- d. Beauty concept : the characteristics of beauty that is portrayed on body treatment advertisement such as light skin, slim body, young, etc. actually, many ideas of this matter, some people said that it is not only physical appearances but it is also about inner beauty that cannot be seen but it can be felt its presence.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter provides the definitions and explanations of the relevant literature to the objective research. It describes how beauty concept represented on male body treatment advertisement using CDA as tool to investigate and reveal language use in those advertisements. In addition, it used to comprehend the principles and methodology in CDA which is especially introduced by Norman Fairclough (1995). Then, this chapter also gives the review of previous studies related to CDA and advertisement discourse.

A. Critical Discourse Analysis (CDA)

Critical Discourse Analysis is a part of discourse analysis which has certain characteristic with critical viewpoints in discourse analysis. It has been become a basic discipline to give answers to question about relationship between language, society, power, ideology, politics, and culture. Moreover, according to Van Dijk (1998) CDA is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive contexts. Moreover, CDA is interested in ways language and discourse is used to achieve social goals and partially this use plays a key role in social maintenance and change (Bloor & Bloor, 2007).

1. Concept of CDA

Critical discourse analysis (CDA) is a method or system to investigate part of discourse in order to show the hidden issues or agendas which are embedded in

society. CDA analyze all types of discourses like written, spoken or semiotic which can systematically communicate with society. According to Fairclough (2001) the main cause of CDA is social problem. CDA tries to make people aware of hidden structures which have been existing among social setting. CDA is an approach to show that text being certain social practices which have political implications about issues of status, solidarity, and of distribution of social goods and power. Using CDA explains how text represents and constructs reality within specific ideological system towards implicit messages on a text.

2. Basic idea of CDA

According to Van Dijk (2001:352), critical discourse analysis (CDA) is a type of discourse analytical research that studies the social power abuse, dominance produced and resisted by text and talk in the social and political context. He also says that CDA is a critical way of focusing on social problems and the role of discourse in the production and reproduction of power abuse and domination. According to Fairclough (2001: 229), CDA deals with real issues and real problems in society, like “globalization, social exclusion, shift in governance and so forth”. The scope of CDA is vast (Haque, 2007:4). Critical discourse analysis (CDA) is not restricted to the educational institutions. Discourse analysis (DA) studies discourse from linguistic perspective but CDA looks at discourse not only from linguistics perspective but also goes beyond the boundary. CDA helps people by analyzing certain discourses which are embedded in society or those discourses which are employed by powerful; groups or societies. It helps to understand how a discourse is used to manipulate people. according to Haque (2004), the aim of CDA is to

inform the people about the hidden problems of society so that they can ask questions about the hidden issues.

3. Principles of CDA

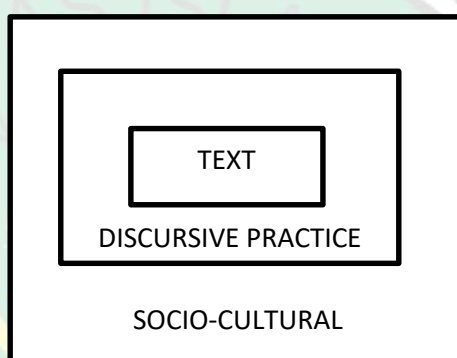
The fundamental principles of CDA can be found in several approaches of former analyst of this field. They are Van Dijk, Ruth Wodak, Norman Fairclough who deal with language, power and ideology and analyses the social order. Critical discourse analysis is practically oriented form discourse analysis which is aimed at addressing social problem. Critical is used in the special sense of aiming to show the connections between language, power, and ideology. According to Van Dijk (2008) CDA is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.

B. Norman Fairclough's concept of CDA

Fairclough (1995) considers that discourse is used to refer to written or spoken language use in which his aim is to investigate it as a form of social practice. He further adds that language use is simultaneously constitutive within social identity, social relation and system of knowledge and belief. Since Fairclough (1995) views language as social practice is dialectical with its context, the study of its relationship is vital. Fairclough's analysis is based on three components; description, interpretation and explanation. Linguistic properties of texts are described (text analysis), the relationship between the productive and interpretative processes of discursive practice and the texts is interpreted, and the relationship between social practice is explained (Fairclough, 1995). In doing this,

Fairclough attempts to establish a systematic method for exploring the relationship between text and its context.

Furthermore, to analyze discourse, Fairclough developed a mode for CDA which constitutes three-dimensional boxes, nesting one inside the other. The inner box shows the text, the box in the middle shows the discourse practice, and the outer box shows the socio-cultural practice.



1. Text

In this term, according to Fairclough (1995) that analyzing text based on linguistic aspects such as vocabulary, grammar, cohesion and text structure. In short, analysis of text is concerned with both their meanings and their forms. Fairclough also views text from a multifunctional perspective which includes representations, relations and identities. Analysis of texts also includes linguistic analysis, and semiotic of for instance visual images (contemporary texts are characteristically, and increasing, 'multimodal' with respect semiotic system, Kress and Van Leeuwen, 2001)

2. Discursive practice

Fairclough (1995) highlights that his second layer, discourse practice, in the framework mediates between text and the sociocultural practice. According to

Fairclough, a discursive event is simultaneously text, discursive practice (including the production and interpretation of texts) and social practice. For the operationalization of this theoretical considerations, Fairclough develops an analytical framework (Fairclough, 1995), drawing on the concepts of “interdiscursivity” (that is the combination of genres and discourse in a text) ‘intertextual chains’ (that is the relationship between texts ‘before’ and ‘after’), and ‘manifest intertextuality’ (the discourse representation) (Fairclough, 1995).

- a. Interdiscursivity is an analysis of how genres, tenor, mode and dimension of text in discourse are articulated together. Interdiscursive analysis is a central and distinctive feature of this version of CDA. It allows one to incorporate elements of ‘context’ into the analysis of texts, to show the relationship between concrete occasional events and more durable social practices, to show innovation and change in texts, and it has a mediating role in allowing one to connect detailed linguistic and semiotic features of the texts with processes of social change on a broader scale.
- b. Intertextual chains involves producing media texts or the transformation which texts undergo in production and consumption.
- c. Manifest intertextuality analysis focuses on the borderline between text and discourse practices in the framework. Compared to linguistic analysis which is descriptive, manifest intertextuality analysis is more interpretative in nature. This is due to the many layers of meanings being added to or taken away from the text. In order to interpret the discourse process of a particular text, one needs

to unpack the different layers or text within the text itself. It involves discourse representation, presupposition inference of text), and irony (opposite of text).

3. Social practice

Fairclough (1995) also explains that analysis of sociocultural practice of a communicative event consist of three parts which is economic, political which concerns with issues of power and ideology, and cultural which concerns with questions of value and identity. Van Dijk (2001) also justifies that social, political and cultural organization of dominance also implies a hierarchy of power: some members of dominant groups and organizations have a special role in planning, decision-making and control over the relations and processes of the enactment of power.

C. Male beauty standard

The definition about beauty is still arguable among many people. They know how a beauty when they see it but they are still confusing to give absolute definition about that. It depends on the eye of beholder. But, media tries to give limitation to beauty standard for most of people with several criteria. In addition, according to Beynon (2013) in discourse analysis on style and grooming column that is published on menshealthy website summarized beauty standards for male are:

1. Light Skin

First, the characteristic of beauty commercial on media is skin color matter (Prianti, 2013). The advertisers compare between dark vs. light skin. They persuade people think that a choice of that is good. By existing a figure that they show in the

advertisement, producer influence audience's mind. Moreover, research discovered beauty product commercial portray people with lighter skin color as more beautiful than somebody with darker skin color. Dark skin color is identical with dull skin. What makes it worse, not only being darker is less attractive but also having other negative characteristics. Having dark skin color makes somebody less or even not confident with their appearances, being isolated, feeling difference for being darker skin compared to their friend. In addition, research also discovered that being dark is crucial to success on their love life and career as portrayed from commercial. Thus, advertisers illustrated being white or having light skin color leads to get advantages of better chance in workplace or better chance to be loved by your couple in your marriage. Hence, light skin tone becomes the desired skin color and was perceived as 'sign' of prestige among societies.

