

**MASCULINITY AND FEMININITY IN THE COSMETIC  
ADVERTISEMENTS**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG  
2019**

**MASCULINITY AND FEMININITY IN THE COSMETIC  
ADVERTISEMENTS**

**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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2019**

## STATEMENT OF ACADEMIC INTEGRITY

I state that the thesis entitled *“Masculinity and Femininity in the Cosmetic Advertisements”* is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Malang, December 30<sup>th</sup>, 2019

The researcher



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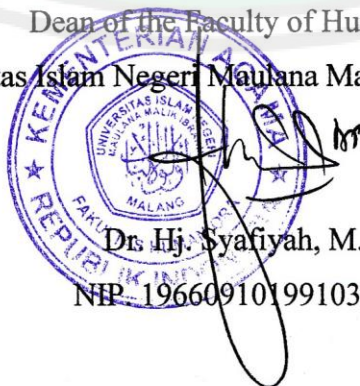
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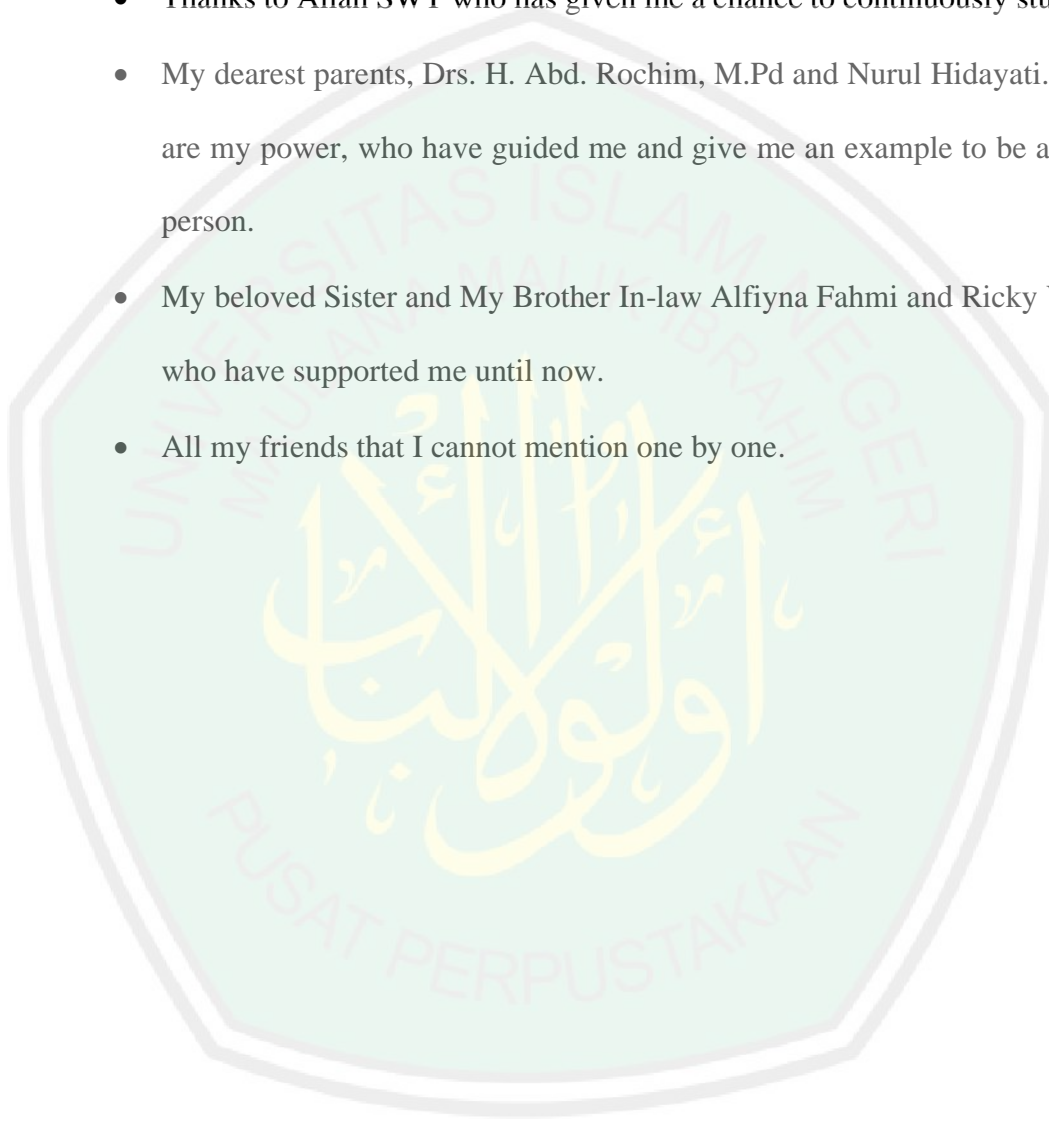
## MOTTO

*“Rejecting the fun things is difficult, resisting the urge to postpone is also difficult, so you have to deliberately not give up”*



## DEDICATION

- Thanks to Allah SWT who has given me a chance to continuously study
- My dearest parents, Drs. H. Abd. Rochim, M.Pd and Nurul Hidayati. They are my power, who have guided me and give me an example to be a good person.
- My beloved Sister and My Brother In-law Alfiyna Fahmi and Ricky Valdy who have supported me until now.
- All my friends that I cannot mention one by one.



## ACKNOWLEDGEMENT

This thesis would not finish if I was not surrounded by amazing people. Finally, I would like to express the deepest gratitude to Allah SWT, who gives me uncountable blessings as I can finish my thesis entitled “Masculinity and Femininity in the Cosmetic Advertisements”. Secondly, *Sholawat* and *Salam* are always given to the greatest Prophet Muhammad SAW, who guided us to the right place. Thirdly, my gratitude goes to my advisor, Dr. Galuh Nur Rohmah, M.Pd, M.Ed who has patiently guided me to finish my research.

Furthermore, I would like to deliver my best thanks to all staffs and lecturers who sincerely teach me at this university. I would also like to thank all my friends who support me to finish this thesis. My friend in my department, Murobbi, Musyrif/ah, and MSAA Family. I realize that my thesis needs constructive comments and also a suggestion for betterment. It is expected that the reader can maintain a new perspective and discussion in Linguistics.

Malang, December 15<sup>th</sup> 2019

Achmad Alfanul Hakim Rochimulhidayah



## ABSTRACT

**Rochimulhidayah, Achmad Alfanul Hakim** (2019) *Masculinity and Femininity in Cosmetic Advertisements*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Galuh Nur Rohmah, M.Pd, M.Ed.

*Keywords* : *Pragmatic, Masculinity and Femininity*

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Recently, masculinity and femininity become an interesting topic in language and gender. It happened because this study is often dominated by studies on woman aspects. The topic of women and the relationship with beauty has always been an intensive one within feminist studies. Meanwhile, the topic of masculinity was equally interesting. It is proven by many studies conducted with masculinity topic. Indeed, this research has been widely discussed, but there are still several aspects that require deeper investigation. Therefore, this research aimed to analyze masculinity and femininity in cosmetic advertisements.

It used a descriptive qualitative approach by using content or document analysis to word or phrases referring to male and female in cosmetic advertisements. There are five stages to analyze the data. Firstly, the researcher classified the data using tables. Secondly, interpreted word or phrases referred to masculine and feminine, Thirdly, compared masculinity and femininity similarities in the 3 brands advertisement. Fourth, contrasted masculinity and femininity in 3 brands of advertisements. Then, the researcher drew a tentative conclusion from the finding and discussion and how the result answered the research question.

The result of the study showed that there are some similarities and differences between masculinity and femininity in the three cosmetic brands. The similarities were found in the context and word choices which in masculinity side, it preferred to make the situation challenging. While the word choices tend to use fighting or attack word to show the strength of men. Meanwhile, in femininity, it tended to use the word that represents woman characteristic to show the beauty of women. In addition, the use of the pronoun in men advertisements more intensive than in women. It represented the effort of the media to create more communicative advertisements with men. In contrast, the differences just in the additional name of a men product and some word that difference in each brand. Therefore, the researcher concluded that although it was in cosmetic advertisements level, they were strongly involving the aspect of masculinity and femininity in their advertisements. The researcher suggested for the next researcher to conduct the same research in different product advertisements.

## ABSTRAK

**Rochimulhidayah, Achmad Alfanul Hakim** (2019) *Maskulinitas dan Feminitas dalam Iklan Kosmetik*. Skripsi Sarjana. Jurusan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Galuh Nur Rohmah, M.Pd, M.Ed.

