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## THE INFLUENCE OF GENDER AND DICTION IN ADVERTISEMENTS: DISCOURSE ANALYSIS

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### *Abstract*

*The aims of this study is to find out the influence of gender and diction in advertisement and also to reveal the message between them. This study uses descriptive qualitative analysis since the data are not statistically analyzed and the data of this study are picture and text which exist in the advertisement.*

*The findings of this study show that diction and gender have integrated each other. Both of them have much influence and big power to support the advertisement to convince the consumers of some particular product. Furthermore, the strategy which is used is brand image and unique selling proposition. The advertisers tried to show the roles of gender and diction in order to attract the consumers.*

*Finally, this study has much beneficial for those who want to know more about the way the advertisements can attract the consumers. There are several ways to make a good advertisement and one of the strategy is gender and image must correlate each other to introduce to the consumers to buy the product. Additionally, this research gives additional information for those who intend to conduct the research on the same topic but different object of the research to get varied result of the research.*

**Keywords:** *gender, diction, beneficial*

### **Introduction**

Every society, men and women have its own characteristic on how they speak or uttered the language. It is certainly have been influenced by many factors such as the social environment, geographical aspects, cultural characteristic, etc. Holmes (2013:61) states that language may influenced by women or by men depending on where the jobs are and the gender roles in the society. But we must remember that although every place has their own typical of speaking, we must appreciate their own culture and it is such kind of new knowledge for us when we know between men and women are different in speaking based on their own places.

Gender is one of the basic categories in our social life. According to Popenoe ( 1983) states ‘gender is the social and psychological traits associated with masculinity and femininity, whereas sex is the biological traits of males and females’. In short, as a biological trait, ‘sex is constant for all members of population.

For the advertisements itself, advertisements are everywhere. Every advertisers now use Advertisement as way of communicating, persuading and informing their product to their consumer, it is no doubt that advertisement agencies use various linguistic devices to catch the attention of potential customers to boost persuasiveness of their advertising strategy and the uniqueness of a product.

Rogers (2004:268) ever said in her book An Introduction to Critical Discourse Analysis in Education that education is just like any other business: to make a good income we have to catch the attention of consumers. From the statement that Rebecca Rogers has, it can be seen that even there is a difference from the scope which Rogers focusing on Education, to make much earnings or income; we have to focus for attracting consumers. From the surface, it has a big distinction between any product which the producers sell and education. But, to make the good result for both obsessions, they have to catch the attention of the customers.

In this case, advertisements are stepped aside as the object of the study and being seen the language from the work. By the reflection of the language inside the advertisements, it can be known how advertisement provides the language based on its gender. This study tries to find out the detail explanation about the factor which makes the advertisements can attract people by using language through the gender.

### **Research Methods**

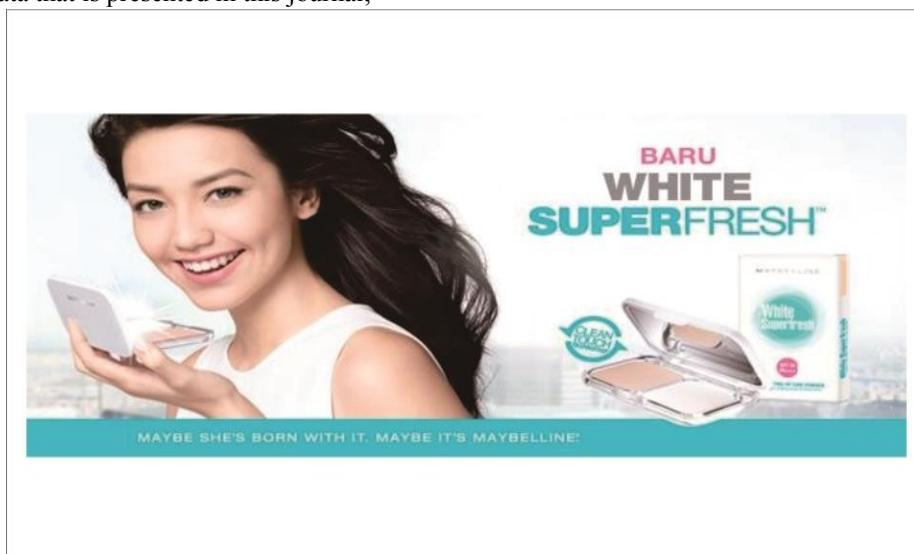
This study refers to how the advertisers set their utterances by regarding the gender through their advertisements. Through gender someone can do something differently each others, in this case between women and men. How the advertisers state something inside the advertisements. That is why qualitative method is taken

as the design of this journal. It is qualitative because it analyzes the words or sentences which is shown by the advertisers in exploring her ideas through their advertisements. This research is conducted in the field of Discourse Analysis study especially on language and gender. The data of this research are in the form of words, utterances, and sentences that are not statistically analyzed. It also has a function to get deep understanding on how the advertiser expresses her ideas through their language use.

It is stated by Creswell (2012, p. 212) that another aspect of qualitative data collection is to identify the types of data that will address your research questions. Thus, it is important to become familiar with your questions and topics, and to review them prior to deciding upon the types of qualitative data that you will collect. Therefore, by qualitative method can be used to get deep understanding about the topic which is discussed.

