

THE EFFECT OF DETTOL SOAP TELEVISION ADVERTISEMENT TO GENDER MYTH THROUGH SEMIOTICS

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<p>Keywords Advertisement; Gender; Semiotic; Myth; Dettol;</p>	<p>Abstract: Advertisement is a form of mass communication. Advertisements contain about language, whether verbal and non-verbal. For that reason, advertisements can also analyze by language theories, like semiotic. Most television commercials portray the patriarchy of common perceptions where men make decisions for women and there is no place for gender equality. This work illustrates the analysis of the bold "liquid Dettol" advertisement in Indonesia that conveys a gender problem message. Semiotic analysis, qualitative, descriptive method, is used to analyze the signs associated with the message of gender issues, namely as high as the education of women, must be able to build their households, especially in comforting their children. In this research, researcher used the theory of Roland Barthes, through his semiotic theory to analyze gender myths in the ad. Myths can be analyzed through signs, which are contained in advertisements. In addition, the authors also use qualitative theories to analyze and describe this research.</p>	
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INTRODUCTION

In the current globalization era, the flow of information that is actual is considered as something that is really needed, where these needs can be met, when consuming television mass media products. The mass media has a very important role and influences any changes that occur in the life of society as a whole. Because the mass media functions as a medium of communication about various information that can change their thoughts, feelings, or behavior. Television as a product of modern technology is seen as one of mass communication media, in a relatively short period of time, which might grab the attention of the public in many ways, especially regarding information needs, product consumption, daily activities, entertainment and others. This fact is seen by the producers as one of the opportunities, which is very promising to use television as a media for product socialization. The existence of television as an audio-visual media has a professional impact on the situation, norms, values and behavior of individuals in society. This matter is a characteristic cause of the existence of television can bring a new view or belief in something that is promising satisfaction in the effort to fulfill human's needs.

By seeing the rapid development of the world of advertising in the present time makes people like "drunk" will be rampant advertisements that appear without interruption, a lot of advertisements made with various ideas and creativity. Moreover, in the last few years we have witnessed a shift in the color of promotions held by marketers. The sympathetic promotion style



that invites consumers to be involved in caring programs has begun to be of interest to producers, although the promotion of the thrill, by using the lure of gifts is still often emerging. Advertising is something that is needed by the company to convey information to consumers that the availability of goods or services in the company to meet consumer desires. Therefore, the world of production will become dark, if there is no advertising in the media, how consumers will understand the products we offer, plus the current very rapid competition, all of these require very intense advertising so that the products we offer can compete to another product.

Dettol is a company, which uses television as a medium to advertise its products, is PT. Unilever Indonesia, Tbk. which advertises Dettol brand bath soap products. One of Dettol's products is Dettol Antiseptic Liquid, which is considered capable of killing 100 germs that cause disease. Can be used for first aid, medical and personal hygiene. Dettol is one of the health soaps. From the types and types, we will know that Dettol is very focused on family health issues. Judging from its shape, its fragrance and various colors always outperform other soaps, so as to be able to provide answers to the wishes of the community, which is diverse. The price that can still be reached by the lower classes makes Dettol close to the society.

It cannot be denied if the power of the media has inspired critical studies of several scientific disciplines, such as linguistics, semiotics, pragmatics, and discourse studies (Dijk in Schiffrin, et.al, 2003: 359). Thus, discourse analysis on the media can be seen as a specialized branch of science in the study of mass communication express something that is still biased, so that the meaning and the symbols in it become clearer in the point of view of language. Advertising is a process of communication and symptoms of semiotics, which functions as a marketing tool and at the same time as image formation in advertisements. When viewed from the point of semiotics, it can be assessed from the sign system contained in the symbol, both in the form of verbal, and in the form of icons. Advertisement is also an imitation of the index, especially in television advertising, internet media and so on.

In analyzing Dettol's soap soap advertisements, researchers used the theory of Roland Barthes, which revealed the advertising message through the denotation and connotation stages (Barthes, 2009: 282). In this research, the researchers would like to see the representation of woman, providing in dettol "Be a dettol's mom" version advertisement. The researcher is interested in researching this adv, because she sees that the image of women in advertising on one hand opens wider choices, where women can fully explore their potential and build new images in an image. Relations between women and men are relations that cannot cancel each other out. For this reason, the division of roles of women and men is actually not a dead concept but can be shifted in line with changes in social situations and social conditions. Based on the background described above, the writer put forward the research problem formulation as follows: How does Dettol's soap commercials show on television? The other question would be: How semiotic might explain the aim of the advertisement?