*Kata kunci: Pragmatis, Maskulinitas dan Feminitas*

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Baru-baru ini, maskulinitas dan feminitas menjadi topik yang menarik dalam bahasa dan gender. Itu terjadi karena penelitian ini sering didominasi oleh studi tentang aspek wanita. Topik wanita dan hubungannya dengan kecantikan selalu menjadi topik yang intensif dalam studi feminis. Sementara itu, topik maskulinitas sama-sama menarik. Itu dibuktikan dengan banyak penelitian yang dilakukan dengan topik maskulinitas. memang penelitian ini telah banyak dibahas, tetapi masih ada beberapa aspek yang membutuhkan penyelidikan lebih dalam. Oleh karena itu, penelitian ini bertujuan untuk menganalisis maskulinitas dan feminitas dalam iklan kosmetik.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan menggunakan analisis isi atau dokumen untuk kata atau frasa yang merujuk pada pria dan wanita dalam iklan kosmetik. Ada lima tahap untuk menganalisis data. Pertama, mengklasifikasikan data menggunakan tabel. Kedua, kata atau frasa yang diinterpretasikan mengacu pada maskulin dan feminin. Ketiga, membandingkan kesamaan maskulinitas dan feminitas dalam iklan 3 merek. Keempat, kontras maskulinitas dan feminitas dalam 3 merek iklan. Kemudian, peneliti menarik kesimpulan sementara dari temuan dan diskusi dan bagaimana hasilnya menjawab pertanyaan penelitian.

Hasil penelitian menunjukkan bahwa ada beberapa persamaan dan perbedaan antara maskulinitas dan feminitas pada ketiga merek kosmetik tersebut. Kesamaan ditemukan dalam konteks dan pilihan kata yang di sisi maskulinitas, ia memilih untuk membuat situasi menjadi menantang. Sedangkan pilihan kata cenderung menggunakan kata perkelahian atau menyerang untuk menunjukkan kekuatan pria. Sementara itu, di sisi feminitas, cenderung menggunakan kata yang mewakili karakteristik wanita untuk menunjukkan keindahan wanita. Selain itu, penggunaan kata ganti pada iklan pria lebih intensif daripada pada wanita. Ini mewakili upaya media untuk membuat iklan komunikatif dengan para pria. Sebaliknya, perbedaannya hanya pada nama tambahan dari produk pria dan beberapa kata yang berbeda di setiap merek. Oleh karena itu, peneliti menyimpulkan bahwa meskipun berada di tingkat iklan kosmetik, mereka sangat melibatkan aspek maskulinitas dan feminitas dalam iklan mereka. Peneliti menyarankan peneliti berikutnya untuk melakukan penelitian yang sama di berbagai iklan produk.

## مستخلص البحث

رحيم الهداية، أحمد ألفان الحكيم. (٢٠١٩)، الذكورة والأنوثة في الإعلانات التجميلية. البحث العلمي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: الدكتور غالوه نور رحمة الماجستير. الكلمات المفتاحية: البراغماتية، الذكورة والأنوثة

في الآونة الأخيرة، أصبحت الذكورة والأنوثة موضوعاً مثيراً للاهتمام في اللغة والجنس. حدث ذلك لأن هذه الدراسة غالباً ما تهتم عليها الدراسات المتعلقة بجوانب المرأة. لطالما كان موضوع المرأة والعلاقة مع الجمال موضوعاً مكثفًا في الدراسات النسوية. وفي الوقت نفسه، كان موضوع الذكورة مثيرة للاهتمام على حد سواء. ثبت من خلال العديد من الدراسات التي أجريت مع موضوع الذكورة. في الواقع، تمت مناقشة هذا البحث على نطاق واسع، ولكن لا يزال هناك العديد من الجوانب التي تتطلب تحقيقاً أعمق. لذلك، يهدف هذا البحث إلى تحليل الذكورة والأنوثة في الإعلانات التجميلية.

استخدم هذا البحث منهجاً وصفيًا نوعيًا باستخدام تحليل المحتوى أو المستند للكلمة أو العبارات التي تشير إلى الذكور والإناث في الإعلانات التجميلية. هناك خمس مراحل لتحليل البيانات. أولاً، تصنيف البيانات باستخدام الجداول. ثانياً، تشير الكلمات أو العبارات المفسرة إلى المذكر والمؤنث، ثالثاً، مقارنة أوجه التشابه بين الذكورة والأنوثة في إعلان العلامات التجارية الثلاث. رابعاً، تبين الذكورة والأنوثة في ٣ علامات تجارية من الإعلانات. بعد ذلك، استخلص الباحث استنتاجاً أولياً من النتيجة والمناقشة وكيفية إجابة النتيجة على سؤال البحث.

أظهرت نتائج الدراسة أن هناك بعض أوجه التشابه والاختلاف بين الذكورة والأنوثة في العلامات التجارية التجميلية الثلاث. تم العثور على أوجه التشابه في السياق وكلمة الخيارات التي في الجانب الرجولة، فإنه يفضل جعل الوضع تحدياً. بينما تميل خيارات الكلمة إلى استخدام كلمة قتال أو هجوم لإظهار قوة الرجال. وفي الوقت نفسه، في جانب الأنوثة، تميل إلى استخدام الكلمة التي تمثل خاصية المرأة لإظهار جمال المرأة. بالإضافة إلى ذلك، فإن استخدام الضمير في إعلانات الرجال

أكثر كثافة منه في النساء. مثل هذا الجهد الذي بذلته وسائل الإعلام لإنشاء إعلانات تواصلية مع الرجال. في المقابل، فإن الاختلافات في الاسم الإضافي لمنتج الرجال وبعض الكلمات التي تختلف في كل علامة تجارية. لذلك، خلص الباحث إلى أنه على الرغم من أنه كان على مستوى الإعلانات التجميلية، إلا أنه كان ينطوي بقوة على جانب الذكورة والأنوثة في إعلاناتهم. اقترح الباحث على الباحث التالي إجراء نفس البحث في إعلانات المنتجات المختلفة.



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# CHAPTER I

## INTRODUCTION

This chapter contains the beginning part of the research which divided into several points that are the background of the study, research question, objectives of the study, significance of the study, scope and limitation, definition of key terms, previous studies, and research methods. Research methods contain five points that are research design, research instruments, data & data source, data collection and data analysis.

### **A. Background of the Study**

Recently, masculinity and femininity became an interesting topic in language and gender. It happened because the study language and gender are often dominated by studies on woman aspects. The topic of women and the relationship with beauty has always been a potential one within feminist studies. As in Del Saz-Rubio (2018) research, it is stated that women describe in certain products often show that physical attraction is one of the women's assets ( p. 55). In other words, a product created a message that it is important for women to keep their physical beauty. The research is one of the interesting studies that focus on investigating woman in the advertisements.

Meanwhile, the topic of masculinity was equally interesting. The growth of masculinity and femininity issues in society much developed through mass media. A mass media spread information through printed, electronic, or online media. Several years ago, a media spread information

only through printed media such as magazine, newspaper, tabloid, or book. The study done by (Ricciardelli et al., 2010a) explores masculinity in a male lifestyle magazine. Although, As Jerome (2008) stated, historically, most the target of the magazine is just for women. In the late 1980s, men were believed not interested in a lifestyle magazine. (Gill et al., 2007)

However, nowadays, male and female not only show through a magazine but also become the target market some types of media. in the modern era, the mass media also growth as well as the growth of technologies. Electronic and online media both are the product of technology grows. This type of mass media spread news or information more quickly than printed media. Not only in the form of text, but also images and videos that can be accessed in the television, smartphone, or a notebook. A part of media which cannot be separated from a mass media is an advertisement. Various products of advertisement were promoted intensively through mass media.

An advertisement is a weapon of a company to convince and persuade people to buy their product. It has a big role in affecting society's thinking in everyday life. The activity of advertising typically showing about a product or how a product can help us. Nevertheless, product advertising not only showed a product but also often implicitly sent a message and create a strong structure of meaning to the audience. It determines the way of life which can affect our attitude and behavior.



Therefore, in this study, the researcher is interested in investigating three brands of cosmetic advertisements. They were chosen based on several requirements. First, brands were selected by virtue of the product and the brand's popularity. The researcher was interested in looking at well-known brands with enough reputation and which also promote the male and female cosmetic product. Second, the researcher has to make sure that the advertisements have a significant number of male and female advertisements from each brand selected. Thus, the researcher only selected facial wash product from the advertisements. The data were taken from utterances by the narrator in the video. Particularly, it was word or phrases refers to masculinity and femininity in cosmetic advertisements. The result gets were narrowed down to the brands within the three brands. Thus, L'Oreal, Nivea, and Garnier were the three brands finally selected for analysis.

