



Semiotic Analysis of Gender Representation on Printed Advertisements in “Swedish” Magazine

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ABSTRACT

Semiotic analysis of gender representation on printed advertisements used in “SWEDISH” magazine. The objectives of this study were to identify the element and colour of symbol used in Gender representation in printed advertisement of “Swedish” magazine. The study was conducting by using descriptive qualitative method. The data of the study were obtained from the Magazine in Sweden the Swedish version of Cosmopolitan Magazine Advertisement which consisted of some pictures. The data analysis were taken downloading, looking for, describing and explaining the data. The data were analyze based on the theory by Wells, Burnett, and Moriarty about element and colour of symbol in printed advertisement. The findings indicted that there were consisted of the element and colour of symbol in printed advertisement, there were the first element of symbol in advertising layout for example (figure 4.1) this advertisement was a symbolize confident characteristic with the logotypes brand the picture, advertising content for example (figure 4.3) the meaning of this advertisement was found if you wear

products from Chanel you will look closed and cold because this advertisement was product centered format which was the case of fashion advertising means price information. The second colour of symbol in colour association for example (figure 4.5) the meaning of this advertisement was clear water and clear sky blue which symbolizes nature, freshness and tranquility, logotype colour for example (figure 4.7) the meaning of this advertisement the red H&M logotype or brand text that symbolizes logotypes or logos to attract brand attention, body colour for example (figure 4.9) the meaning in this advertisement white is the body colour or common object colour in advertisements that symbolizes the art in the layout of the advertisement, colour contrast for example (figure 4.11) the meaning of this advertisement it looks like it has a light background which is white, which symbolizes art in the advertisement. The finding of this study hoped for useful resource for the development of semiotic study toward commercial works.

Keywords:

Semiotic, Gender Representation, Printed Advertisements

INTRODUCTION

Semiotics according to Berger (2005) semiotics has two important figures; they are De Saussure (1857-1913) and Peirce. Both of them develop semiotics separately with the different scientific backgrounds, Saussure as a linguist and Peirce as a philosopher. Semiotics observes all aspects in a culture as a sign for example, language, body language, behavior, hair style, and so on. Signs which are used to convey human mind, information, and command along with appraisal, make us possible to explore the perception and comprehension each other in this world. Semiotics helps us to know and understand how to make communication. It also helps to explain the habits and rules in all elements in our communications environment. Spoken or written language, pictures are the things that have many variations to be explained.

Print media is the biggest area of advertising in most countries because print advertisements almost allow unlimited message duration and time to be processed. Print media provide messages to a one on one basis, while TV advertising simultaneously delivers messages for sound, motion and text. Due to their systems, people seem to have faith in print many media than broadcast and carefully ingest it. Magazines for print media are an excellent means to reach a particular target audience, as they are inherently needed to fill a void with unique editorial material to please a specific group of readers. (Isaksson& Nilsson, 2004) (Wells et al, 2003). The benefits of media magazines are reaching the target audience readily and having them look into the advertised item or service because magazines tend to have an elevated degree of responsiveness to the target group.

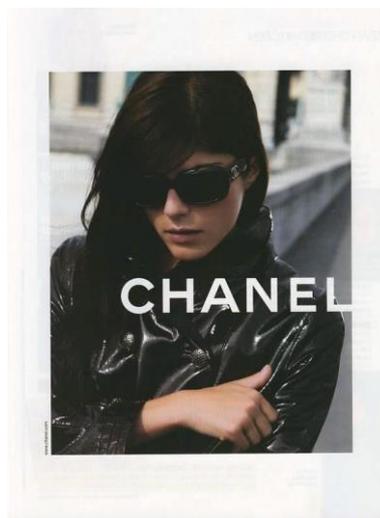
Marketing is commonly defined as the role of designing, promoting and providing products and services to customers and businesses (Kotler, 2003). There are four methods to be used to reach and monitor the target audience; product, price, location and promotion. These methods are regarded as components of the marketing mix. (Isaksson& Nilsson 2004) The tool used by corporations to educate, influence, induce, and remind customers of their products, also known as marketing communications is the promotion (Keller, 2001). The communications marketing communications mechanism between the sender and the recipient are further described by Czinkota and Ronkainen (2004), respectively. This method further transmits ideas that accept conviction and thereby increase the efficiency of the marketing process. A conversation between organizations and

customers, in which exchange arrangements are mutually agreeable, stresses the bi-directed essence of the operation the perfect marketing communication.