2. Young

The other obvious characteristic discovered on the research is the age portrayal. Most of beauty product commercials use young age models. With the help of digital alteration, models look even younger, have smoother skin than somebody truly is. The advertisement also portrayed young as a desirable age by all people. Looking young will make people to be more attractive, more beautiful therefore people will be loved more by their couples and more successful in career.

This young concept excludes people who look old. In other words, being old makes women less attractive, less beautiful. Being old indicates with unhappy and gloomy life, whereas being young indicates with happy and colorful life (Prianti,

2013). Wrinkles and other aging symptoms are a disgrace that should be covered. Indirectly, growing old is a scourge to be feared although it is biologically in nature.

3. Muscular

The following characteristic of being handsome men is muscular. Someone who has big body full with muscle looks stronger than someone who has regular body shape. In addition, muscular body can be shaped only by exercise regularly. It means people who have great muscle, they have bigger care with their body. They treat and keep their body as well as they can. It also defines that men being thin is not ideal because they cannot treat and keep their body well.

The muscular notion give general opinion about the opposite condition such as being thin is not ideal. The reason is because of doing exercise regularly to get good body shape, people consider that muscular men has healthy and looks macho. Indeed, the description about handsome men cannot be separated with women who value the beauty of him so that many women say that they prefer to muscular men because they can help with their strength and ease their duties. Despite, they are strong, they also a gentle as showed by their calm hug.

D. Advertisement

Advertisements are understood as “the everyday text” that persuade people to buy certain products or inform their target audience about some aspect of reality, such as a general meeting, or political elections. Kress and Van Leeuwen (2001:4) states that advertising means ‘drawing attention to something’, or notifying or informing somebody of something. In order to understand the purpose of advertisements, one has to treat advertisements as a discourse type). Kress defines

discourses as socially contexts and in ways that are appropriate to the interests of social actors. Advertisement involves three major stakeholders. There are manufacturers, consumers and advertisement agencies. Cook (2001) classifies the manufacturers as senders, the consumers as addressees and the advertisers as senders. The mass media are the channel through which advertisements reach the consumer. The mass media consists of commercial television, radio, newspapers, and magazines among other things. The medium has to be suitable to the advertising agency in term of presenting the advertisements to the audience. Sukrisno (2010) assert that advertisers examine the coverage each medium has in various markets and select those media that cover the target areas most effectively. Advertisement is widely researched in the economic and management sciences, marketing communications, visual communications, and language and literacy education. Modern day advertisements influence the social lives of people in many developed societies. Advertisements pervade every social space, from the billboard, the streets, the shopping malls, to our homes, through television, magazines, and newspapers; we are bombarded by images of advertisements. Advertisements encourage people to buy certain products or goods (Petley, 2002)

1. Semiotics in Advertisement

Photographs, used in print advertisement, work as a system of signs that gives form and meaning to consciousness and reality. There are always two modes of communication in a printed advertisement; a verbal mode and a visual one, and which interact together. These two modes can be expressed through the different signs utilized like colors, typed words, and photographs. Semiotics refers to the

science of sign in society (Suassure, 1974). Semiotics offers a premise of systematic, comprehensive and coherent study of communication phenomena as a whole (Hodge & Kress, 1988). Put simply, “Semiotics is the study of sign and signifying practice. The semiotic approach has different branches. Color is one of the sub-disciplines of semiotic approach. Color and image are similar to language and they can fulfill and realize three broad meta-functional communications as well as a language does. Semiotics plays key roles in account of meaning of colors. Semiotically, ‘what’ people do with colors varies enormously. But, if one stays with the notion that ‘what people do’ determines the tools and bears in mind that very different things done by different group, that making sense of colors useful for meaning making (Kress & Van Leeuwen, 2006). Social groups which share common purposes around the use of colors are relatively small and specialized.

2. Discourse of Advertisement

Discourse of advertisement includes the image and the verbal text because of the various elements found in the design of advertisement, advertisements are referred to as multimodal texts, as has been mentioned above (Kress & Van Leeuwen, 2001). The use of images with the verbal text affords complex relationships between the words and the pictures for multimodal research to explore. Often the verbal text anchors the image. Of concern here is that images without a verbal text, as they often do in advertisement, the divergence in interpretation is minimized. However, Merriam (1997:221) suggests that an advertisement’s visual message can remain partly or wholly implicit even when there is extensive verbal commentary ostensibly telling us how to interpret the

images. Various techniques of appeal are found in advertisements. Firstly, as Messaries (1997) claims, by linking a product with a certain image, the advertisement makes it possible for users of the product to draw on that link as a mean making a public statement about how they themselves wish to be viewed. For instance, for a person aspiring toward upward mobility, ordering a brand of vodka whose advertisement includes original works of art may be a way of signaling good taste and refinement. Secondly, as Goldman (1992) asserts, advertisements tend to invite us to step into the 'space' of the advertisement to try on the social self we might become if we wore the product image. 'People become a kind of tabula rasa, a slate filled with desired attributes by the objects they consume'. This echoes what argued by Berger (1972) in his now classic study of advertisement called "Ways of seeing". Berger (1972:131, cited from Baltzis 2007) states that advertisements propose to each of us that we transform ourselves, or our lives, by buying something more. He observes that the would-be buyer is meant to envy him or herself as he or she will become if he or she buys the product. This shows that buyers may imagine certain futures (identities) that are promised in the product purchase.

E. Previous Studies

Many researchers have discussed about CDA especially in analyzing advertisements. Luluk (2016) used the same theory of Fairclough to analyzed toothpaste advertisement constructing beauty concept on women through three dimensional of discourse analysis. She found how lexical selection, use of positive adjective and adverbs, nouns and nominalization, simple phrase, imperative statement, repetition, antonym, visual image and illustration form so-called positive

self-representation. Finally, this positive representation makes viewers believe that a beauty concept was women should have white and fresh teeth, and young. Secondly, Rebecca (2011) conducted research on beauty standard in India affected by westernization through ideological concept in fair lovely product. This study was conducted using qualitative methods, mostly through individual interviews with members of demographics likely to be affected by changing standards of beauty or likely to have significant numbers of interactions related to these changing standards. She found that cultural standards of beauty in India are narrowing and conforming to more international standards, and that these changes are causing new physical and psychological problems to be introduced into Indian society. The last previous study researched about exploitation of women in beauty products of Fair and Lovely (Iqbal, Danish, Thahir: 2014). The aim of the study is to explore the ideology, visuals, stereotypes, specific linguistics feature behind the particular images. In this study Fairclough's three dimensional model of analysis is used critically analyze the advertisements of fair and lovely and advertisement can be analyzed on three perspective i-e textual, discursive and social. The finding indicates the different approaches, life style, texts by advertisers to manipulate and exploit the beauty, ideology of women by forcing point of view that product is giving you the everlasting beauty.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter contains the findings and discussion. Firstly, it provides the data presentation in finding and data analysis based on three dimensional framework of critical discourse analysis by Norman Fairclough. Then, it provides the result of analysis which is elaborated in discussion.