Moreover, the product of cosmetic advertisements not only persuade people to buy but also portray a well-known figure who has physical appearance standard may beyond ordinary men or woman. Harrison (2008, p. 56) proposes an idea, that:

*“The concept of masculinity is undergoing significant social change as many men re-evaluate their appearance, re-position themselves as consumers of a product, and ultimately re-construct their idea of what it is to be male”.*

Masculinity was grown and spread to society later construct a figure that reflects a standard of how to be masculine. As an example, an advertisement for face soap displays a white skin man. It can construct people perspectives that a good man is a man who has white skin. However,

celebrities may have white skin before they use this kind of product or they may use another product for their skin.

Since then, much studies focusing on masculinity have been conducted such as Garousi, Khajeh Dolatabad, & Garrusi, (2017) study about the development of a new flexible type of masculinity in Iran. Furthermore, Ricciardelli et al., (2010a) also found the different magazine of men represented a different form of masculinity. Both are using Connell's hegemonic masculinity theory (2005) to investigate the research. (Garousi et al., 2017a) In addition, Serttaş (2017) also conduct research about a male fictional character on film and television. It has been found that male representation is produced similar characteristics in different media.

The last, this research is expected to fill a gap in previous studies in language and gender studies especially, the previous study conducted by Del Saz-Rubio (2018). It is about female identity in the ads. It shows the portrayal of the female as a target of advertisements. The gap that the researcher found in this study is the recommendation to do further studies and compare in a male and female. Thus, based on the previous research the researcher decided to choose masculinity and femininity as the topic of the research. By doing this research, the researcher is expected to reveal how words or phrase referring to masculinity and femininity are depicted in cosmetic advertisements.

## **B. Research Problems**

Based on the discussion above. I propose my research question as following:

1. What are words or phrases referring to Masculinity and Femininity in cosmetic advertisements?
2. How are those words or phrases depicted in cosmetic advertisements?

## **C. Objectives of the Study**

Based research question above, this research aimed at revealing words or phrases referring to masculinity and femininity in the cosmetic advertisement and how it presented in media. The objectives are formulated as follows:

1. To find words or phrases referring to Masculinity and Femininity in cosmetic advertisements.
2. To explain how those words or phrases depicted in cosmetic advertisements.

## **D. Significances of the Study**

This study is expected to contribute both theoretical and practical aspects. Theoretically, the result of the study is expected to provide a comprehensive understanding of the language and gender studies especially language in the cosmetic advertisements. By compiling this research, the researcher wants to show the representation of Masculinity and Femininity in

cosmetic advertisements. This research also conducted in order to fill the gaps from the previous research.

Practically, this study is expected to give valuable input for consumers of cosmetic product and students. For the consumers, this study can be in order to make them conscious about the portrayal of Masculinity and Femininity in the products. Therefore, they did not easily influence the representation of Masculinity and Femininity in cosmetic advertisements. For the students, the writer also expects this recent analysis will be useful for another researcher as a reference for the next research.

#### **E. Scope and Limitation**

The study deals with cosmetic advertisements are so wide. Cosmetic advertisement can be body soap, deodorant, perfume, shampoo, and others. The scope of the study covers 6 Advertisement from 3 different brands. The brands were L'Oreal, Nivea, and Garnier. The researcher focuses on face wash cosmetic product. Those products were selected because all of the three brands selected have this kind of product. Moreover, face wash or face care was a daily consuming product that often used by the consumer.

## F. Definition of the Key Terms

In order to avoid misunderstanding during the research, this part presents some definition of terms to make a single understanding of the research.

1. Masculinity : Masculinity is the men characteristic which constructed by the society. In this research, the researcher defines masculinity as a word or phrases that contain masculinity.
2. Femininity : Femininity is the characteristic of women which can be represented through a text in a picture or video. In this research femininity was word or phrases refer to feminine.
3. Cosmetics : Cosmetic as any beautifying products such as skin-care, body and oral care cosmetic, makeup, haircare, and fragrance. In this research, the researcher selects skincare face wash cosmetic.

## G. Previous studies

There is some research on masculinity. First, Garousi, Khajeh Dolatabad, and Garrusi (2017) entitle "*Concerns about body change behaviours, and construction*" investigate masculinity among Iranian students. They used Grounded theory approach to investigate about body, behaviour change and flexible masculinity in Iranian students. The result

shows that young Iranian students combine traditional, western and consumer hegemonic masculinity in describing the ideal body.

Second, research which investigated by Saz-Rubio & Ma Milagros Del on (2018) "*Female identities in TV toiletries ads: A pragmatic and multimodal analysis of implied meanings*". This study is about gender and female identity in the toiletries advertisements using pragmatic implied meaning.

Third, Ricciardelli, Clow, And White (2010) research entitled "*Investigating Hegemonic Masculinity: Portrayals of Masculinity in Men's Lifestyle Magazines*". They investigated seven different lifestyle magazine in Canada to found the dominant representation of masculinities in each magazine.

Fourth, the research conducted by Serttaş on (2017) with the title "*The Representation of Masculinity in Cinema and on Television: An Analysis of Fictional Male Characters*". This study examines how the representation of masculinity in the cinema and television, especially in a male fictional character.

Fifth, the research conducted by Habibah in 2017 with the title "*Beauty Concept on Male Body Treatment Advertisement*". This study discusses the beauty concept represented in male body treatment advertisement. it used CDA using Fairclough theory. The result shows that textual feature commonly uses in male body treatment advertisement is

adjective. In this research, also suggest investigating masculinity through advertisement using the same approach and theory.

Based on all those previous studies the researcher tries to do research on word or phrases referring to masculinity and femininity in cosmetic advertisements.

## **H. Research Method**

### **1. Research Design**

This research uses descriptive qualitative research method. It is descriptive because it is to find the words or phrases referring to masculinity and femininity and to describe how the depiction of masculinity and femininity in cosmetic advertisements. Besides, it is categorized as qualitative research since it is to provide rich information about in words. Another reason was the data that arise from a qualitative study are descriptive (Fraenkel & Wallen, 1990; Locke et al., 1987; Marshall & Rossman, 1989; Merriam, 1988). Furthermore, data are shown in words or pictures, rather than in numbers (Creswell, 2014).

### **2. Research Instrument**

The research instrument was the researcher himself. The researcher becomes the key instrument of this research because he is the one who investigates and elaborates masculinity and femininity aspects in the cosmetic advertisements, who involve in collecting the data text or images from websites, and who analyzes the data until finding the results. (Creswell, 2014, p. 234). The researcher did not use other instruments

because there are no other possibilities to observe the data with other instruments.

### **3. Data & Data Source**

The data source was videos uploaded from the YouTube platform. From the data sources, the researcher collected the data in the form of videos from a certain URL (Uniform Resource Locator). The data were taken from utterances by the narrator in the video. Particularly, it was word or phrases refers to masculinity and femininity in cosmetic advertisements.

Three main cosmetic brands were selected based on three main criteria: (1) Digital advertisements (2) Popularity, (2) Male and Female target audience. Therefore, in this research, three cosmetic brands of products were selected. They were L'Oreal, Nivea, and Garnier. The three brands were chosen because they were three leading cosmetic advertisement in the world. Then, the researcher selected a particular product facial wash or facial care because the three brands have this kind of product. Moreover, this product category has commonly used by the consumer.

### **4. Data Collection**

In the process of selecting the data, the researcher did several steps. First, the researcher determines three brands of the cosmetic advertisement be collected based on three criteria above. Second, the researcher saved and downloaded the data from the Youtube official of



three cosmetic advertisements. The researcher collects the data from the data sources start from September 28<sup>th</sup> until November 8<sup>th</sup>. Based on several step researcher did, there were found 6 video advertisements to analyze. The three were from men the three one is women product. Third, the researcher sorted the cosmetic video product for men or women. Then, he watched the video each video from every brand. Then, the researcher wrote the transcription of the narrator voice and text occurred in the video. The last, the researcher separated the data which have masculinity and femininity related to the analysis stages.

## **5. Data Analysis**

The data were examined based on Sperber and Wilson theory. The data analysis uses some steps. Step one, the researcher classifies the data by using tables. The table consists of two categories. The researcher gave highlight “green” colour indicating data which contains categories of masculinity and “pink” colour for femininity. Step two, the researcher interpreting the aspects of masculinity and femininity in the cosmetic advertisement by looking for the portray of Masculinity and Femininity through the word or phrases to answer the research question. Step three, the researcher compared masculinity and femininity in the three brands cosmetic advertisements consecutively to find similarities between masculinity in L’oreal, Nivea and Garnier. Then, also femininity in those three brands.