Into the role of gender in advertisements suggested that advertisers also use brand gender in color, type, texture, packaging, logos, verbiage, graphics, sound, and names. In addition, scientists are of the view that knowledge is being treated differently by men and women. It is potentially more highly and subjectively advertisements in females' processes than in males. Prakash (1992) points out that similar research in the field of advertising suggests that in the case of a product which is usually a target market for men, it would better be if men, in addition to conventional gender related roles of male-female interaction, were socialized in large groups and engaged in competitive activities such as sports activities. In addition, the amount of pieces of information should be reduced since males tend to selectively process information.

“Swedish” Magazine is advertisements for men and women. The Swedish version of cosmopolitan. Cosmopolitan is the world’s leading magazine for young women in the age of 20-30 years with approximately 240.000 readers’s and men between 20-35years of Swedish version (www.cosmopolitan.se) . This magazine provide advertisements relevant for the study, as the aim to observe fashion advertisements.

Picture 1. Preliminary Data



The picture above is one of the printed advertisements in “Swedish” magazine. This advertisement use where the female models look very cool and self-confidence when wearing clothes with this brand. The researcher is interested discuss this topic because in the printed advertisement used gender representation toward human being gender and their characteristic.

To make sure the study is more available or accurate, theories are needed to explain

some concepts or terms that apply in the study concerns. Thus, the following terms are aimed forward a clear explanation of the study.

Semiotic

Semiotic term is derived from Greek "semeion" which means "sign". "Semiotics is concerned with everything that can be interpreted as a sign," Eco (1979:7) A sign is defined as "anything that can be interpreted as substantially substituting for something else." The sign could be placed in any location. Words, images, sounds, odors, flavors, actions, or objects can all be signs, but they must have intrinsic meaning and only become signs when we imbue them with meaning. Nothing is a sign, according to Peirce, unless it is interpreted as such. Anything can be interpreted as a sign as long as it refers to or stands for something other than one self.

Verbal and Non Verbal Sign

According to Sobur (2004: 122) verbal communication and nonverbal communication. Verbal communication is defined as communication that takes place using a speech tool, such as words. Nonverbal communication is defined as communication that takes place without the use of a verbal tool. So, when we communicate with words or verbal communication, verbal characteristics that can be communicated, when we see dumb people communicate, we notice that they are unable to use their tool of speech, instead relying on gesture, especially the finger. This type of communication is referred to as nonverbal communication.

Denotative and Connotative Semiotics

The denotative level of signification, according to Piliang (1999) portrays the connection among signifier and connoted, or between the imprint and the reference to reality which produces express significance, direct importance, and distinct importance. Denotative importance is one more term for first request meaning. The most widely recognized connotation level in the public eye is denotative, which alludes to sign components whose significance is socially settled upon. Basically, the denotative is the importance of words that don't contain any extra sentiments. Therefore, it is alluded to as denotative. Denotative significance can likewise be alluded to as referential importance, calculated importance, or ideational significance.

Connotative is an implication level that clarifies the connection among signifier and meant, the two of which work with implying that isn't express, circuitous, and endless (open to all understanding) (Barthes in Sobur, 2006: viii). Obvious takes into account a wide scope of

translation. By and large, the undertone is identified with individual experience or local

Picture window	A single prevailing visual involving 60-70 percent of the promotions all out space, notwithstanding a feature and duplicate square just as a logotype at the base
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area speakers who respond and give significance to emotive implications, like smooth, harsh/not, pleasant, injurious, natural, adolescence, fun, terrifying, risk, quiet, etc. This sort isn't limited. The objective of this implication is to uncover deeper implications.