A. Findings

This study aims to analyzing the utterances and the discourse on male body treatment advertisement based on Fairclough's three dimensional framework of critical discourse analysis. It relates with three major analysis stages. They are textual features, discourse practice which discusses on how text produced and consumed, socio-cultural practice that investigate how text is organized in society. The analysis of this study is formulated based on the research question in chapter I; how is beauty concept constructed in male body treatment advertisement. The datum that is analyzed is the utterances and the discourse of male body treatment advertisement video recording from 4 brands which has orientation change on production like NIVEA, Ponds, Biore and Garnier. Based on three stages of Norman Fairclough's on critical discourse analysis, the analysis of textual features is first stage, discourse practice is second stage and social practice is third frame. In addition, text is not only words but it is also images because linguistic units are not only sentences or clauses but it is also semiotic clues like colors, images or sign.

These are category of each analysis based on CDA of Fairclough's three dimensional framework analysis.

1. Textual Features

This category as first stage of three dimensional framework presents the utterances on advertisement which mostly appears in the male body treatment advertisement. The purpose of text in advertisement is to describe what the product is. Therefore, the analyzing each function of single word in advertisement is significant to be conducted.

In this study, the researcher found several textual features in the advertisement. There are verb, adjective, adverb, noun and pronoun. Generally, 25 adjectives are commonly used in the male body treatment advertisement text. It was found eleven adjectives from ADV1(NIVEA Men), four from ADV2 (Pond's Men), four from ADV3 (Biore Men) and six from ADV4 (Garnier Men).

Get better with age (ADV1.TFADJ) Men's face care is not the same as women's face care(ADV1.TFADJ) Forget complicated and time consuming, potentially painful (ADV1.TFADJ) simple, fast and feel good (ADV1.TFADJ) a classic from a pioneer of pale skin careSimple, effective grooming (ADV1.TFADJ)

The adjective '*better*' is used to describe the situation when the skin gets older because of the age. The advertiser steals the audience interest by offering a good change after consuming its product. It is also supported by many scenes that tell audience about men's activity causing wrinkles on the skin. Furthermore, it is from NIVEA UK channel named "NIVEA active age moisturizer cream". From its title, the combination two words active and age means that in the busy time on doing many things a long lifetime. It also indicates that age when full of responsibilities

must be done or simply called in mature age. Then, NIVEA or the company advertiser reminds the audience about youth is temporary in life, makes audience realize that being old is certainty. Also, wrinkled on skin cannot be avoided but this advertiser offers a treatment for that problem so that skin is still well-care.

Next, the way advertiser describes its product is sex comparison using the adjective '*not the same*'. It portrays that men's face care is different from women's facial care. Men tend to quick and simple thing for their daily treatment. Then, the advertiser also defines using '*a classic from pioneer of pale skin care*' that its product is the only one best choice for skin treatment. Besides, the adjective use '*pale*' describe bad condition of skin because ideal skin appearance is fresh and smooth and '*pale*' as situation which should be avoided by men.

Next, the advertiser seeks the men's interest by using adjective *simple, fast* and *good*. The advertiser tries to be closer with its audience through being placed themselves as same as the audiences' desire. Target of these discourses is men who have more obligation than women. Hence, the advertiser understands what its target customers need using discourse '*forget complicated, time consuming and potentially painful* which appears on women's skin care. Removing something which is unexpected is the way advertiser stealing audience's attention. As the final, presenting '*effective grooming that gets noticed from the world number one men's skin care brand*' as close statement on discourse of advertisement is significant ending to convince audience although simple and fast still guarantees its intended result. Not only that, men no need to be hesitate because this product is credible being number one than other brands.

Then, adjective form is also used in the second advertisement. It will be attached below.

Japanese is like the dirt and pollution (ADV2.TFADJ) Skin that is damn(ADV2.TFADJ) A daddy more haggard, get whiter get energized (ADV2.TFADJ)

The advertiser tries to use figurative language in the discourse using adjective '*like*'. It means that place where becomes setting of the advertisement has been damaged by dirt and pollution. Both of them are causal factor of skin problem in male.

The adjective used '*haggard, whiter and energized*'. The first is damn which describe skin after doing activity outdoor. The second is haggard supports 'damn' which skin gets on trouble after being attacked by dirt and pollution. Meanwhile, whiter and energized is a solution offer from advertiser. The advertiser attracts audience using adjective to portray someone who has brighter skin will look energized after washing their face with its product.

In extreme condition (ADV3.TFADJ) the greatest challenge (ADV3.TFADJ) New men's biore (ADV3.TFADJ) with unique double action black and withe beads (ADV3.TFADJ)

In ADV3, it is attached with adjectives such as '*extreme, greatest, new and unique*'. The advertiser uses '*extreme*' to define that oil and dirt are big challenge in everywhere and it is unpredictable especially in the city which is polluted. Then, the advertiser presents '*new*' to steal audience's attention that its product is provided. Next, the advertiser uses unique to modify the material inside its product. It means that the producer has special and different ingredient than other product.

Running away from pimples is difficult (ADV4.TFADJ) clear skin every time (ADV4.TFADJ) Amplified face wash (ADV4.TFADJ) on oiled condition (ADV4.TFADJ) stay fresh. Stay dry up at 48 hours. (ADV4.TFADJ)

Every single word in the discourse has meaning to describe something. In the ADV4, the researcher found many adjectives used in describing the product. First, *difficult* portrays that annihilating pimples on face is impossible because of germs and oil. Then, using '*clear*' defines the result after consuming the product. It becomes advertiser's strategy to get audience's attention in the advertising. In addition, the advertiser also uses 'amplified' as modifier of face wash to convince the audience that its product has been proven too. So, the audience should not worry about the quality. Last, using adjective '*dry*' describes condition which consumer got after using deodorant. It is also supported by the following information of time, 48 hours or 2 days. It offers to audience with enticement about time guaranty.

Secondly, the textual feature in advertisement is verb. Verbs can illustrate and signify how this product works in consumption. Thus, here is found verb used, they are: *moisturize, firm, protect. Speed up, strengthen, and reduce.*

moisturizes 24 hours, firms the skin, protects from drying out, speeds up cell renewal, strengthen skin's elasticity, reduces wrinkles visibly (ADV1.TFV) against stress sweating.against your body odor (ADV1.TFV)

The using verb *moisturize* shows the audience that this cream can moisten their skin after using it regularly. Then, the '*firm*' makes the reader believes that it can strongly fixed their skin in good condition although the reader has many activities in uncertain temperature. The following is *protect*, it actually support the previous verbs used. It seeks the audience attention to avoid dry skin surface because it has been through various temperature changes. After that, the verb *speed up* modifies noun phrase '*cell renewal*'. It captivates on time-consuming this product. It is quicker than other product to carry good cell back. The verb *strengthen*

describe this product cares skin's elasticity more to customer. The last is *reduce* modify noun *wrinkles*.

It is different with the previous verbs which have positive meaning on modifying the following words. In this word choice, *reduce* means a process to make something less or smaller in its size or quantity. Yet, reduce actually convince the readers that benefit of this product is make wrinkled on skin less. The advertiser uses word '*reduce*' which contains negative meaning to show the positive or advantage from this product.

The next statement describes how this product works through verb phrase '*works against stress sweating, works against your body odor*'; it protects men from sweating and body odor or bad smell. It defines that sweat and body odor are something must be avoided by men because it is acknowledged as problems in this advertising. Hence, the company uses verb to show that they offer an action to solve problems that is worried by most of men.