Step four, the researcher contrast masculinity and femininity in the three brands advertisement consecutively to find differences between them. The last step, the researcher drawing a tentative conclusion from the discussion from both masculinity and femininity and tried to look at both sides. The investigation of the research closed by answering how the how the result answers the research question.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter explains the related definition and theories used in this research. It contains how masculinity and femininity represented on cosmetic advertisements. The explanation starts from the linguistic background of the study that is pragmatic. Then, masculinity and femininity will be explained in the second section. The last, the explanation about Masculinity and Femininity in the advertisements.

#### A. Pragmatic

The discussion of this section begins with the pragmatic area. Pragmatic is a branch of linguistics deals with the use of language and its meaning based on the context behind it. It means pragmatic is an important part of linguistic study to reveal language meaning. The effort to uncover the nature of language would not bring result as it expected without understanding pragmatic, that is how language is used in communication (Leech & Oka, 1993). Pragmatic also defined as a systematic way to explain the use of language that occurs in a certain context (Rusminto, 2010). While according to Levinson, pragmatic is a study about the relation of language and context which become the base or report of an understanding about language (Guntur, 2009, p. 31). In other words, it is the study about the ability of the language used to connect and harmonize sentences and context appropriately.

Based on the explanation above, we can conclude that pragmatic deals with language written or oral that cannot be separated with context. By understanding pragmatic, speaker and hearer are expected to use language effectively according to the context. The context formed the language that occurs in communication to convey intentions, messages or meanings.

Therefore, this study deals with the pragmatic area which can reveal messages in the advertisement through understanding language and context occurred in the advertisement videos.

### **B. Implicature**

These days, the habit in advertising commonly indicates using indirect way in causing claims about items by having an audience to conclude pieces of information through a procedure of implicature recuperation. (Geis, 1982) Despite the fact that a few advertisements prefer to use clear and direct way, the inclination has been moving far from the direct way since the 1960s (Leigh, 1994; Phillips & McQuarrie, 2003). Recent work by Martínez-Camino & Pérez-Saiz (2012) and Simpson (2001), have demonstrated that publicists resort to pretty much direct types of data transmission relying upon regardless of whether the fundamental logical structure that prevails in the TV promotion being referred to is that of a reason or stimulate advertisement (Bernstein, 1974)

Current reason advertising gives an explicit motive for buying of the product advertised ( with the brands, logos and the products ) are exact from nature, and fall within product dimension (Crook, 2004), as prizes are being

proposed at an expressive level particularly through the use of non-verbal stimuli. Simpson (2001) and Martínez-Camino & Pérez-Saiz (2012) have developed this distinction of the theory within the relevant theory framework and mention that, while the reason ads are exact and obvious and depend on logical claims as in what way the product is unique, like tickle ads which remain they are subtle to invite buyer and focus to the reason to buy than just explaining their product. Thus, the uniqueness of the product advertised, “is not part of the product itself that belongs to the brands. But, it is the uniqueness from the other outside the brand that brings positive social value or charm lifestyle.” (Martínez-Camino & Pérez-Saiz, 2012, p. 456)

In other words, indirectness applied when the advertisers less attracted to describe the functional term of a product, and more focus on expressing to their audiences a composition of powerless assumption about the represented participants in the advertisement. The lifestyle that potential consumer may achieve, the image they will get or as a scheme of group or individual by benefit using the product (Williamson, 1978).

In this case, once an assumption is indirectly hinted at, the viewer can construct new meaning which is being questioned or challenged. As the audiences are free to use their inferencing abilities and less to the purpose of the advertiser. In this phenomenon, Indirectness give the advertiser chance to avoid the regulation or legal which restrict them from the claims conveyed. Moreover, Indirectness allows the advertiser to communicate what they actually mean by suggesting, implying, and hinting.

There is an emotional-mood approach might also useful when the advertising is directly targeted to a specific group which is sensitive in talking about gender, sex, beauty, identity, ageing, etc. another direct approach might be rejected by the possible buyers, talk less and perhaps less effective in its purpose. By implementing indirect approach, the other buyer will paid-off brought the knowledge, for insane by creating good relation to the audience, it will make the product become familiar, which may encourage the buyer to made decision for purchasing a product and evade from any potential face-threat (del Saz Rubio, 2000; Del Saz-Rubio & Pennock-Speck, 2009; Pennock Speck et al., 2013). Moreover, another reason for use indirectness is time for airing the advertisement together with the necessary to deliver something new about a product which are already familiar to cover a basic request for purchasing or make the audiences forget while the advertiser engaging to humor or emotion. (Hernández Toribio, 2017; Yus, 2016). When the advertiser has done it all and the audiences are well aware with brands, the advertiser needs trying new strategies to keep their product interested in the audiences. As a result, it is not an admiring thing when there is much theory in the field of advertising has focused on the progress of the audiences to give meanings to the advertisements.

Considering all this mind, this research attempts to unveil male identities portrayed by cosmetic advertisements. The inferential process of implicature recovery in considering that implying an assumption regarding a

product or the people depicted in the ad, can make it appears to be common sense (Jeffries, 2009, p. 93).

### **C. Relevance Theory**

Sperber and Wilson (1986) established human communication cognitive model that talk two main questions: first, what is communicated, and second, how is communication attained. Based on their concept, speakers purpose is to communicate their thoughts in a group of assumptions with the final goal of changing and implementing the listener's cognitive environment, that involves a set of facts which are tangible to Individual, in the sense of mentally representable and can be accepted as true or maybe true (S&W, 1986).

The idea of mutual manifestness become an important concept for the difference between overt/ostensive-inferential and hidden communication, along with the two-levels intention concept S&W propose. According to S&W, the characteristic of communication must be ostensive-Inferential (S&W, 1995) and intentional and it contains two types of intentions: (1) the informative intention (2) the communicative intention. The informative intention is the speaker shows some information to the listener. Therefore, certain assumptions are made manifest to the audiences. While communicative intention the speaker points out that he/she has intentionally shown the information to the hearer and thus his/her informative intention is recognized. Another main principle in Relevance Theory is its trust in a basic human claim to human cognition. Yus Ramos points out (2008):

(...) “We are biologically geared, as evolved humans, to paying attention and processing information that is potentially relevant to us. At the same time, we are constantly filtering and dismissing information that is potentially not worth processing”.

Therefore, a new process of information is normally united with previous assumptions so as to strengthen, discard, or carry about new assumptions to the ones already held. In this case, ostensive inferential communication produces a prospect of its presumption of relevance along with a presumption and suitable effect and minimal presumption necessary cognitive effort. In this vein, communication is not only about producing ostensive incentive but also carries about in the audience’s mind a presumption of the optimal relevance due to the inferential process. Speakers have to believe that the stimulus produced is the most relevant one and the guarantee of this relevance is generated by the speaker’s assessment and estimation of the interlocutor cognitive and the accessibility to context. Because the speaker would not bother to produce a stimulus would not call at least in the audience processing. In this phenomenon, (Crook, 2004, p. 719) has stated that open communication becomes a strategy to prevent errors since the human hypotheses on weak evidence might give benefit to human but it can also create errors, as the guarantee for optimal relevance reduces. On the other hand, in the cover communication phenomenon, it is the listener who responsible for recovering the speaker’s meaning.

In short, to make communication successful, the communicator must indicate that she/he has intentionally shown a piece of information to the listener, and the listener should recognize this intention. Only in this way, the



communicator can bring a change in their cognitive environment. In this respect, advertisers have an informative intention for communicating with the audiences like a) “you can have smooth skin for 48 hours” through utterances b) “irresistibly touchable skin hours after hours. It all begins with 48 h Nivea extended moisture”. Therefore, in spite of the inferencing process that the audience must go through to arrive at the implicated conclusions in a) the audiences must first be able to arrive at a contextual interpretation like c) “the voice-over wants to communicate the information that “Nivea gives you smooth and touchable skin”. Then, why would he/she have bothered to create the ad in the first place.

#### **D. Masculinity**

The development of masculinity existed since the 1980s, supported by the development of woman fields and later (gender) history. In history, woman role much ignored. Although the figure of male more than woman, it did not mean there is no woman at all. The study of a woman is started to analyze gender and female to develop this field. Joan Scott article invited us to put the basic gender as an analytic concept to explore society, power, and discourse.