The research method used in this study is textual analysis semiotics, which is a dettol television version of Be dettol's mom. This semiotic text analyzes signs, such as: type, structure, meaning and also the selection of signs that are combined into larger groups or patterns (text), in which certain attitudes and myths underlying the advertisement are used using a combination of signs. the sign contained in the adv. Basically, semiotic analysis is an effort to feel something strange, something that needs to be further questioned when we read certain texts or discourses.



Semiotics is a science or method of analysis to study signs. Signs are the tools we use in trying to find a way in this world, in the midst of humans and with humans. Semiotics basically wants to learn how humanity understands things. according to Alex Sobur (2006, 15): "Meaning in this case cannot be confused by communicating. Meaning means that objects not only carry information, in which objects they want to communicate, but also constitute a structured system of signs. The analysis is paradigmatic in the sense of trying to find meaning including the things hidden behind a text, so people often say semiotics is an attempt to find the meaning of the news behind any texts.

Semiotics is the study of signs. This sign concept sees that meaning arises when there is an association or in absentia relationship between the signified and the signifying signifier. A sign is a union of a signifier form with an idea or signified. In other words, a marker is a meaningful sound or meaningful writing. Semioticism is the study of signs, the function of signs, and the production of meaning. New symbols can be understood if someone has understood the meaning agreed upon in advance. Merpati is a symbol of love, numbers are symbols, we don't know why form to refers to a pair of objects; it is only because of conventions or regulations in culture.

The tradition of semiotics at the beginning of its appearance tends to stop limited to denotative meanings, aka denotation semiotics. As for Barthes, there are other meanings that actually play at a deeper level, namely at the level of connotation. It was at this level that the legacy of Saussure's thought was defeated by Barthes by dismantling the signification practice at the level of connotation of signs. The connotation for Barthes (2004, 157) actually denotes something that he states as a myth, and this myth has a connotation to a certain ideology. Connotative sign not only has an additional meaning, but also contains both parts of the denotative sign that underlies its existence. This addition is Barthes' very valuable contribution to his refinement of the semiology of the Sure Sauce, which only stops at the marking at the first layer or at the denotative level.

Related to this, Manneke Budiman, in Christomy and Yuwono, (2004, 255) said: "By opening up this connotative area of meaning, readers of texts can understand the use of figurative language styles and metaphors which are not possible at the denotative level." From the above statement, it can be explained, that for Barthes, semiotics aims to understand the sign system, whatever its substance and limits, so that all existing social phenomena can be interpreted as "signs alias worthy of being considered a linguistic circle. In the other hand, myth can be explained as, how culture explains or understands several aspects of reality or natural phenomena. Myth is a product of social class which is an inverted reflection that is inverted, it turns something that is actually cultural or historical into something, as if things that happen are natural. Myth is divided into two, namely primitive myths and the present. In contemporary culture filled with various media images, ideology is like a spectrum that crosses the boundaries of space and time. Even van Zoest in Zaimar (2008, 24) states that "ideology and mythology in our lives are the same as codes in semiotic acts". Based on that, the issue of visual images as myth, the researcher would like to explain the universality of the visuals, that is difficult, that visuals can be considered as a culturally media of communication, means between producers and consumers.

In advertisements it is often portrayed that men act while women are merely watching objects. For example, in advertisements, girls are often brought closer to mother figures and boys to father figures. Their working areas are also distinguished, father and son in the public area while mothers and daughters in the domestic area. In advertisements it is often portrayed that men act while women are merely watching objects. For example, father and son play, while mother only watches. The author focuses on the nature of the woman herself. According to the



Dictionary (Iskandar, 1970: 853) stated: "the word a lady means adult women, which has the opposite meaning of men". Meanwhile, in the book *Women and Media* (Ibrahim and Suranto, 1998, 333) mentioned "the word femininity means the matter concerned with women, meaning that it must be a matter relating to wife and household". Based on the above quotation, it can be explained that, although not too low, it is clear that this word designates women as 'house watchers'. Woman is a gentle figure but has the energy to make changes to herself and her social.

METHOD

This type of research used in this study uses Media Text Analysis. The researcher chose to use Roland Barthes's semiotic analysis model, because the researcher tried to find out how a mother can carry the gender myth in the Dettol advertisement. Semiotics is one part of a form of qualitative content analysis, which is very different from quantitative content research. This study uses a semiotic analysis to analyze the meaning contained in a text. Through this semiotic analysis can be used to analyze a large number of sign systems, which can be utilized in media studies and other cultural studies, Semiotics is the best approach in studying a particular meaning related to visual media. This is to limit the scope of the research to be carried out and play an important role in guiding and directing the course of a study. The method used to analyze this research is descriptive qualitative.

