Gender Roles Construction through Transitivity in Indonesia's Facial Care Advertisement for Woman

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Abstract. The article is aimed to reveal how the facial-care advertisement for Indonesian woman describe the gender roles in Indonesia. The facial-care advertisement texts for Indonesian women are analyzed using SFL devices, particularly transitivity analysis. The result shows that from six processes in transitivity analysis, only three processes are found in the Indonesian woman's facial-care advertisement. Material processes are dominantly found as 9 data, 4 data of relational process found and 2 data of mental process found.

Keywords: SFL · transitivity · advertisement · gender roles

1 Advertising as Discourse

Advertisement is everywhere. The life of modern society is always surrounded by the existence of advertisement [1]. The advertisements are merely found in the street, the e-mail received, television, the social media and magazines. Advertisement is regarded as the ways of forcing people for buying or consume the advertised products by providing the inadequate feeling [1].

In persuading people, advertisement must present something in a socially appropriate way. Though the purpose advertisement is easily recognized, the manifestation of advertisement is variously in discursive, and semiotics form [2]. The ideology behind the advertisement is conveyed continuously to the customers, therefore, the construction of ideology in that advertisement is gradually considered as real values or ideology for the customers.

The representation of women in advertisement has been considered as debatable subject for many decades [3]. The issue of placing women as sexual object or as housewife is studied in many fields, including linguistics. Women is considered as decorative, recreational, emotional object for men [4].

Advertisement turns into a critical principle for discourse analysis studies and has been studied by many researchers. That research was conducted for revealing the ideology behind the advertisement, especially on makeup product [5]. This article focuses on the gender roles in facial-care advertisements in Indonesian television. The gender roles are analyzed using Halliday's transitivity (Halliday & Matthiessen, 2014).

Hence, as the main role of ideational process, transitivity is implemented to find out the social process in reconstructing gender roles in the facial-care advertisement for Indonesian woman [7].

2 Transitivity Choice

Halliday introduces SFL for taking the factual use of the language to be studied to find out how the language is implemented by its user in daily life by identifying the structural organization of text that includes phrases, clauses and sentences [8]. Regardless of the approach to critical discourse analysis (CDA), one goal remains constant: understanding how socio-cultural ideologies are intertwined with language and discourse. One fundamental premise of all forms of CDA is that language use in discourse implies ideological meanings and that language use is subject to discursive constraints [9]. It includes the meta-function of language; the ideational, interpersonal, and textual functions. This article focuses on one of those meta-function; it is ideational function. Ideational function enacts with what text telling about and what happened based on the speaker or writer experience [10].

Given the ideational function, transitivity choice is used as a tool for revealing the experience technically by identifying the transitivity choices found in the text [11]. Using the set of transitivity, someone chooses to encode his experiences through six processes for describing his external and internal knowledge together with his participants and circumstances [12]. The process chosen is employed to expedite the interpretation of experience [13]. Therefore, the world experience is realised by using six processes: the material, the relational, the behavioral, the verbal, and the existential [14]. A verb identifies the type of each process. Mental process is indicated by material process (run, read, book, write); mental process is signified by mental verb (love, want, feel), behavioural process is identified by the existence of behavioural verb (smile, laugh, cry), verbal process is marked by verbal verb (say, discuss, claim), relational process is featured by the use of linking verb (is, am, are, seem, feel, was), and the existential process is identified by the presentation of there and it. Each process also has its own participants. Material process participants include actor, goal and range; mental process participants are senser and phenomenon; behavioural process participant is behaver; verbal process participant is Sayer; relational process participants are carrier and attribute (relational attributive), and token and value (relational identifying); existential process participant is existent.

3 Methodology

The data were taken from 3 (three) facial-care advertising for women distributed in Indonesian television with 16 clauses found to be analysed with Halliday's transitivity. The following are the steps for collecting and analysing the data found;

a) Download the facial-care advertisements for women;
b) Transcribe the linguistics data taken from those advertisement;
c) Classify the clause taken from transcribed data;

d) Identify the process, participants and circumstances based on Halliday's Transitivity
e) Identify the affected agent
f) Analyse the findings

4   Findings

There are 16 clauses found from 3 (three) facial-care advertisements for Indonesian women. Those 16 clauses are analysed by identifying the transitivity pattern. The following are transitivity analysis of each clause;

1) Jangan Biarkan Noda Hitam Hilangkan Rasa Percaya Dirimu

Jangan biarkan	noda hitam	hilangkan	rasa percaya dirimu
	Actor	Material	Goal

Affected: woman's confidence

2) (Produk Loreal Paris Instant Glowing) *Cerahkan* kulitmu.