I use ponds men energy charge (ADV2.TFV) powered with coffee (ADV2.TFV) fight dirt and pollution (ADV2.TFV)

Then, the vocabularies found in this advertisement is verbs, they are *powered* and *fight*. The word *powered* captivates audience on main ingredient inside the product that has special quality. The following verb is *fight* which means an action to attack the problem that appears after dirt and pollution damage skin. In addition, the advertiser uses a role model in its advertisement as medium to attract audience imagination. The role model acts a customer who gets skin problem caused by dirt and pollution. It is proven by stating pronoun 'I' in *I use Pond's men*

energy charge statement. The role model is young and good looking represents how a man should be.

double scrub cleanses thoroughly with unique double action (ADV3.TFV) Conquer them like a champion (ADV3.TFV)

As previous statement, verb used to describe how the product works. The verb '*cleanses*' explain that facial wash is used to make face clear from dirt and pollution. Furthermore, this advertisement use verb in the figurative statement. It portrays that vanishing oil and dirt on skin is like champion. The advertiser places dirt and oil as the rival of men. Therefore, men should strive to be a winner by killing them.

because germs and oil attack your skin constantly (ADV4.TFV) Want to win the pimple fight that's why I switch to Garnier man acnofight face wash (ADV4.TFV) It fights up to 99.9% pimple causing germs and gives you stay pimple free (ADV4.TFV) I love challenges, but on oiled condition, I stay fresh (ADV4.TFV)

The presence of verb 'attack and fight' has same meaning but, the different attachment in sentence is caused similar meaning. The word '*attack*' explains that germ is everywhere and unpredictable. It is also proven and strengthened by the discourse adverb 'constantly'. Whereas, 'fight' describe how the ingredients of this product can solve to hit microbe causing pimples.

The use of word '*give*' is to describe the product affect to change pimple skin to be clear skin. It seems product's guaranty in consuming for attracting reader on this advertisement. Then, the use 'stay free' to define face after using facial wash which gives people protect from microbe and oil problem.

Thirdly, the researcher also found nouns as textual features in the male body treatment advertisement. But, the presence of noun is not as significant as the

presence of adjective and verb because it is only such a compliment from both adjective and verb. It will be proven as follows.

Your face it is been through a lot. Get better with age (ADV1.TFN) Japanese is like the dirt and pollution (ADV2.TFN) powered with coffee bean extracts (ADV2.TFN) oil and dirt are the greatest challenge (ADV3.TFN) oil and dirt are the greatest challenge (ADV4.TFN)

The last is textual features which is used in the male body treatment advertisement is pronoun. It has role to know how the advertiser put its discourse in its advertising. For instance, the advertisement aims to show its product strength and advantages. In this case, the advertiser starts with word '*your (ADV1.TFP)*' as the pronoun to point audience so that they feeling engaged with this text. Furthermore, pronoun 'I' is also used to endorse the product for a figure in the advertisement. It was proven by 'I stay-fresh, stay dry up at 48 hours (ADV4.TFP)' which is spoken by the celebrity who becomes endorser of the product. It captivates readers on the advantage of using deodorant. Hence, the conclusion is that people use deodorant then they do many activities which causes sweat and oil, Garnier men absolute dry deodorant is the solution.

2. Discourse Practice

The following category is discourse practice framework. It discuss about text production, distribution and consumption (Fairclough, 1992). It consists of interdiscursivity (genre, tenor, mode and dimension of text), intertextual chains, and manifest intertextuality (discourse presentation, presupposition, and irony).

The genres of all texts are advertisement. It is intentionally produced by advertiser to audiences to promote its product by describing what and how the product is. The advertisement is video recording which is uploaded in the official

channel in Youtube which is presented with spoken, monologic and it is well-prepared as communication between advertisers and consumers.

Then, text in advertisement as the researcher said that it is supported by images or pictures in the advertisement. Each advertisement has its own way to vocalize its text which is watched by viewers around the world. In addition, advertisement represents producer's idea to deliver at audiences.

In ADV1 assume that being old is unexpected thing. It is proven by discourse in the ADV1.MI below.

Get better with age.
New NIVEA men active age moisturizer with 6 effects, moisturizes 24 hours, firms the skin, protects from drying out, speeds up cell renewal, strengthen skin's elasticity, reduces wrinkles visibly.(ADV1.MI)

Then, in the ADV.MI also found the discourse which means that men best performance is moist skin but it doesn't spend too much time as long as women time for her skin treatment. The text will be provided below.

Men's face care is not the same as women's face care
Nivea men original moisturizer cream, a classic from a pioneer of pale skin care.
Simple, effective grooming that gets noticed from the world number one men's skin care brand. (ADV1.MI)

Next, ADV1.MI and ADV4.MI argue that dry and fragrant enhances self-confidence in men's self. The text is vocalized with various scenes of heavy work which the men are still free from sweat and body odor when performing in the public place. Meanwhile, in the ADV1 argues a conclusion of all advertisements from NIVEA which is attached. It aims to believe that men should choose NIVEA product to keep their best performance. It is also kind of promotion technique which is used by this company.

The following presupposition about text in male body treatment advertisement is provided in ADV2.MI, ADV3.MI which assumes that lighter and clear skin more enhances self-confidence in men. It is proven by the discourse below.

get whiter get energized get ponds men (ADV2.MI). New men's biore, double scrub cleanses thoroughly with unique double action black and withe beads (ADV3.MI). gives you stay pimple free, clear skin every time (ADV4.MI)

In short, text in advertisement is produced by company to promote their product using utterance and images as description of either the preeminence or the result through producer's point of view. But, media such Youtube deliver the text as advertisement so that the audiences or viewers can enjoy the advertisement.

a. Social Practice

The last stage of analysis is social practice. In the ADV1, this advertisement tries to describe how men should look like young and fresh by using discourse 'get better with age', 'strengthen skin's elasticity', 'reduce wrinkles visibly' and protects from drying out. "Get better with age" means that staying youth seems beauty standard for men. Meanwhile, people as human being cannot be separated with old. It naturally happens on everybody who lives in this world. Old can be inferred by physical change like wrinkled, flex and gray hair. It is normally happens. Yet, the advertiser intends to make ideas that old can be avoided by men using facial wash and he will seem handsome. Besides, it will damage men's image which being old becomes weak whereas men should look strong and young as a figure who has many responsibilities to be done. In addition, through this advertisement, (ADV1) the company portrays that pale skin is not good looking because it seems men doesn't have spirit and enthusiasm which is not expected by ideal men. It dismisses

masculinity in men self through their physical appearance. In brief, the ADV1 spreads among society to generalize about standard of ideal men through stay youth and fresh without any wrinkled on skin surface.

Next, the following advertisement tries to shape society's opinion on beauty concept of men using 'get whiter get energized'. It means that good looking people should have bright and fresh skin. Meanwhile, as we know that skin color is probably influenced by genetic factor which is each tribe has its own characteristic especially skin color. In addition, there are many ethnics in this world which naturally have different skin color from their ancestor. We cannot judge one skin color for beauty standard among society. Yet, this ADV2 tries to generalize that ideal skin for man should be white, bright and energized.

Then, ADV3 also defines that fresh and clear skin should appear on man's face by using 'cleanses oil and dirt'. It promotes that clear skin is beautiful especially for man. This advertisement shows particular condition of man's activity through its video. The man acts a busy person in extreme condition full of dirt and pollution which is easy to damage his skin with oil and pimple. Then, this ADV3 comes like a solution for the problem by using analogy from advertisement's statement 'conquer them like a champion'. In conclusion, man should fight oil and pimples on his face so that he has healthy skin and it is more interesting.

In the ADV4, it is actually similar with ADV3 but it has different discourse in the how it advertises. It used 'stay pimple free, clear skin every time' which means that clear skin from pimple is man's ideal everywhere. Meanwhile, man sometimes does activity especially in the outside which is susceptible from dirt and

germ attack that is caused pimple constantly. It is normal. Yet, this advertisement assumes that pimple is a problem for man's beauty and he should avoid them.