According to Sugiyono (2008, 2), the research method is basically a scientific way to get data with a specific purpose. Based on this there are four keywords that need to be considered, namely, the scientific method, the purpose and usability data. Qualitative research is a research method used to examine the condition of natural objects, as opposed to experiments where the researcher is a key instrument, data collection techniques are carried out in a merge, data analysis is inductive, and qualitative research results emphasize the meaning rather than generalization (Sugiyono, 2008: 9)

RESULT AND DISCUSSION

Results

To analyze the representation of the mother's role in advertising on Mother's Day, the researchers chose several scenes that showed the mother's role, which would then be analyzed using Roland Barthes's semiotics. The researcher divides into several categories that show the role of women, especially mothers, in the characters in Dettol soap advertisements. Researchers analyze through the signs contained in the scene. In this advertisement, in the first picture, first of all, are stated three types of mothers, in dealing with health for their children. First said, there are mothers who are too careful. In this case, a picture of a child asking for permission can be used as a sign, that the word is a signifier, that a child understands, that the mother is a person who understands what is best for her child.

The first type of mother, a mother who is too careful can be used as a signified, that a mother would be careful in caring for her child. However, the caution of the mother does not mean having to limit all the behavior of the child, especially the child only wants to play soccer, like the bellows picture.





In the next scene, the sentence is: the mother is too careful, so the mother always treats her child. It even made his child feel uncomfortable and feel disturbed. It can be considered as a signifier. In addition, from the picture above, the mother's view in the photo above, can also be used as a sign, that women have more affection than men for their children. It is mentioned in semiotics that humans in interacting will make and use symbols. In the picture above, the mother's gaze gives birth to the myth, that for the good of her child, a mother will look more intolerant. This analysis is in accordance with the statement of Barthes (2009, 156), who said: "When a sign which has a connotation meaning then develops into a denotation, then the meaning of the denotation will become a myth". This ad actually provides information about the anticipatory behavior of mothers in their daily activities when children develop the disease. Emotional responses are created precisely when this ad uses several choices of words that tend to be provocative, besides eyesight.



In the third picture above, is the last type of a mother in the advertisement. She puts her trust in her child. By giving the permission, it might be considered as a signifier. In addition, by showing Dettol to her son, it might be considered as a signified. In this part, the myth, that might be analyzed: Dettol can make a mother trust her children to play outside, because the mother believes that Dettol can protect her children from any illness. Based on the results of the analysis, it can be seen that the dimension of brand loyalty has the third lowest influence that is loyal to the brand in overcoming health problems, so the suggestion to be loyal to the brand is to improve product quality in overcoming health problems. Through the implied meaning in it, Dettol's soap ads play a role in giving the audience a picture that the image of an ideal mother, which is not only synonymous with having high concern for the child, but also giving trust in the child must be done. This ad also serves to persuade the audience, to maintain their health by using Dettol soap to always avoid germs that can interfere with health. Not only that, but the advertisements also persuade the audience through the messages conveyed in the advertisement by respecting the wishes of the child.





Looking at the pictures above, it can be categorized as a non-verbal language. Nonverbal language is a form of communication through facial expressions, movements, touch, eye contact, etc. While nonverbal communication is all stimuli in a communication setting, produced by individuals, which have the potential message value for the sender or receiver. Nonverbal communication is often used to describe feelings, emotions. Liliweri (1994, 69) stated: "If the message you receive through a nonverbal system does not show the strength of the message, then you can receive other nonverbal signs as a support".

Discussion

All the analyses might be explained in the chart below:

THREE TYPES OF MOTHERS (SIGNIFIER)	EYES' SLIGHT (SIGNIFIER)	
DETTOL SOAP (DENOTATIVE SIGN)		MOTHER TRUST (KONOTATIVE SIGN)
Myth: 1. If a woman already believes in a trademark, then she will trust and recommend others. 2. Women are mostly positioned as gender seconds, by always being seen as domestic players.		