Masculinity is a social role concept, character and certain meanings of that associated with men. A social construction develops in the society whereby that character, behavior, or attribute belongs to men. for instance, handsome, strong, muscled, driven and others. As a social construction, the term masculinity is not just about a male in biological sex. That is in

accordance with Connell (2005) statement; masculinity is a form of gender practice which constructs social, masculinity refers to the male body directly or symbolically which is not determined by the biological male. In other words, masculinity is different from sex. Although, masculinity term often associated with male, both men and women can have masculine behaviour. According to Brannon, (1976) There are four dimensions of masculinity characteristics:

1. No Sissy Stuff (Avoiding all things associated with feminine)
2. Be a Big Wheel (Masculinity can be measured with the success, power, and confession from the others)
3. Be a Sturdy Oak (maleness requires rationality, strength and Independence. A man should stay calm in every situation, do not show anger, and weakness)
4. Give 'em Hell (A man should brave)

From of those points, the characteristic of masculinity has been constructed to avoid being feminine or all of things related to feminine (No Sissy Stuff). Men tend to use manly stuff including in the choosing the color for example in cloth. They prefer to buy a black or other color rather than pink color. It has been constructed in the society that pink color was created for woman.

People also measured masculinity with power, success, and confession from others (Be a Big Wheel). As if the characteristic of masculine man is when he has authority or ability to influence the behavior of others. They become a leader of community. As became a director of a big company or become a government official.

The characteristic of masculinity also requires rationality, strength, and independence (Be a Sturdy Oak). A man should smart and wise to think logically, has a strong power and freedom. He should stay calm in every

situation and did not show weakness. Because emotionally and weakness commonly referred to woman character.

A man should brave in any situation even in danger situation. (Give 'em Hell) As if in the threatening situation that make him fight. He should not afraid with a challenge, a danger, and a threatening situation. He should stay gallant facing any problems. It was in accordance with Kurnia, (2004) statement that Masculinity is the image of masculinity, agility or the courage to challenge the danger, the tenacity, the determination, until the sweat is dripping, the protruding male muscles or certain parts of the body 'from the strength of male attraction which is seen extrinsically. (p. 22).

#### **E. Femininity**

Femininity is a well-known term. During everyday life, discussions about being feminine are normal, and many people use the term "feminine" to define themselves and others. She can be a woman who exhibits qualities such as being pregnant, emotional, demure, or sweet. This is also confirmed by Dzuhayatin (1998) in Muthaliin (2001) which states that feminine includes emotional nature, gentle, not independent, and passive, whereas masculine includes the nature of being rational, aggressive, independent, and exploratory. But it is not possible to understand femininity as a fixed set of basic characteristics that define all people. As a scientific term, with different definitions, femininity may hold various meanings. In the sense of heterosexual relationships, femininity representations can use different texts.

Such documents serve as human conduct guides and social interaction guidance.

Femininity was also a concept used to describe the attribute of a woman. Females are subordinated to men in the patriarchal sense. This method of gender stratification often focuses on traditional femininity definitions, which include attributes such as "internal insecurity, inability to effectively utilize aggression, and obedience" (Schippers, 2007: p. 91). Moreover, the ads in this research seem to link the use of the product with female empowerment through being and feeling beautiful, while also implicitly conveying the assumption that women will be sexually empowered through its use.

#### **F. Advertisement Strategies**

Nowadays, advertising has many strategies to persuade the audience to buy. They have an Advertisement Appeal to steal people interest. Advertisement appeals are persuasion techniques that marketing staff and advertising practitioners use to attract attention and persuade people to buy or act. Throughout rhetorical philosophy, the concept of an "appeal" dates back to Aristotle, who defined the three main features of persuasion (also regarded as the rhetorical triangle): ethic, pathos, and logos, or, throughout the modern language, integrity, sentiment, and reasoning. The theory was that if you can prove yourself trustworthy (ethos), for example, you're more likely to convince others. Similarly, whether you tugged on your audience's heartstrings (hit their feelings, pathos) or placed forward a logical argument

(logos), you might inspire people to act. In other words, you (or your communication) appealed to people because you were credible, you affected their emotions, or you made logical sense. Actually, there are so many advertisements appeal you may make your own. According to The VCG (Visual Communication Guy) website, at least there are twenty strategies that commonly used by the advertisers.

1. Adventure Appeal

Appeal to the sense of adventure and excitement of a person. The goal of the adventure appeal is to make people feel that if they purchase or use a product or service, the excitement, action, entertainment, and sense of adventure will be enhanced.

2. Bandwagon Appeal

Encouraging people to feel like everyone else is doing it. The bandwagon appeal's goal is to make people feel like they're doing something everybody else should do. It's a technique of conviction-by-numbers.

3. Brand Appeal

Appealing to people who are brand-conscious and have some brand-consciousness. The brand appeal's aim is to get people to buy a product because the brand itself is a symbol the consumer wants to identify with.

#### 4. Endorsement Appeal

Through a personality they love and remember, they appeal to people. The endorsement appeal's goal is to encourage people to purchase a product or service or behave in some manner when others they love, value, appreciate and understand the product or service is also used. Trust is created through the use of identifiable entities.

#### 5. Fear Appeal

The fear appeal in contrast to the Personal Appeal. It directly refers to the concerns of a consumer to persuade them to purchase or behave. The aim of the fear appeal is to allow someone to expect a result or reaction if they do not purchase a product or act in a manner that reduces risk.

#### 6. Humor Appeal

Appealing for the sense of humor of a human. Because most people like to laugh, comedy is a successful appeal to draw attention and help people remember a concept or suggestion and express it. The aim of humor is to help build a positive interaction with a product, service, or concept.

#### 7. Less than Perfect Appeal

Appealing to the natural tendency of an individual to believe that they are less than ideal and that something is needed to improve themselves. The aim of the less-than-perfect pitch is to make people feel

like they need a product or service to improve their personal selves, and they will always be less than good without it.

#### 8. Masculine/Feminine Appeal

Drawing on the ambition of a human to be the ideal man or woman. The purpose of the male / feminine appeal is often used in apparel and beauty products to make people feel if they are using a product or service, then they are more desirable, sexier, better, or any other attributes commonly associated with their sex or gender.

#### 9. Music Appeal

Through sounds and songs, it appeals to the preferences of a human. The music's goal is to help improve recalling (as in jingles or mnemonics) and to inspire people to feel a feeling for a product they like when listening to a specific song or sound.

#### 10. Personal (Emotional) Appeal

Appealing for the emotions of a human. The object of personal appeal is to make a customer feel sad, furious, happy, jealous, afraid, confident, sentimental, or any other emotion necessary to inspire them to purchase, contribute or act.

#### 11. Plain Appeal

It appeals to people by making something seem ordinary or plain. The purpose of the simple appeal is to persuade people that a good, service or concept may not be as odd or unusual or exceptional as a question of nature, but that it is natural and typical.

## 12. Play on Words

Its appeal to people by imaginative word choice and voice statistics, the purpose of the word play appeal is to help people recall a product or service or to be fascinated (sometimes by humour) by phrasing it.

## 13. Rational Appeal

Recourse to the logic and evaluative reasoning of a person. The logical appeal's objective is to make people feel they like something because it makes sense and it seems important.

## 14. Romance Appeal

To cater to the natural desire of a person to feel intimacy and to relate to others in a romantic way. The aim of the romantic appeal is to make people feel more appealing, more valuable, and more likely to get the person of their dreams if they are using a particular product or doing other acts.

## 15. Scarcity Appeal

Appealing to people and making them feel that something is going to end soon or that something is about to change. The shortage goal is to make people feel they need to rush or be left out. It's being achieved by everyone else and you may miss your opportunity.



#### 16. Sex Appeal

Appeals to men's and women's natural sexual impulses. The sex appeal's goal is to attract and raise exposure to a product or service by making people feel drawn or wanted by others using the product.

#### 17. Snob Appeal

This appeals to people by making them feel like they're going to experience convenience, sophistication, or superior quality. The purpose of the snob appeal is to make people feel that their transactions or behavior would help them to encounter the highest quality and luxury.

#### 18. Social Appeal

Appeal to the sense of belonging or a sense of inclusion of an individual. The social appeal's aim is to encourage people to make decisions and take action depending on whether it will make them feel welcomed, recognized, valued, associated, or even rejected by some party, entity, or person. It's all about blending in and ranking.

#### 19. Statistics Appeal

Appealing to the fascination and trust of numbers of people. The aim of the statistical pitch is to use figures and evidence to convince people that it is reliable and research-based what you have to suggest or what the company does.

#### 20. Youth Appeal

Advertising for the urge of a human to feel younger. The goal of the youth pitch is to make people who might otherwise feel tired, out of

shape, and less physically able to buy a product or service to help rejuvenate their physical and emotional self than they were as young.