In brief, ADV1.SP and ADV4.SP place that people who have fragrant smell will be loved by many people. It is shown by one scene of three people from Liverpool club comes to a meeting, they raise their hand to greet people around them with their dry armpit although, they pushed the strike car. It represents that dry and fragrant is good thing when you interact with others. In addition, in discussing social practice of this discourse in the advertisement, ADV1, ADV2, ADV3 and ADV4 formulate the concept of beauty. This advertisement assumes through protection from dirt, sweat and dry skin can make good performance. The result of consuming men treatment product like white, moist and energized skin is a beauty on male. All is concept of beauty which is offered by those companies through their various advertisements of products on male

B. Discussion

This subchapter provides the explanation about the research question after the data are analyzed. This research is conducted to answer one research question which has three stages in the analyzing process which is acknowledged by Norman Fairclough. First stage relates textual feature presence in the male body treatment advertisement. Secondly, it discusses about discourse practice which deals with text production, distribution and consumption in the male body treatment advertisement. The last is social practice which to show how people place the text and make it as

ideological concept of beauty through discourse in the male body treatment advertisement.

In discussing textual feature, Fairclough stated that it involves three aspects; vocabulary, grammar and cohesion. Meanwhile, this study only discusses about vocabulary because the researcher does not find the cohesion in the advertisement's text which is simple and short. Nevertheless, it is meaningful because advertisement aims to easy to be remembered by the viewers.

In ADV1, it is found several adjectives, verbs and also adverb. Every single word has meaning, every meaning consists of idea which can influence someone who reads or listens it. Well, the vocabularies in this ADV1 are like whiter, energized, fresh, clear, fragrant and moisturizer. Because of ADV1 is not only facial treatment which gives care of face appearance but it is also deodorant or perfume to keep body odor for men. Therefore, ADV1 draws standard that beauty of man should be brighter and smooth face and fragrant body.

The following is ADV2 that has several vocabularies related to beauty concept, they are whiter and energized. The writer assumes that adjective use to describe how beauty is especially for man. Using adjective attracts viewers to use the product then they expect the result which makes them looks more interesting. Actually, this advertisement has same word with ADV1 which uses whiter to describe how the man should be but, it still defend masculine side by using word 'energized' means that it is still important to be shown in man self. Man must have

certain characteristic in his own beauty. When woman has feminine side for her beauty, man also has masculine for his beauty.

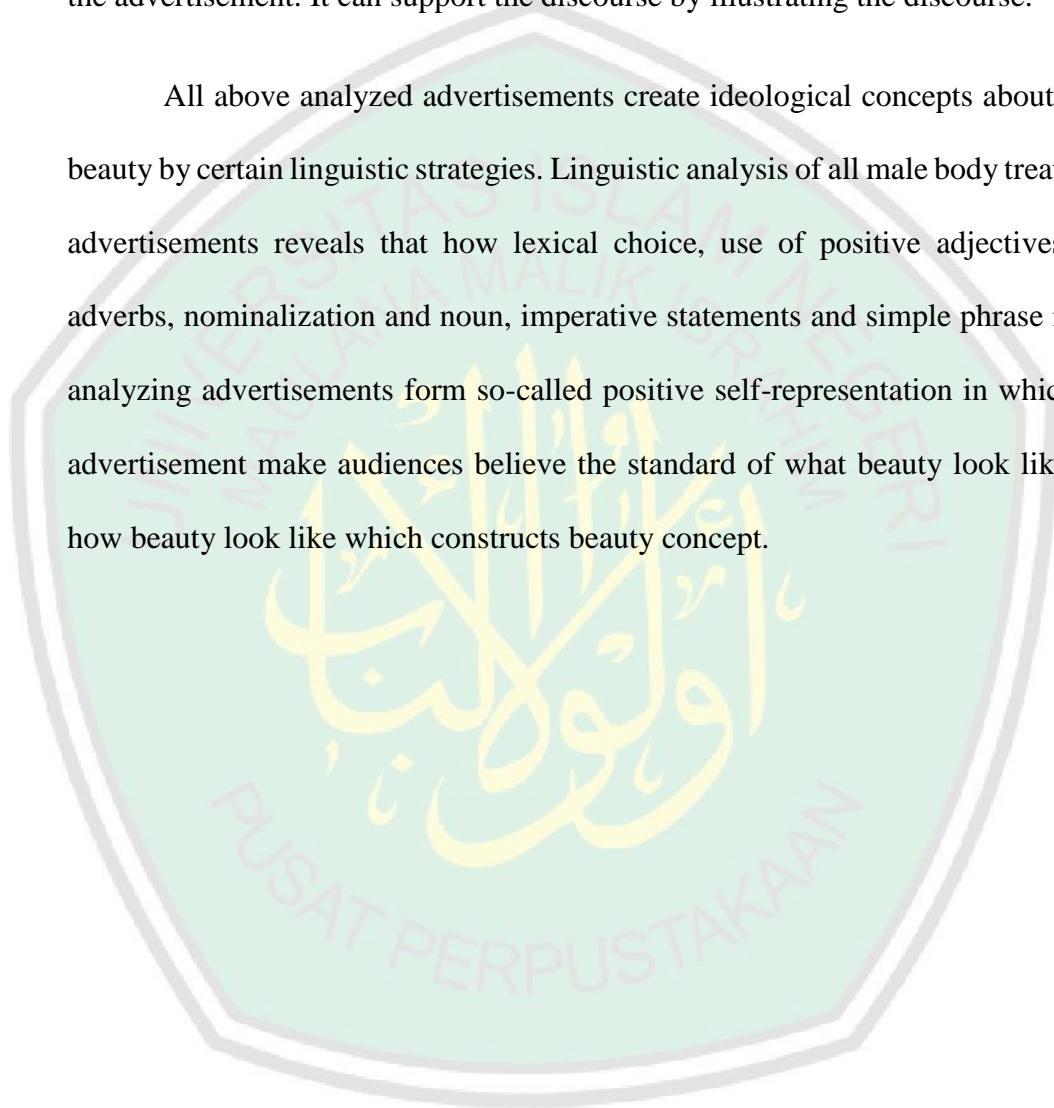
Then, in the ADV3 and ADV4 found like clear, fresh and amplified. The word 'clear' actually related to cleanliness not to beauty but clear condition is usually nice to be enjoyed because the face is free from any spots. Thus, it means that clear also categorized as beauty. Furthermore, the word 'fresh' also commonly used to define a color which is clear and bright. Then, amplified actually to show product's quality which can be excellent to vanish pimples and oil faster.

Furthermore, this study found that every single word used in the male body treatment advertisement has its particular function and significance. Using adjective captivates audiences about the result that people will get after using the product like whiter, smooth and fresh. Meanwhile, using verb is to describe how the material in the male body treatment work such as moisturize, speed up and strengthen. Hence, both verb and adjective actually combine to support each other in order to steal audience's interest in the male body treatment advertisement and create beauty standard of male.

In addition, the use of pronoun like I, you and your is also found. It has each function of its own discourse. For 'your', it is to engage the audience in the advertisement because it personally point the audience's self and it can ease the stand of the company to make communicative interaction. Other pronoun used is I which according to Cook (2001) regarded as authoritative and implies the power of the brands. Therefore, the existing of certain model in endorsement is important in

advertisement. In case of that, most of model of celebrity endorsed in the advertisement is figured to the result after using the product. So, the audience can imagine how themselves after using the product by illustrating through a model in the advertisement. It can support the discourse by illustrating the discourse.