Advertisements

Advertisement (Danesi, 2010: 224) is defined as a message that offers a product that is addressed to the public through a medium. Advertisement also means an advertisement product that includes everything form of information, both for trading purposes as well as other announcements such as meeting invitations, speeches condolences, loss of something and so on. Advertisement as a text is a sign system organized by codes that reflect certain values, Attitudes and certain beliefs. Every message in the ad has two meanings, namely the meaning expressed explicitly in Surface meaning implicitly behind advertisement display surface. Thus, semiotics becomes the appropriate method to know the construction of meaning that occurred in advertisements. Because he emphasized the role of the deep sign system.

Type of Advertisements

According to Lamb et al (2001: 205), there are five types of advertisements:

- Institutional Advertisement
- Product Advertisement
- Commercial Advertisement
- Corporate Advertisement
- Public Service Advertisement

The use of Elements in Print Advertising

Wells et al. (2003) note that image windows, art, panel or grid, dominant form and/or all copy, non-linear and grunge are the most commonly used layout arrangements (ordered after the most common used). The following :

All art	Art fills the complete edge of the promotions and the duplicate is embedded in the image
Panel or grid	A number visual of coordinated or relative sizes. Various boards all of a similar size is regularly utilized
Dominant	Emphasize the type rather than the art, or even an all copy in which

Table 1. Generally used layouts

All copy	The headline is treated as type is, might incorporate craftsmanship that is either installed in the duplicate or set in a subordinate position
Nonlinear	A contemporary style of layout where the direction of viewing os not ordered
Grunge	A style of format that need worry for the customs of workmanship, plan, type styles and legibility

Source: Adapted from Wells et al. (2003)

The use of Colour in Print Advertisements

Color is characterized as the aspect of things caused in terms of observer or light by the different nature of the illumination reflected or emitted by them. The colors are often defined in terms of the presence, hue lightness and saturation for artifacts, hue luminosity and saturation for the light sources of objects and light sources as presented in the individual's vision. Colour can also be defined in terms of the properties of light that make an individual aware of objects or light sources via the eye's receptors, which are described in terms of dominant wavelength, luminance, and purity.

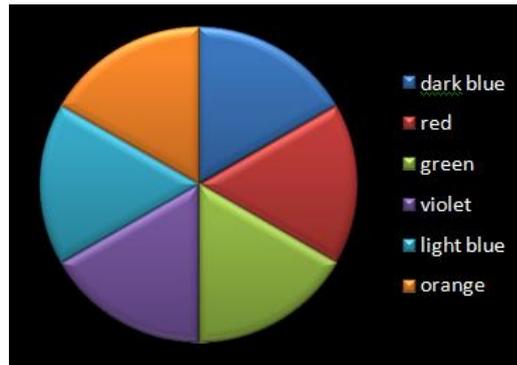


Figure 1. Colour wheel indicating primaries and secondaries (Source: Adapted from Moriarty (1991))

Primary colours	Secondary colours
- light blue	- orange
- dark blue	- red
- green	- violet

In the light composition of written publicity hues may also be addressed, where the primary colors of transparent inks/process colors are yellow, Magenta (red shade) and cyan (blue shade) (Wells et al., 2003). Moriarty (1991) suggests, in general, that the bright colors are most desirable, likely to be used at the same time as the spot colors that make the bright colours. Contrast/emphasis, meaning that in neutral tones other elements than the one designated to draw focus can assist the listener in visually organizing the message, is widely used to make something stand out. In this respect, color coding is another main aspect as it aims to create an indelible connection between the color and a product, through the establishment of visual indications that facilitate the retention of an individual. It is also required to draw between the antecedent and meaning that might indicate the principal aspect. If you use it. Colours may also be used. Neutral shades are also used in the foreground elements as a backdrop of lighter, stronger colours.

Gender

Gender has been widely discussed by many experts. Lippa (2002) says that Gender orientation alludes to the mental and social appearances of being male or female, the socially characterized, learned, developed accoutrements of sex, for example, haircut, dress, nonverbal peculiarities, and interests. Gender consequently, centers around the social develop in regards to the conduct, social, or mental attributes with one sex. It

focuses on the jobs, responsibilities, assumptions, and fitness of people that are learned, and adjusted as a consequences of the connection.

METHOD

This study used a descriptive qualitative research, the researcher is descriptive qualitative because it realied heavily on descriptive narrative and the purpose of this study was to describe the phenomenon of Semiotic on gender representation on printed advertisement “Swedish” magazine.