### **G. Masculinity and Femininity in Advertisements**

In the late 1990 century, a study from Hall, (2012), points out that men lifestyle's magazine become one of the innovators of a new area for varied masculine representation. Male turn into almost as caring as women in keeping their appearance and self-care activities. These circumstances develop and later become a controversial debate about the feminization of men or the latest masculinity. This phenomenon is changed to metrosexuals to remove shame to men who wear dressy clothes are gay. Some studies in Indonesia show that metrosexual is someone who in the Upper middle class, who have a good-looking requirement in their job. Consequently, they have to keep their face clean. As a result, they do not feel shy using cosmetics or other facial care product like facial cleanser, moisturizer, lip balm. They also go to the gym for exercise although it spent much money.

Cosmetic production increase since the market share of the male is supported by Japanese SK II back in 1983 and Amway America brands which launch special care product for men in 2015. Simpson, (2001) explains the challenges for the marketing male product does not seem to be promising. In order to be accepted, various brands of the cosmetic product create a special label for the male to give some sense of masculinity, for example by using term manbag, guyliner, mankup, manscara for handbag, eyeliner, makeup and mascara. They also create a branch of product special for men.

Meanwhile, femininity also represented through media to encourage woman to be an ideal woman. Femininity was also a concept used to describe the attribute of a woman. Woman character are beautiful, more emotional, and gentle. It was in accordance with Dzuhayatin (1998) in Muthaliin (2001) which states that feminine includes emotional nature, gentle, not independent, and passive, whereas masculine includes the nature of being rational, aggressive, independent, and exploratory.

The objectives of the advertiser show femininity and masculinity in an advertisement was to make the consumer feel more beautiful, sexier, and attractive while using the product.



## **CHAPTER III**

### **FINDINGS AND DISCUSSION**

This chapter divided into two parts. The first part deals with finding and the second part is the discussion of the research. In finding, the researcher provides information from the data found. Including masculinity and femininity utterances. Then, the researcher analyzes the data in the discussion by answering the research question.

#### **A. Finding**

This research aims to analyze masculinity and femininity words or phrases occur in cosmetic advertisements. The word or phrase is collected from the utterances or text that occurs on the video. There are three different brands of cosmetic advertisements: L'Oreal, Nivea and Garnier. The finding provided in both male and female category of the advertisements. The researcher focuses on the cosmetic advertisement, especially in face wash or face care products.

##### **1. L'Oreal Ads for Men**

###### **Context of the advertisement:**

L'oreal Paris advertisement is a cosmetic advertisement that concern on female cosmetic advertisements. However, they also have some product special for men, namely L'oreal Paris Man Expert. This category is a targeted man as the consumer of the advertisements. Therefore, they add the word

“Man Expert” in these brands to make an assumption that this brand is a specialist cosmetic product designed for a man. The advertiser shows the video with the problem of the man with spotty skin followed by the narrator's voice, it starts with black and white video. He looks sad with his face. Then, he wears a helmet to cover their face. Suddenly, the narrator said *fight back* and the man punches forward 2-3 times. Afterwards, the introduction of the product, the video become colorful in the middle of introducing the product including the special ingredients and the benefits for the consumer followed by man washing their face. Finally, man face looks clearer without any spotty skin.

**Datum 1: L'Oréal Men Expert Pure Power Red Volcano Wash**



- “Spotty skins up in your manpower, don't hide away, fight back, new pure power red volcano wash from L'Oreal Paris men expert with volcanic mineral extract, it instantly removes oil and cleanses to help protect against the appearance of spots, skin looks clearer and smoother, new pure power red volcano wash, L'Oreal Paris men expert.”

From the datum 1, the researcher found some words that represent masculinity; “men expert”, “manpower”, and “fight back”. Firstly, from the text in the picture, the phrase “men expert” is the name of the L’Oreal product that created for men. This phrase consists of word men and expert. Literally, men were the plural form of man it defined as an adult male person. Expert defined as professional or specialist. Therefore, L’Oreal men expert has a meaning men specialist product. Secondly, the phrase “manpower” followed by “don’t hide away” shows with a muscular man in the video means a strong man does not cover up his spotty skin. Thirdly, “fight back” phrase is placed after the phrases “don’t hide away”. It is the answer or the solution of sentences before, that is not hidden but to do a battle and challenge the danger. Usually, those word is used in combat, fight or competition. However, this word used in face wash advertisements. In short, the advertiser said, by using this product, it could help the consumer protection against the appearance of the spot.

## **2. Nivea Ads for Men**

### **Context of the advertisement:**

Nivea Men Face Total Anti Acne Mud Foam is a product of face wash by Nivea. From the name of the product, this product is designed for men who have acne problem on their face. This advertisement is about race. There are two men who will compete in a race. The first men challenge the other man by saying “Are you ready to race?”. The other man did not feel threatened to compete in a race. However, he afraid getting bacteria that

causing acne, rather than joining extreme racing. This advertisement offered an Anti-Acne to overcome bacteria causing acne quickly. Then, the man did not race with the first man, he makes the flag girl's heart racing.

**Datum 2: NIVEA MEN FACE - Total Anti Acne Mud Foam**



- “Ready to race, for me, racing isn't as threatening as the invisible bacteria and dirt and dust that causes acne new Nivea men total anti-acne mud Foam deeply and gently closes pores to eliminate accumulated oil and bacteria combating the ten signs of acne in just one minute, mmm you've got my heart racing. Nivea total anti-acne mud foam, it starts with you.”

In the datum 2, there is a word that indicate masculinity. There is “combating”. The words used in this advertisement represented the whole theme of the advertisements that was race and competition. The word “Combating” in this advertisement referred to masculinity because literally the word “combat” is referred to men activity. So, combat led to the aspect of masculinity. Moreover, the context showed when the word “combat” literally defined as physique activity commonly done by male. Combat also defined as

a fight, during a war. Commonly, this word was used in war or in a fighting. However, this activity of combating was represented in this advertisement its showed masculinity. “Combat” here was defined as a person “combat” with pimples. Because when looking at the context, eliminating an acne should not by combating them. Therefore, the advertisers’ option to use the word “combat” was strongly represent masculinity aspects.

### **3. Garnier Ads for Men**

#### **Context of the advertisement:**

In the beginning, Garnier was started from hair care products with natural ingredients, Garnier continues to grow and begin to make skincare products. Garnier believes that nature has provided the best self-care solutions, therefore, Garnier product always uses natural ingredients. Not only about beauty, but Garnier also committed to minimizing the impact on the environment as much as possible. Garnier has always developed packaging and product formulas that can be biodegradable. This Acno Fight product is one of the products designed for men. the situation in this advertisement was very stressful. There was a man who has been running because being chased by “shuriken” weapon namely germs and oil. The germ and oil look to attack the man. The advertiser said that running from them was difficult. However. If they want to win pimple fight, the should switch to this face wash product.



### Datum 3: Garnier Men Acno-Fight Anti-Pimple Face Wash



- “Running away from pimples is difficult because germs and all you attack your skin constantly giving you pimples, again and again, want to win the pimple fight then why so switch to Garnier man acno fight face wash with her go repair and salicylic actives it fights up to 99.9% pimple-causing germs and gives you 53 clear skin every time stay germ-free stay premise-free switch to Garnier man Acno Fight face wash.”

From this advertisement, the researcher found some words that show masculinity. The word “attack”, “fight”, and “fight up” are the offensive word that often used by men in a competition. This word was strong and cool. The word “attack” here was the representation of the pimples who constantly attack the man. A man should “fight” against the pimples. The word “fight” was a manly word. The fight was not a new word for a man. It was like ordinary things. Therefore, in this advertisement, the word “fight” was used several times. Not only in the advertisements but also in from the title of the product. The advertisers choose the suitable word for the situation in the video. The word “fight” used to make men feel that he has the power to fight against their problem.

#### 4. L'Oreal Ads for Woman

##### Context of the advertisement:

L'Oreal Paris often used the slogan “we’re worth it”. They have always believed that everyone is worth it, whoever you are, wherever you are from. They claim that the definition of beauty is not only one, but it is very diverse and infinite, related to time, culture, history and personality. They have a vision of universalizing beauty. They believed that it could attract more women and men who use their product.

In this video advertisement, there were three women face different problems with their skin. Therefore, the product has three variants to handle their problems. Nourish, Clear, and Glow scrub. The products designed to help the consumers against dullness, rough skin, impurities.

##### Datum 4: NEW Smooth Sugars Scrubs \_ L'Oréal Paris



- “Skin troubles new L'Oreal Paris smooth sugar scrubs 100% natural origin exfoliant sin gentle textures clear scrub mercury sees nourish scrub with cocoa butter hello scrub with grape seed oil for baby soft skin and lips mute smooth sugar scrubs by L'Oreal Paris.”