All above analyzed advertisements create ideological concepts about male beauty by certain linguistic strategies. Linguistic analysis of all male body treatment advertisements reveals that how lexical choice, use of positive adjectives and adverbs, nominalization and noun, imperative statements and simple phrase in the analyzing advertisements form so-called positive self-representation in which the advertisement make audiences believe the standard of what beauty look like and how beauty look like which constructs beauty concept.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestion relying on the findings of the analysis. It concludes the findings that are discussed in the previous chapter and provides the suggestions for the readers.

A. Conclusion

In the data analysis, it shows us that textual feature mostly used in the male body treatment advertisement is adjective. The use of adjective has an important role in characterizing the product and describes the result after applying the product. Furthermore, the presence of adjective is to show the result after consuming the product like whiter, energized and dry. It is more convincing for audience about product quality.

Verb also has a significant role as the presence of adjective. It explains how the product gives the result through its materials. For instance, cleanses, fight, attack and conquer describe how the product of male body treatment works. It cleanses dirt and oil on skin surface moreover it fights germ so that men stays free from pimple problem.

Then, the pronoun used in this advertisement also supports the communication between advertiser and audience. It uses *your* which has function to point directly at the readers so the reader will feel engaged to the advertisement. Also, the pronoun '*I*' which is spoken by the celebrity in the advertisement. It makes

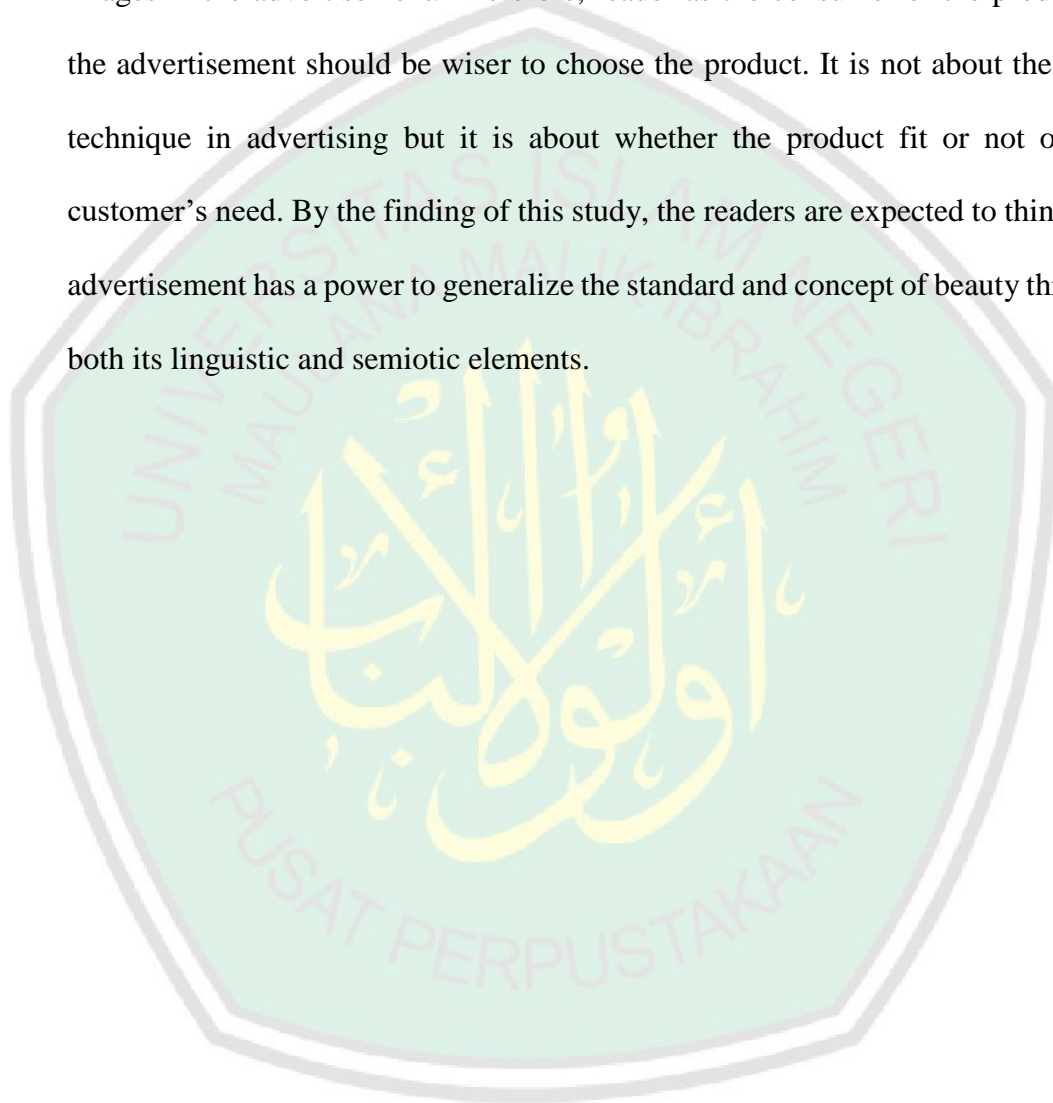
audience more believe in the advertisement which offers the result that they expect. It is called of power of endorsement in the advertising.

Next, it can be conclude that advertiser uses types of strategies and linguistic pattern such as persuasion techniques, technical vocabulary, and some visual images to catch attention. The advertisement shaped ideology through their linguistic feature and semiotic which conceptualize about beauty in male body treatment advertisement. It uses positive self-representation to support audience in believing the standard and beauty concept. The advertiser constructs the ideology through language in the advertising. Language is a powerful tool to communicate by which advertisers facilitate people to believe in way of beauty as Fairclough states that it is the complexity of media discourse through which different ideologies are disseminated.

B. Suggestion

Critical discourse analysis is interesting topic to be discussed. It will talk about beyond the words. It gives deep understanding to understand and analyze in political speech, advertisement text and any others. In this study, the researcher only uses CDA to analyze beauty concept which is represented on advertisement. It is suggested to the next researcher who interest on CDA to fill the gap of this study with another topic such as to analyze masculinity on male body treatment advertisement using CDA as a tool to get deep understanding in the final result. It will be more interesting discussion.

Next, the suggestion for the readers is to understand that advertising language aims to persuade the audience to buy product advertised. Male body treatment advertisement promises the concept of beauty through language and images in the advertisement. Therefore, reader as the consumer of the product in the advertisement should be wiser to choose the product. It is not about the good technique in advertising but it is about whether the product fit or not on the customer's need. By the finding of this study, the readers are expected to think that advertisement has a power to generalize the standard and concept of beauty through both its linguistic and semiotic elements.