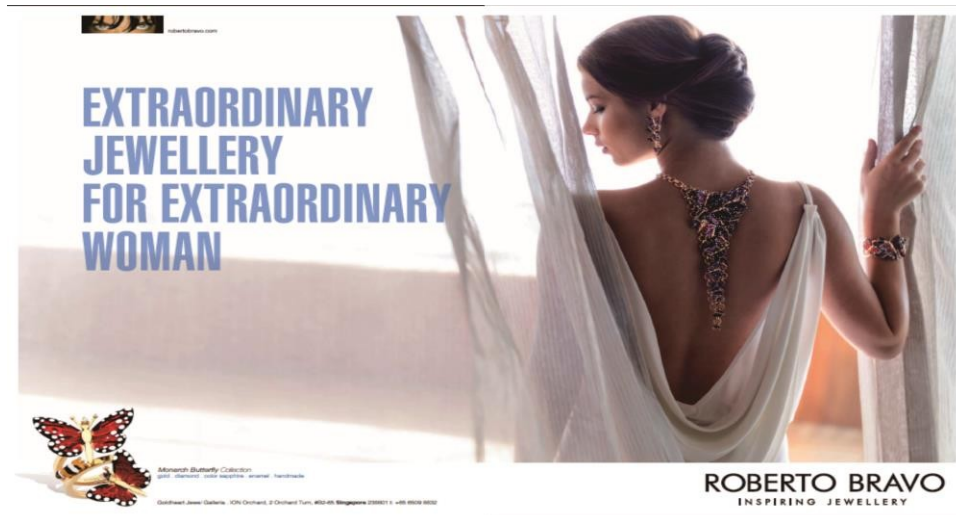
### Research Results and Discussions

According to Lakoff (1975), Women do not speak very frequently and they barely use explicit language. It can be distinguished in using the language frequently between the women and men. Commonly, women here, feel so shy if they speak too much. Because from the aspect of feminism, women characteristic are calm and elegant. So, from the calm and the elegant behavior of women influenced the way the communicate each other. There are three samples of data that is presented in this journal;



**Figure 1.** Advertisement on the road next to the CITO mall

This printed advertisement was taken from the banner or billboard on the road next to the CITO mall. In this advertisement white was taken for the background. It is synchrony with the theme on the advertisement. In the example above, there are several images. First is the actress or the model of the product, which is Velove Vexia. Secondly, the product itself which is the face powder's cosmetic from Maybelline. In the picture, we can see that Velove as the model of the product uses the cosmetic and she seems happy using it. The smile that Velove does, it can be seen that she is happy to use it. She looks happy and fresh. There are two texts on the advertisement, one above the product and the second below the model. The first one states "*WHITE SUPER FRESH*" and the second one "*MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE*". In this picture, we can say that the advertiser tried to send a message and same feelings with the model that using this product. It will make the customers feel fresh all the time. And the customers who want to use this product will always be happy. This is the strategy from the advertiser to make the customers buy this product. The advertiser combines the image and the text to send a message to the customers to buy this product.



**Figure 2.** Jewellery Advertisement

The picture in this data shows us about one of the jewellery product from one of the best jewellery designer which is Roberto Bravo. In this picture we can see that there is a woman as the international model being the model of the product. In the scene illustrates that the model wear a jewellery in the back neck. The jewellery takes a form as a necklace. And the text is written “EXTRAORDINARY JEWELLERY FOR EXTRAORDINARY WOMAN”. In this case, the advertiser tries to send a message concerning the producer’s thought about the meaning of using extraordinary jewellery. The advertiser attempts the customers that Roberto Bravo has the extraordinary product. Implicitly, the message is for women out there who feel that they are extraordinary, it is required for them to wear extraordinary jewellery. It is clearly enough to be seen that the advertiser attracts the women customer who wants to buy a high-quality of jewellery to come and to see the collection of Roberto Bravo. And also the advertiser has the intention to make the customers feel amazed to the jewellery. Hopefully by seeing this advertiser, the customers will directly buy this jewellery.



**Figure 3.** Oppo Phone Advertisement

In this advertisement was taken from the poster on the shop of the mobile phone. This advertisement belongs to OPPO Mobile phone N1 type. “*Don’t just touch the front, the back is also interesting....*”. This text is available on the advertisement. On the advertisement we can see the back body of the woman. It can be seen by the shape of the body which exposes the smooth concavity. The advertiser tried to show up the elegant of the woman body which represents the backside of the mobile phone itself. And it is supported with the existence of the text “*Don’t just touch the front, the back is also interesting*”. The advertiser makes an effort to show us that the mobile phone has the excellent thing. Not only the front is good but the back side of the hand phone is also good. This message that the advertiser tried to obtain to make the customers really want to buy this product.

In this datum also can be found the black background to support the color of the image. It creates the shape of the body and the text which available there will be easily seen. The customer will directly think that the

product is convincing. So, the advertiser hopes that by seeing this advertisement, the customers can be attracted to buy OPPO N1 product in the shop.

### **Conclusions and Recommendations**

Advertisements are everywhere. Every advertisers now use Advertisement as way of communicating, persuading and informing their product to their consumer, it is no doubt that advertisement agencies use various linguistic devices to catch the attention of potential customers to boost persuasiveness of their advertising strategy and the uniqueness of a product. One of the strategy for the advertisements also use the gender roles like women's movement to attract consumers to buy the product.

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