In this advertisement, one word and one phrase are indicated femininity. The words “Baby soft skin” and Lips” are identic with a female. “Baby soft skin” is also interpreted as a woman skin like a baby skin which is soft. “Baby soft skin” was referred to feminine because having soft skin like a baby was a dream of every woman. Moreover, the word “Soft” is one of girl characteristic. This characteristic often found in the advertisement of cosmetic, especially in skincare product like moisturizer, facial wash, and body wash. The other word is “Lips”. It can be categorized as femininity because “a good Lips” is represented as a beautiful woman. Therefore, a woman usually takes care of her lips to maintain her beauty.

## **5. Nivea Ads for Women**

### **Context of the advertisement:**

More than 100 years ago, the company discovered modern skincare through NIVEA Creme. Today, millions of people around the world, with various types of skin, rely on the NIVEA brand. That is why our researchers work extensively with different skin types and various treatment requirements from various cultures, genders and ages. Thanks to this approach, the company have developed many innovative skincare products over the past few decades - from deodorant to sunscreen. The company work with more than 50 institutions worldwide to ensure our products are suitable for your skin.

### Datum 5: NIVEA Milk delights face wash



- “Good morning beautiful it's time to awaken your senses with the new Nivea face wash smell the goodness of milk rosewater eyes wide open so good to touch your skin will love that Ellie look the elf delights starting a trapeze 85 Nivea available in Rose brand flan saffron and honey for your skin type.”

In this Datum, there are several words which indicated femininity. First, the word “beautiful” is used for women. Beautiful is from the word beauty. It is one of characteristic that woman should have. Second, the word touch also related to woman characteristics. It is often seen in a video woman touch their skin because they believe that the smoother skin they have, the more beautiful they are. Third, the word “Love” is the favorite word and often used for women, they love being loved. The Nivea advertiser chooses a suitable word like the feminine word for woman ads to steal women interest.

## 6. Garnier Ads for women

### Context of the advertisement:

Garnier brand has been grown from hair care until they have a skincare product. One of the Garnier skincare product designed for women is Garnier Light Fairness Face Wash. The context of this video tells about a woman who confronts some problem on their face. She looks confused about her problems. Then, the narrator said “stop” and Introduced the product with its superiority. This product has a 3 in 1 benefit. It is such having three products in one. It gives a simple solution to the audience. Finally, the woman’ face looks gorgeous and clearer, she smiles and gets hug by a man.

### Datum 6: Garnier Light Fairness Face Wash TVC



- “Imperfections? Blackheads? Oily skin? STOP! Try an all-in-one solution. Pure 3-in-1 with three minerals it works as a cleanser, a scrub and a mask. 3 products in one simple solution. Gorgeous, clearer-looking skin. Pure 3-in-1 with minerals. Take care. Garnier.”

In the datum 6, the researcher found one word and one phrase that contains femininity in the picture and the narrator transcribe. They are “take care” and “Gorgeous”. “Take care” phrase used as the slogan of Garnier

woman product. This slogan only used in the woman product because the word care is referring to women. “Take care” did not use in the Garnier men product because a woman gives more attention to taking care of their body than a man. The other one “Gorgeous” is an adjective which used to refer to very attractive things. It also synonym with beautiful.

## **B. Discussion**

In this part, the researcher divided into three sections. The first section deals with masculinity from all advertisements. The second part deals with femininity from all advertisements. The last part, the researcher tries to discuss both masculinity and femininity.

### **1. Similarity**

Based on the finding, the researcher found some word or phrases that indicated masculinity and femininity in the three brands selected. Now, the researcher discusses the similarity from them.

There are several similarities between the three advertisement brands; L’Oreal, Nivea, and Garnier in presenting their man advertisement product. Firstly, similar things are from the context. The situation in the video advertisements always shows in challenging situations such as in racing, fighting, or in danger situation. It represents a man should be ready with any situation that coming to him. As Brannon, (1976) points out 4 dimensions Characteristic of masculinity, one of the characteristics is “Be a Sturdy Oak”. It means a man should be tough to face any problem even it is just a face problem such as oil, pimples, or spotty skin. The advertisers want to steal

men interest by presenting what men like. All three advertisements attempt to show what men's like such as challenge and competition. It was in accordance with the statement of Kurnia, (2004) that said masculinity as the image of masculine, courage to challenge the danger of perseverance, until sweat is dripping, male muscles are protruding or certain parts of the body from the strength of male attraction that looks extrinsic.

Moreover, at the end of the advertisement, two of three advertisements show a woman who loves the man after using a certain product. It represents a man success standard is when there is a woman interested in him.

In the L'Oreal Advertisement, men masculinity strongly is shown in the text or the video in advertisements. It represents the strength of a man. He should combat against every problem they have. While in Nivea advertisement, they also bring a similar condition with L'oreal where there is a challenge in the advertisement. If there was a challenge to fight back before, now the challenge is racing. The Garnier ads show the condition that a man is running from the danger. He runs from germs and oils that cause pimples.

Secondly, the word choice used in the advertisement is almost similar. From the three advertisements, the researcher found most of the words are synonymous. They are fight, combat and attack. These words are similar in meaning. This word usually used in a war or a competition, however it used in men facial wash advertisements to represent men masculinity. It makes male audiences interested. In addition, the strategy of

the advertiser is using a pronoun like I, Your, or We. They use I, to show the power of the brands. It is related to Cook, (2001) statement that said: “I” is assumed as prestigious and implies the brand power. They use the pronoun “your” is to invite the audience interacted to the advertisement. According to Habibah, (2018) it personally points the audiences directly and makes communicative interaction between the company and the audiences.

For the feminine side, the researcher highlights similarities between three different brands. Firstly, from the context, the advertisers provide a different situation for the woman facial wash advertisements. The advertisement has a simple story than the man advertisement. Mostly, it just showing one or two women in the advertisement who want a better for their face. It can be presenting their problems and offering the best solution in the product. Woman advertisement concern in showing the beauty and what does not make beauty.

Secondly, from the word or phrase that represents femininity. The researcher found similarities between three different brands. In the datum 4, three words are indicated femininity. The words “Baby Soft Skin, and Lips” are identic with the female. Moreover, the word “baby Soft skin” also shows young and immature skin. The word “Soft” is one of girl characteristic. This characteristic often found in the advertisement of cosmetic, especially in skincare product like moisturizer, facial wash, and body wash. The other word is “Lips”. It can be categorized as femininity because “a good Lips” is



represented as a beautiful woman. Therefore, a woman usually takes care of her lips to maintain her beauty.

Meanwhile, in datum 5, there are several words which indicated femininity. First, the word “beautiful” is used for women. Beautiful is from the word beauty. It is one of characteristic that woman should have. Second, the word touch also related to woman characteristics. It often is seen in a video woman touch their skin because they believe if they have smoother skin, they look more beautiful. Third, the word Love is the favorite word and often used for women, they love being loved. The Nivea advertiser chooses a suitable word like the feminine word for woman ads to steal women interest.

From datum 6, there are two words indicated femininity. It was “Gorgeous” and “Take care”. The word “gorgeous” was similar to beautiful. It is referred to as a woman characteristic who always wants to look pretty. The advertiser of L’Oreal, Nivea or, Garnier would choose the right word for woman or men according to the target audiences. Therefore, they use the word like gorgeous or beautiful for women. The phrase “take care” placed in the Garnier logo as one of slogans in Garnier women product. “Take care” itself has implied messages the women should take care of their body and Garnier products can help them to take care of their body. Moreover, take care also identic with motherly character that always care.

## **2. Contrast**

Besides the researcher found similarities, he also found the different of both masculinity and femininity three brands of the cosmetic

advertisement. The difference between L’Oreal, Nivea, and Garnier in representing masculinity in their advertisements are from several aspects. The first difference, the name of the products. The L’Oreal product has a different name from both Nivea and Garnier. Nivea and Garnier have an additional word “Men” to their brands to differentiate product whether it is for man or woman. Both, Nivea and Garnier have name Nivea Men and Garnier Men. However, L’Oreal has a different name comparing with them namely L’Oreal Men Expert. It has additional words “Men Expert”. It represents a specialist of men cosmetic products, the advertiser used the word “expert” to make men believe that this brand is really men expert product.

The second difference, the word choice. The L’Oreal brand from datum 1, there are some words that represent masculinity. First, the word “manpower” used in this video shows man masculinity. It represents the strength of man. Second, the utterances “fight back” shows that a man should not avoid or resign with the situation. From these utterances implied some aspects of masculinity that are a man should brave, strong to fight against his problem and should not hide. He should battle against the problem with his strength.