Based on the pictures and chart above, it can also be explained, that in the myth there are three-dimensional patterns, markers, markers, and signs. But as a unique system, the myth is built by a chain of meaning that has existed before. In other words, myth is a second level of meaning system. In myth, a marker has several markers. This means that in terms of numbers, the number of markers is less than the markers, so that in practice there is the emergence of a concept repeatedly in different forms. From the pictures above, the whole meaning that can be analyzed is: one way to look after children - children is to not be overprotective. The form of behavior of parents who are always indulgent by fulfilling all desires and overprotecting results in the child being unable to be independent, always in doubt and not trusting in their own strengths and abilities. The overprotective nature makes it difficult for children to develop and feel



constrained by their own parents. Provide opportunities for children to do new things and not forget the supervision to prevent children from doing something undesirable. This is seen in the fourth picture. The smile of the mother can be interpreted as a signifier, and the mother's hand can be made signified. The myth that can be outlined is, by holding the child's head with a smile, the mother gives full confidence, that the child can take care of himself. In addition, because the context used as the object of this research is Dettol soap, it can be analyzed: the child is able to take care of himself, with the help of Dettol soap.

The myth in the scenes above is to educate children is the role of a mother. A mother has more time to look after a child. Suryakusuma (2011, 27) that "The form of the relationship between a child and a mother starts from conceiving, giving birth, breastfeeding, to caring for her baby". A mother will always protect, regulate, and manage the domestic sector. By seeing all the duties of a mother and her worries in Dettol's advertisement, the myth that can be explored is that the community already has a construction of women who have roles, namely caring for the family, serving the husband, caring for the child, and managing the household. In the symbols above it strengthens the mother to be domesticated. All relations of women's power will increasingly find its complexity when economic interests increasingly dominate. In a capitalistic economic structure, capital holds everything to solve problems. Women in this connection have clearly been placed as capital that can guarantee the continuation of the capitalism system. All things in the capitalism system will only be able to survive and will get an award when it can be packaged as a commodity. Women are considered responsible not only for the psychological well-being of household members, but also material well-being. In the scenes above showing women have public roles. Even though domestic roles are more dominant, public symbol symbols are still displayed. An active dual role signifies a mother must be active in the public sphere, especially domestic sphere. Domestification of women in the dual role makes women burdened works in domestic area.

From the chart above it can also be seen, that advertisement is a form of sign play and always plays on the three elements of the sign. The most important element in the semiotics of advertising is context. This can also be seen from the Pialang's (2003, 263) statement, which states: "From this context various social problems can be seen, which are behind an advertisement such as gender, ideology, symbolic violence, the environment, and consumerism. To uncover the various aims and objectives of advertisers towards the audience the target can be done through in-depth observation of the context chosen by the advertiser in describing the product or service being advertised. This kind of analysis is very useful for the target audience to be critical to know the interests inserted by the advertiser and be able to create new myths as a counter to the myths created by competitors.

CONCLUSION

By analyzing Dettol advertisement, the researcher would like to conclude, that gender might be defined as an ensemble of characteristics and behaviors that a given society associates with and expects of men and women. These conventions are widespread in advertising that serves as brand positioning. The dominant ideology, in the ways that strategies are implemented or in the values that are assumed. Advertising has often maintained a highly debatable vision: that of the rational, logical, efficient woman who is guided by the mother emotions and desires, by seeing the three types of mothers in Dettol advertisement. Looking at these observations it can be said that the producers understand well the efficacy of television in selling products. This is similar as said Kasali (2000: 19) that for ad producers is a medium to convey information about a



product in order to attract the interest and attention of prospective consumers. While for advertising consumers provide many choices (alternatives) about a variety of products

A shift in the meaning of a good mother, will not always change with the times. However, this advertisement shows a change in construction regarding the meaning of the mother responsible. As part of the attachment to the concept of an ideal woman, the media industry, in this case advertisements in the mass media, has a role through the message traffic that it communicates to the public, including for women, who has been a mother. Ads have the nature and tendencies that are often aired but not realized. Television advertisements tend to have an element of lying and even exaggerate reality, but these things are unwittingly accepted in the community and considered normal. Television revisions have traits and tendencies that are close to liar logic but can rarely be denied because they generally make sense⁸. Ads often display reality that is not in accordance with the real reality, as can be witnessed in the ad, when the second type of mother, who is busy wiping the sweat of her child who is playing ball. This is as stated by Barthes in Sobur (2001,15), "Semiotics, basically want to learn, how humanity uses things, to signify, in this case it cannot be confused by communicating to communicate. Meaning means that objects - the object is about to communicate, but also constitutes a structured system of signs". Finally, each individual indeed has different perceptions about an ideal mother from one another. Society in this case is the head of the family has a tendency that Dettol soap advertisements are able to show an ideal mother seen how to look after their children in advertisements.

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