In collecting the data, the researcher downloading, looking for, describing, and explaining the picture the finding Element and Colour Magazine in Sweden the Swedish version cosmopolitan Magazine Advertisement.

After collecting the data, described the picture of magazine advertisement of the “Swedish” version cosmopolitan, analyzed element of symbol in magazine advertisement based on the Wells, Burnett and Moriatty Theory, and then analyzed colour of symbol in magazine advertisement based on the Wells, Burnett and Moriatty Theory, the last was depict conclusion based on the result of analysis.

RESULTS

Element of Symbol

Table 2. Element of Symbol

No	Element of Symbol	Frequency	Percentage
1	Advertising Layout	6	75%
2	Advertising Content	2	25%
	Total	8	100%

Based on table 4.1 and it was seen that in the analyzed using Wells, Burnett and Moriatty theory, there were two parts, namely advertising layout and advertising content. In the advertising layout, some elements of symbols were found in the Swedish magazine version cosmopolitan. The elements of advertising layout were picture window, all art, panel or grid, dominant/all copy, nonlinear and grunge. And the elements of advertising content were format, pictures/illustration. Based on data analysis, this study found that advertising layout was a common element found in the Swedish version of the Cosmopolitan magazine, which was 75%, and advertising content was 25%. Meanwhile this was the analysis of the example Element of Symbol in Advertising layout and

Advertising Content.

Picture 2. Example 1 Advertising Layout



This picture above example 1 in Element Advertising Layout by “Swedish” magazine version cosmopolitan. In this picture it could be seen a men and woman wearing t-shirts and shirts. And the clothes were a legendary fashion brand from Sweden. And it could be seen from the picture was symbolize a confident characteristic and the layout of the art by distinguishing between the distance between men and women, and in the advertisement that has the logotypes or copy(dominant/all copy), all art of the “H&M” brand in the picture. And that was one of the elements of the Advertising Layout.

Picture 3. Example 1 Advertising Content



An example of such an advertisement in the image above was for the brand “CHANEL” (Figure 4.3), where the meaning of the advertisement was found: if you wore products from Chanel you would look closed and cold. In addition, advertisements in magazines that applied this product centered format clearly indicate the type of product being advertised by providing information about the product which in the case of fashion advertising means price information. The third and final ad format found in advertisements on Cosmopolitan, was the lifestyle format.

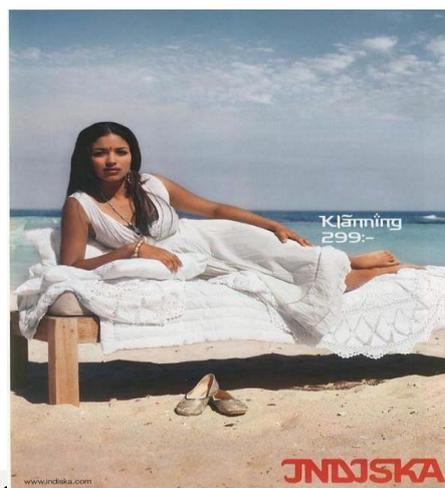
Colour of Symbol

Table 3. Colour of Symbol

No	Colour of Symbol	Frequency	Percentage
1	Colour Contrast	2	13,3%
2	Colour Association	6	33,3%
3	Logotype Colour	6	33,3%
4	Body Colour	5	20,1%
	Total	19	100%

Based on the Table 4.2 and it could be seen which was analyzed using Wells, Burnett and Moriarty theory “Swedish” magazine version cosmopolitan, namely there were four color symbols in the advertisement consisting of color contrast, color association, logotype color, and the last body color. In general, the color contrast only contributes to creating the advertising background, namely dark and light. Color association found that there were six frequencies of symbols in these colors, there were black, blue, green, red, yellow and white. Logotype color found there were six frequencies symbols in these colors, there were black, blue, green, red, yellow, and white. And the last one was Body color, it was found that there were five frequencies in the symbols , namely black, blue, green, yellow and white. Based on data analysis, this study found the results that Color association and Logotype color were the color of symbols found in the Swedish version of the Cosmopolitan magazine, which was 33,3%%, and the second was Body color 20,1% and the last was Colour contrast 13,3%. Meanwhile this was the analysis of the example Colour of Symbol in Colour association, Logotype colour, Body colour, and Colour contrast.