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CURRICULUM VITAE



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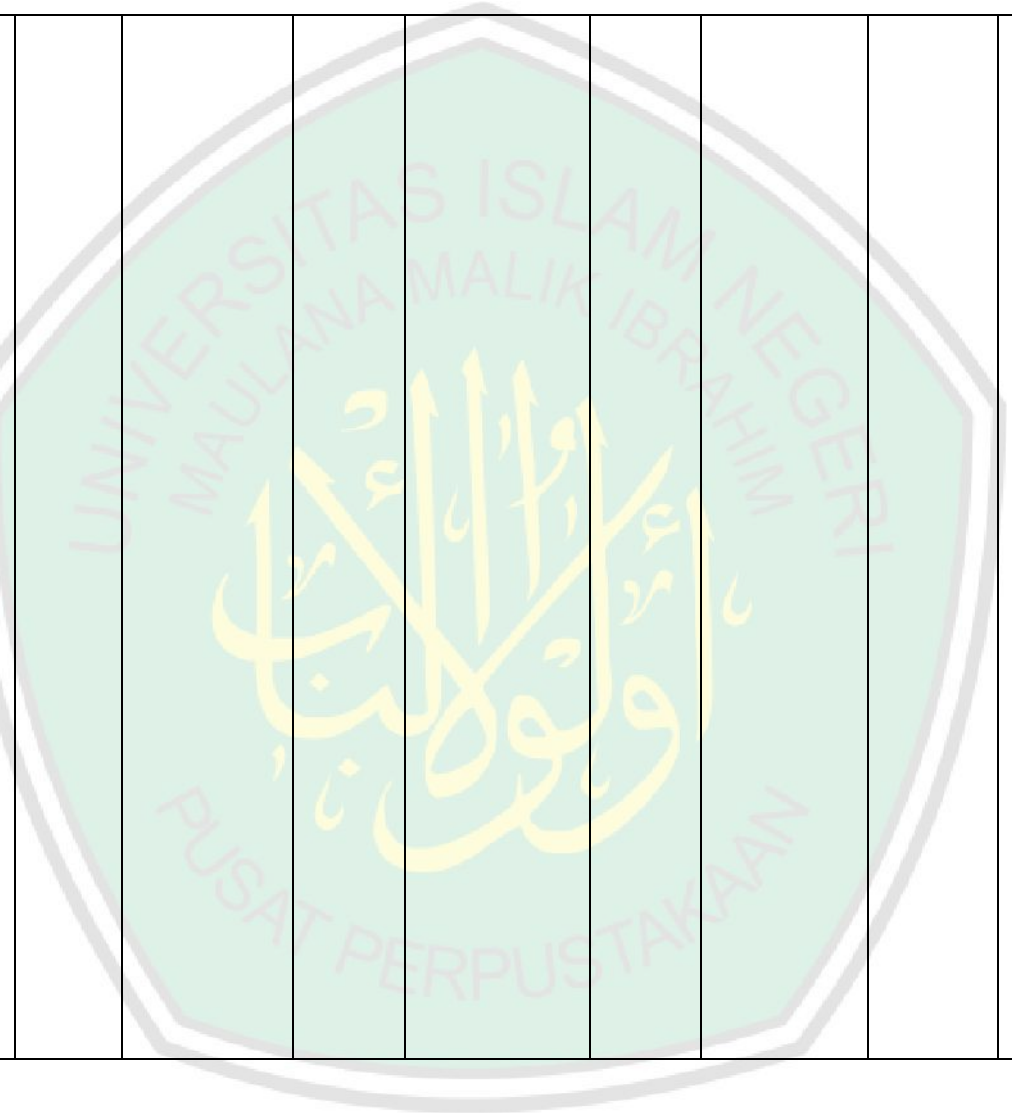
Appendix

Summary of analysis

Category 1: Textual Features

N O	DATA	CODE	VERB	CODE	ADJ	CODE	ADV	CODE	NOUN	CODE	PRONOUN	CODE
1	<p>NIVEA men active age moisturizer Your face it is been through a lot. Get better with age. New NIVEA men active age moisturizer with 6 effects, moisturizes 24 hours, firms the skin, protects from drying out, speeds up cell renewal, strengthen skin's elasticity, reduces wrinkles visibly. NIVEA men it starts with you.</p> <p>NIVEA men original moisturizer Men's face care is not the same as women's face care Forget complicated and time consuming, potentially painful</p>	ADV1	Mouisturize Protect Speed up Strengthen Reduce Against	TFV	Better Not the same Complicated Painful Fast Simple Good Pale Effective Stressful Dry	TFADJ	Visibly Potentially	TVADV	Face Age Skin Sweat Gel Cream Deodorant Moisturizer	TFN	Your You	TFP

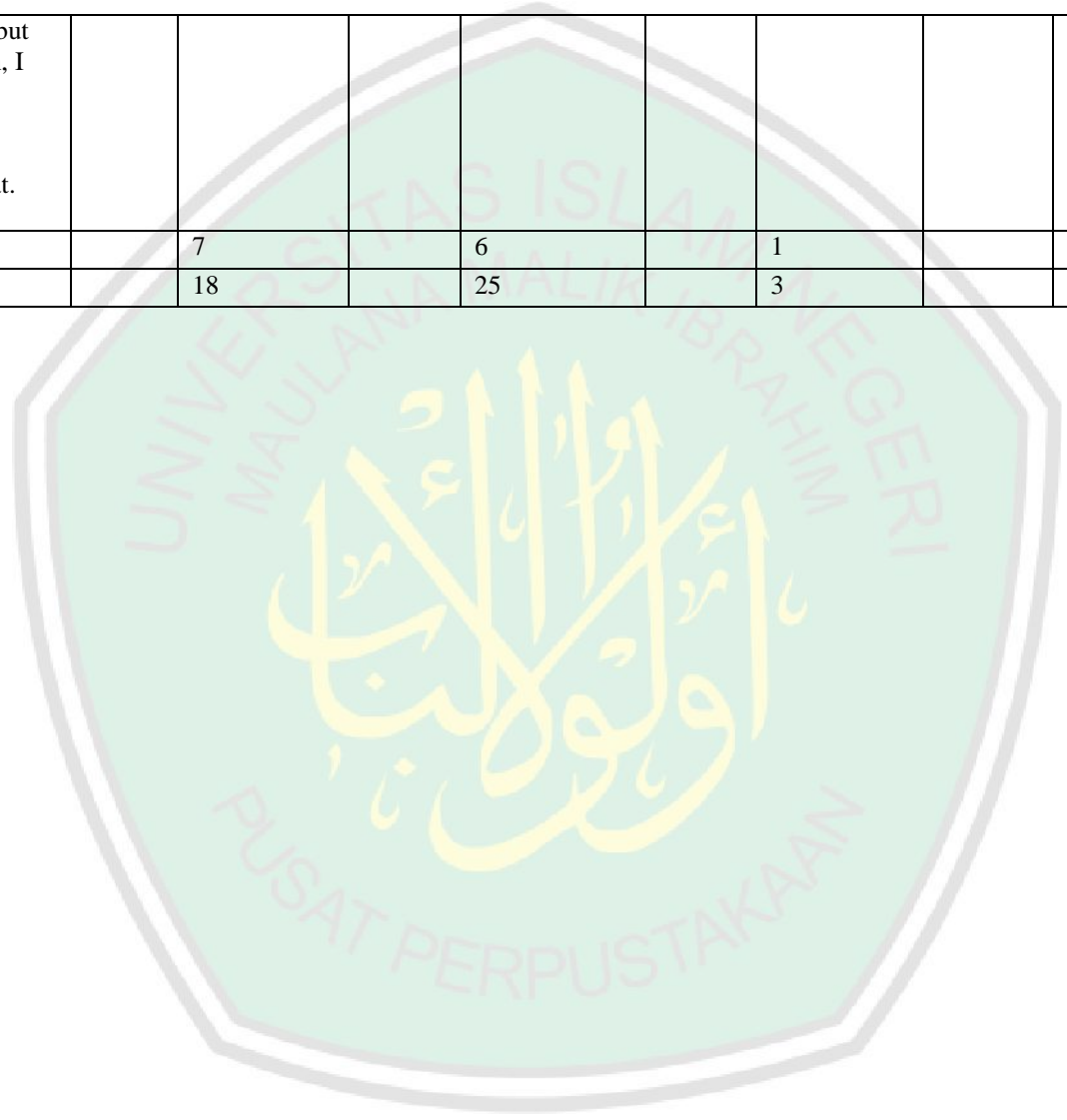
<p>Moisturizing can be simple, fast and feel good</p> <p>Nivea men original moisturizer cream, a classic from a pioneer of pale skin care</p> <p>Simple, effective grooming that gets noticed from the world number one men's skin care brand</p> <p>NIVEA men it starts with you.</p> <p>NIVEA men stress protect deodorant</p> <p>Proven protection even in stressful situation.”</p> <p>Lads, we are late”.</p> <p>works against stress sweating, works against your body odor. NIVEA MEN stress protect deodorant, it start with you.</p> <p>NIVEA men protecting care</p> <p>The shower gel gives you protection from dirt.</p> <p>The deodorant gives you protection from sweat.</p>											
--	--	--	--	--	--	--	--	--	--	--	--