In the datum 2, there is word combating. The words used in this advertisement represent the whole theme of the advertisements. That was race and competition. Therefore, the words in this video advertisements are show challenge and rivalry. While the word “Combating” in these advertisements shows the strength of man to battle against ten signs of acne. It was in

accordance with Kurnia, (2004) statement Masculinity is the image of manliness, agility or courage to challenge the danger. It deals with a brave and adrenaline of a man to challenge the danger. It also said that racing is not as threatening as invisible bacteria caused acne. Therefore, in this advertisement the man did not afraid with the real dangerous activity like racing. However, he was being threatened by bacteria that makes acne. His brave to challenge the danger like racing refer to masculine characteristic. Moreover “Combating” was not closely related to combat against the bacteria. Commonly, the word combating was used in a fight or a war against enemy or opposite. This word was used in this advertisement in order to encourage the senses of masculinity of the audience.

From these advertisements, the researcher found some words that show masculinity. The word “attack”, “fight”, and “fight up” are the offensive word that often used by men in a competition. This word was strong and cool. The word “attack” here was the representation of the pimples who constantly attack the man. A man should “fight” against the pimples. The word “fight” was a manly word. The fight was not a new word for a man. It was like an ordinary thing. Therefore, in this advertisement, the word “fight” was used several times. Not only in the advertisements but also in from the title of the product. The advertisers choose the suitable word for the situation in the video. The word “fight” used to make men feel that he has the power to fight against their problem.

The difference between L’Oreal, Nivea, and Garnier in representing femininity in their advertisements are from several aspects. The first difference, the advertisement, they have their own strategies to attract audiences. Using a certain feminine word to make the audiences interested in the product. In the L’Oreal advertisements, there is some word contain femininity that did not found in other advertisements. They are Baby Soft Skin and Lips. The word “Baby Soft Skin” represents young or immature soft skin means a skin that smooth when touched. While “Lips” refer to woman lips which represent the beauty of women. In the Nivea product, the advertiser used the word “touch” and “love”. The word “touch” is used in Nivea advertisement is followed by a woman that touches her skin in the video. It represented women love to touch her skin to feel whether the skin is good or not. The word “love” is a word that likes by a woman. Love is the representation of woman feeling. They are soft, beautiful and loved. While in the Garnier advertisements the different word is “take care”. One of the characteristics of women is care. They have this character as a natural behaviour present in their body. It is a mother character, that always cares with their family and children. Moreover, this word encourages the audiences to give more attention to take care of their body. The advertiser implies that they can help to take care of their body by using this product.

Finally, after discussing similarities and differences in each brand. The researcher tries to look at both two side masculinity and femininity. First, although the advertisements have difference and similarities from some

aspects, they have the same objective that they have to make the audiences interested whether it is for male and female audiences. Therefore, they have to design appropriate language and pictures shown in the advertisement. One of the ways is using a masculine or feminine image through video advertisements. Although it is a good strategy for the company to increase the selling of the product, it may also have an impact on the audiences. It is one of the advertisement strategies that the audience thinking will be constructed a new standard being masculine or feminine or being ideal man and women.

According to (Newbold, 2017) The Masculine or Feminine Appeal is one of approximately twenty advertising techniques used by business professionals to convince people to buy a product, pay for the service, make donations to a cause, or even be persuaded. In particular, the Masculine / Feminine Appeal aims to depict the "ideal" man or woman to buyers who expect to achieve social as well as their own ideal perception of being a man or a woman.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

In this chapter, the researcher presents the conclusion and suggestion of the research. It is a summary of the finding and discussion from the previous chapter. Then, the last section will be closed with a suggestion.

#### A. Conclusion

Based on the analysis data obtained in this study, the researcher can draw the following conclusions. There is some masculine and feminine word found in the three brands of advertisements. Both have similarities and difference in showing masculine or beauty in every advertisement. For the similarities in the masculine side, the researcher realizes most of the advertisement for men show an advertisement which has challenging situation. It indicated that the advertiser knows that men love challenges. They also placed the masculine word in their advertisements in order to steal men attention and interest. In addition, the use of the pronoun is often in every advertisement such as you, your, and me. Meanwhile, the similarities in the feminine side, the researcher found a word that has a similar meaning. It indicated that whether it is not similar at all, the advertiser use word that represents woman characteristic. In addition, the pronoun is rarely used in this advertisement. The researcher just found one pronoun “your” from Nivea advertisement. In contrast, there is no much difference between the three brands. In masculinity, there is a difference in some word and the additional

name of the product. In femininity, the researcher found some different words in each brand indicated they have different strategy to attract the audiences. As a result of discussion above, the researcher can conclude that although it is cosmetic advertisements, they are strongly involving the aspect of masculinity and femininity.

### **B. Suggestion**

Although the study of masculinity and Femininity was growth since 90 century, Masculinity and Femininity is an interesting topic to be discussed. In this study, the researcher compares masculinity/femininity word/phrases represented in the cosmetic advertisement. The researcher selects three leading brands of cosmetic and focuses on analyzing face wash product. For the next researcher, it is suggested to conduct the same research in other advertisements products using another theory.

For the reader, the researcher suggests buying a cosmetic product wisely. Do not buy a product just because of the good advertising, a consumer should wisely select a product based on the quality. An advertisement will always show the goodness of the product using certain strategies like masculine or feminine appeal. In addition, by conducting this study, the researcher expected to reconstruct the readers thinking about the ideal men or women that represented by a company through their advertisements.

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## CURRICULUM VITAE



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**APPENDIX**

**Tabel 1: Findings on L’Oreal Ads**

L’Oreal Ads.	
Masculinity	Femininity
<p>Spotty skins up in your <b>manpower</b> don't hide away <b>fight back</b> new pure power red volcano wash from L'Oreal Paris men expert with volcanic mineral extract it instantly removes oil and cleanses to help protect against the appearance of spots skin looks clearer and smoother new pure power red volcano wash L'Oreal Paris <b>men expert.</b></p>	<p>Skin troubles new L'Oreal Paris smooth sugar scrubs 100% natural origin exfoliant sin gentle textures clear scrub mercury sees nourish scrub with cocoa butter hello scrub with grape seed oil for <b>baby soft skin</b> and <b>lips</b> mute smooth sugar scrubs by L'Oreal Paris</p>

**Tabel 2: Findings on Nivea Ads**

Nivea Ads.	
Masculinity	Femininity
<p>Ready to race, for me racing isn't as threatening as the invisible bacteria and dirt and dust that causes acne new Nivea men total anti acne mud Foam deeply and</p>	<p>Good morning <b>beautiful</b> it's time to awaken your senses with the new Nivea face wash smell the goodness of milk rosewater eyes wide open so</p>

<p>gently closes pores to eliminate accumulated oil and bacteria <b>combating</b> the ten signs of acne in just one minute  mmm you've got my heart racing Nivea total anti acne mud foam it starts with you.</p>	<p>good to <b>touch</b> your skin will <b>love</b> that Ellie look the elf delights starting a trapeze 85 Nivea available in Rose brand flan  saffron and honey for your skin type</p>
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**Tabel 3: Findings on Garnier Ads**

Garnier Ads.	
Masculinity	Femininity
<p>Running away from pimples is difficult because germs and all you <b>attack</b> your skin constantly giving you pimples again and again want to win the pimple <b>fight</b> then why so switch to Garnier man at the fight face wash with her go repair and salicylic actives it <b>fight</b> up to 99.9% pimple causing germs and gives you 53 clear skin every time stay germ free stay premise-free switch to Garnier man amplified face wash.</p>	<p>Imperfections? Blackheads? Oily skin? STOP! Try an all-in-one solution. Pure 3-in-1 with three minerals it works as a cleanser, a scrub and a mask. 3 products in one simple solution. <b>Gorgeous</b>, clearer-looking skin. Pure 3-in-1 with minerals. <b>Take care</b>. Garnier.</p>

**Table of finding overview**

No	Brands	Datum	Words/phrases	
			Masculinity	Femininity
1	L'Oreal	1. L'Oréal Men Expert Pure Power Red Volcano Wash	Men Expert Manpower	Baby Soft Skin Lips
		4. NEW Smooth Sugars Scrubs _ L'Oréal Paris	Fight back	
2	Nivea	2. NIVEA MEN FACE - Total Anti Acne Mud Foam	Combating	Beautiful Touch
		5. NIVEA Milk delights face wash		Love
3	Garnier	3. Garnier Men AcnoFight Anti-Pimple Face Wash	Attack Fight	Gorgeous Take Care
		6. Pure 3in1 Scrub for Oily Skin _ Garnier	Fight up	