Cerahkan	kulitmu
Material	Goal

Affected: woman's part of body (kulit)

3) Baru! L'Oreal Paris Glycolic Bright Instant *Glowing* Serum. Terinspirasi dari prosedur peeling, dengan kekuatan Brightening glycolic,

L'Oreal Paris Glycolic Bright Instant Glowing Serum.	terinspirasi dari prosedur peeling,	dengan kekuatan Brightening glycolic,
	Cir. Condition	Cir Reason

4) (L'Oreal Paris Glycolic Bright Instant Glowing *Serum*) menyerap ke dalam

menyerap	ke dalam
Material	Cir. Location place

5) *Dan (L'OReal Paris Glycolic Bright Instant Glowing Serum) membantu proses pembaharuan kulit.*

membantu	proses pembaharuan kulit.
Pr. Material	Goal

Affected: woman's part of body (skin)

6) *Teruji klinis menyamarkan Lima puluh tujuh persen (57%) noda hitam.*

Teruji klinis	*menyamarkan*	*Lima puluh tujuh persen (57%) noda hitam.*
Cir. Quality	Material	Goal

Affected: woman's part of body (skin)

7) *Untuk kulit cerah bercahaya seketika*

Untuk	*kulit cerah*		*bercahaya*	*seketika*
	Carrier	Attributive (implisit)	attribut	Cir. Extent

Affected: woman's part of body (skin)

8) *Sesuai untuk warna kulit Asia*

Sesuai untuk	*warna kulit Asia*
Pr. Relational Attributive	attribut

Affected: Asia woman's part of body (skin)

9) *IT's my source of light*

It	*'s*	*my source of light*
Token	Pr. Relational Identifying	value

Affected: woman's part of body (skin)

10) We're worth it!

We	're	worth it
Carrier	Pr. Relational Attributive	attribut

Affected: woman's part of body (skin)

11) Samarkan *hiperpigmentasi: noda hitam, lingkar mata gelap.*

Samarkan	*hiperpigmentasi: noda hitam, lingkar mata gelap*
Pr. Material	Goal

Affected: woman's part of body (skin)

12) Udah pakai skincare ber SPF

Udah pakai	*skincare ber-SPF*
Pr. Material	Goal

Affected: woman's part of body (skin)

13) masih takut matahari

masih takut	*matahari*
Pr. Mental	phenomenon

Affected: woman's part of body (skin)

14) Baby, pakai payung

Baby,	*pakai*	*payung*
	Pr. Material	range

Affected: woman's part of body (skin)

15) Pakai Biore UV Aqua Ri:Chh

Pakai	*Biore UV Aqua Rich*
Pr. Material	goal

Affected: woman's part of body (skin)

16) Biore UV *Aqua* Rich, l love your skin.

I	love	your skin
Senser	Pr. Mental	phenomenon

5   Discussion

In figuring out the meaning of the text of facial-care advertisement, the following is the table to show the distribution of process in transitivity analysis (as shown in Table 1) and the distribution of participants in transitivity analysis (as shown in Table 2);

From six processes, there are only three processes found, namely material process [9 data], mental process [2 data] and relational process [4 data]. Material processes are mostly found in woman facial-care advertisement text (*hilangkan, cerahkan, menyerap, menyamarkan, membantu, samarkan, udah pakai, pakai, pakai*). According to Halliday, material process refers to doing the action [6]. The material process is engaged with 3 participants: actor, goal and range. From the processes data, participants found are actor (*noda hitam),* goal, (*rasa percaya dirimu, kulitmu, proses pembaharuan kulit, Lima puluh tujuh persen (57%) noda hitam, hiperpigmentasi: noda hitam, lingkar mata gelap,*

Table 1. Realization of transitivity in the advertisement

Process	Material	Mental	Relational
Number	9	2	4
Percentage	56,25%	12,5%	25%

Table 2. Realization of participants

Participant	Number	Percentage
Actor	1	5,2%
Goal	7	36%
Range	1	5,2%
Carrier	2	10,5%
Attributive	3	15,7%
Token	1	5,2%
Value	1	5,2%
Senser	1	5,2%
Phenomenon	2	10,5%
Total	19	100%

skincare ber-SPF, Biore UV Aqua Rich) and range (*payung*). The doer of the action or actor of those material process are not specifically mentioned; however, only one actor of the material process is mentioned in material process *hilangkan*. The facial-care advertisements are intended for women; yet no actor found in the facial-care advertisement for Indonesian woman text to show that women have the control for doing the action in material process [15]. Mills emphasizes that the roles of woman are determined by the choice whether a character (or in this article a character described is a woman) is the passive victim of circumstances, or if a woman is actively in control of the environment, making decision and taking action [15]. The findings show that only one material process is controlled by the character (the woman), whilst the other 8 material processes are done by the advertised products (some of the actors are implicit).

There are 2 (two) mental process found in woman facial-care advertisement text (*masih takut, love)* with one senser (I) and two phenomena (*matahari, your skin)* as the participants. Mental process is regarded with the process of sensing [16]. The woman as the character described in facial-care advertisement only acts as senser in one mental process. It explains how the woman gives her feeling toward the world; still the woman is passively controlled her feeling by the environment.

The last process found is relational, consisting of 4 (four) data. Relational process relates with the process of being [17]. The data found are *sesuai untuk, 're, and one relational process* hidden or implicitly mentioned in datum no 7.

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