	The cream gives you protection from dry skin. Protection from everything. A man protecting care ultimate protection from everything.											
	Total		6		11		2		8		2	
2	Are you looking out, Japanese is like the dirt and pollution Skin that damned that's why I use ponds men energy charge, powered with coffee bean extracts use it to fight dirt and pollution A daddy more haggard, get whiter get energized get ponds men also available in 15 pesos a sachet	ADV2	Use Powered Fight	TFV	Like Damn Haggard Whiter Energized	TFADJ		TFADV	Dirt Pollution Coffee Bean	TFN	I	TFP
	Total		3		4		0		4		1	
3	In extreme condition, oil and dirt are the greatest challenge New men's biore, double scrub cleanses thoroughly with unique double action black and withe beads	ADV3	Cleanses Conquer	TFV	Extreme Greatest New Unique	TFADJ		TFADV	Oil Dirt Challenge Champion	TFN	Them	TFP

	Conquer them like a champion											
	Total		2		4		0		4		1	
4	<p>Garnier Acnofight Anti-pimple Facial Wash</p> <p>Running away from pimples is difficult because germs and oil attack your skin constantly. Giving you pimples again and again. 'Want to win the pimple fight that's why I switch to Garnier man acnofight face wash with herba repair and salicylic actives'. It fights up to 99.9% pimple causing germs and gives you stay pimple free, clear skin every time. stay germ free, stay pimple free switch to Garnier man. Amplified face wash.</p> <p>Garnier Men Absolute Dry Deodorant</p>	ADV4	Attack Win Fight Switch Give Love Stay	TFV	Difficult Clear Amplified Fresh Dry Oiled	TFADJ	Constantly	TFADV	Germ Oil Skin Pimple Challenges Sweat	TFN	I	TFP

	I love challenges, but on oiled condition, I stay fresh. Stay dry up at 48 hours. Now life, no sweat.										
	Total		7		6		1		6		1
	SUM		18		25		3		18		5



Category 2: Discourse Practice

NO	DATA	CODE	INTERDISCURSIVITY	CODE	INTERTEXTUAL CHAIN	CODE	MANIFEST INTERTEXTUALITY	CODE
1	<p>Get better with age Moisturizes 24 hours, firms the skin, protects from drying out, speed up cell renewal, strengthen skin's elasticity, reduce wrinkles visibly.</p> <p>Forget complicated and time consuming, potentially painful. Moisturizing can be simple, fast and feel good.</p> <p>Works against stress sweating, works against body odor</p> <p>The shower gel gives you protection from dirt. The deodorant gives you protection from sweat. The cream gives you protection from dry skin. Protection from everything. A man protecting care ultimate protection from everything</p>	ADV1	<p>Genre : advertisement Tenor : advertiser to the audience, neutral formality Mode : spoken, monologic, prepared Topic : preeminence Areas of knowledge : intensity constructed from product's point of view</p>	DPI	<p>Texts are produced by advertising agency hired by NIVEA company in 2013, transformed into text which is uploaded by official channel of NIVEA MEN UK and consumed by about 28.000 viewers around the world</p>	DPIC	<p>Text is vocalized with various scenes of many activities which can damage skin problems</p> <p>Presupposition: being old is unexpected thing and NIVEA is product which understands need of men.</p>	DPMI

2	get whiter get energized get ponds men.	ADV2	Genre : advertisement Tenor : advertiser to the audience, neutral formality Mode : spoken, monologic, prepared Topic : preeminence Areas of knowledge : intensity constructed from product's point of view	DPI	Texts are produced by advertising agency hired by NIVEA company in 2017, transformed into text which is uploaded by official channel of NIVEA MEN UK and consumed by about 130.914 viewers around the world	DPIC	Text is vocalized with some scenes of a man wash his face using this product Presupposition : white skin enhances self-confidence	DPMI
3	In extreme condition, oil and dirt are the greatest challenge. Conquer them like a champion	ADV3	Genre : advertisement Tenor : advertiser to the audience, neutral formality Mode : spoken, monologic, prepared Topic : preeminence Areas of knowledge : intensity constructed from product's point of view	DPI	Texts are produced by advertising agency hired by Biore company in 2015, transformed into text which is uploaded by official channel of Biore england and consumed by about 10.670 viewers around the world	DPIC	Text is vocalized with some scenes of a man wash his face using this product Presupposition : clear skin enhances self-confidence	DPMI
4	It fights up to 99.9% pimple causing germs and gives you clear skin every time stay germ free. Stay premise-free switch to Garnier man. Amplified face wash. Stay dry up at 48 hours. Now life, no sweat.	ADV4	Genre : advertisement Tenor : advertiser to the audience, neutral formality Mode : spoken, monologic, prepared Topic : preeminence Areas of knowledge : intensity constructed from product's point of view	DPI	Texts are produced by advertising agency hired by Garnier men company in 2018, transformed into text which is uploaded by official channel of Garnier amen India and consumed by about 1.579.224 viewers around the world	DPIC	Text is vocalized with extreme actions for men which causes sweat and dirt Presupposition : clear skin and fragrant is ideal for men	DPMI

Category 3: Social Practice

No	Data					Code	Social practice	Code
1	NIVEA men active age moisturizer NIVEA men original moisturizer NIVEA men stress protect deodorant NIVEA men protecting care					ADV1	This ADV1 seems to draw that men will be ideal when he look still young even though he actually has being old. Then, it also generalizes that sweaty man is not cool because he will give other people a smell which is not good. It argues that fragrant smell will increase handsomeness level.	SP1
	Verb	Adjective	Adverb	Noun	Pronoun			
	Mouisturize Protect Speed up Strengthen Reduce Against	Better Not the same Complicated Painful Fast Simple Good Pale Effective Stressful Dry	Visibly Potentially	Face Age Skin Sweat Gel Cream Deodorant Moisturizer	Your You			
2	Pond's Men Energy Charge					ADV2	It assumes that man looks good when he has bright skin because it indicates the skin is well-care	SP2
	Verb	Adjective	Adverb	Noun	Pronoun			
	Use Powered Fight	Like Damn Haggard Whiter Energized	-	Dirt Pollution Coffee Bean	I			
3	Men's Biore Double Action					ADV3	It argues that stay fresh and clear in any situation is a must for man so that he always looks handsome	SP3
	Verb	Adjective	Adverb	Noun	Pronoun			
	Cleanses	Extreme	-	Oil	Them			

	Conquer	Greatest New Unique		Dirt Challenge Champion				
4	Garnier Acnofight Anti-pimple Facial Wash Garnier Men Absolute Dry Deodorant				ADV4	It seems to generalize that ideal man should have clear skin, smooth skin and fragrant body odor.		SP4
	Verb	Adjective	Adverb	Noun	Pronoun			
	Attack Win Fight Switch Give Love Stay	Difficult Clear Amplified Fresh Dry Oiled	Constantly	Germ Oil Skin Pimple Challenges Sweat	I			