Picture 4. Example 1 Colour association



This picture above example 1 in Colour of Symbol Colour association by “Swedish” magazine version cosmopolitan. In this picture it could be seen a woman wearing a white dress which was the main characteristic of a female model. In this advertisement, it looked more identical in the nuances of the beach, clear water and clear sky blue which symbolized nature, freshness and tranquility. The picture above showed that that it was part of the colour of symbol in the Colour association.

Picture 5. Example 1 Logotype colour



This picture above example 1 Colour of Symbol Logotype colour by “Swedish” magazine version cosmopolitan. In this picture it could be seen a woman sitting in front of the door wearing a white shirt with a scarf around the woman’s neck and blue polka-dotted bottoms. In the advertisement it looked like the woman was looking at something in front of her with very sharp eyesight with shades of dark brown walls and doors. And combined with the red H&M logotype or brand text that symbolized logotypes or logos to attract brand attention. This picture was a part of the Colour of symbol in Logotype colour.

Picture 6. Example 1 Body colour



This picture above example 1 Colour of Symbol in Body colour by “Swedish” magazine version cosmopolitan. In this picture it could be seen a woman was posing lying

on a chair wearing a black and white patterned dress with a black necklace. The woman smiled widely and looked at something in front of her. In this advertisement it looked like it had light shades, namely there was a neutral white colour. It looked like in the picture, white was the body colour or common object colour in advertisements that symbolized the art in the layout of the advertisement. This picture was a part of the Colour of symbol in Body colour.

Picture 7. Example 1 Colour contrast



This picture above example 1 Colour of Symbol in Colour contrast by “Swedish” magazine version cosmopolitan. In this picture it could be seen a man was standing wearing a white shirt and blue and orange patterned shirt plus glasses that made this man look cool and dignified. In this advertisement it looked like it had a light background, which was white. In accordance with the colour contrast used by advertisements in general. Which symbolized art in the advertisement. This picture was a part of the Colour of symbol in Colour contrast.

DISCUSSIONS

Following the analysis of the data and the presentation of the study findings, there are a few topics that should be explored. , the researcher had been explanation the first is Element of Symbol there were Advertising layout and Advertising content, the second was Colour of Symbol there were Colour contrast, Colour Association, Logotype colour, and Body colour. In this part the researcher would show the reason the symbol element and colour realized in Gender representation on printed advertisement of “Swedish” magazine by using Wells, Burnett, and Moriarty theory.

The symbol element and colour realized in Gender representation on printed advertisement of “Swedish” magazine by using Wells, Burnett, and Moriarty theory, because the symbol element and colour could be presented in the form of gender, namely men and women taken from the print advertisement of the magazine "Swedish" and using the theory of Wells, Burnett, and Moriarty. Like the analysis example in section "B" on element symbols and symbol colors. The first was the element of symbol, advertisements were generally arranged in an art layout designed in a contemporary style and personalized to the lifestyles of men and women. While the color symbol in the ads was to create a color contrast in the "Swedish" advertisement and showed the coolest colors and the brightest colors that were most often used as a background that characterizes men and women as a characteristic symbol in the advertisement.

CONCLUSIONS

The following are the conclusions that may be reached based on the data analysis that have been completed.

- The writer to findings Element of Symbol used in Gender representation in printed advertisement of “Swedish” magazine, there were two elements which were Advertising layout and Advertising content
- The writer to findings Colour of Symbol used in Gender representation in printed advertisement of “Swedish” magazine, there were four colour of symbol which were Colour association, Logotype colour, Body colour, and Colour contrast.
- The symbol element and colour realized in Gender representation on printed advertisement of “Swedish” magazine by using Wells, Burnett, and Moriarty theory. The element of symbol, advertisements were generally arranged in an art layout designed in a contemporary style and personalized to the lifestyles of men and women. The color symbol in the advertisements was to create a color contrast in the "Swedish" advertisement and showed the coolest colors and the brightest colors that were most often used as a background that characterized men and women as a characteristic symbol in the advertisement.

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