



**THE REPRESENTATION OF MALE FIGURES IN 1969
MARLBORO AND 1956 *LUCKY STRIKE* PRINTED
ADVERTISEMENT**

A FINAL PROJECT

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PRONOUNCEMENT

Hereby, I truthfully state that this final project is compiled by me without taking any results from other researchers in S-3, S-2, S-1, and diploma degree of any universities. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in bibliography.

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MOTTO AND DEDICATION

The limits of my language are the limits of my world.

—**Ludwig Wittgenstein.**

Learn everything you can, anytime you can, from anyone you can; there will always come a time when you will be grateful you did.

—**Sarah Caldwell.**

The paper is dedicated to

My Beloved Parents: Drs. Tri Aulat Junarwoto, M.T. & Siti Sulastri, S.H.

My Dear Sister: Aulia Alfafa Rizqa

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I highly consider that the paper is still far from perfection. I, thus, will be very glad to receive any constructive criticism and recommendation to make betterment. However, I do hope that the paper will be useful to the readers who wish to learn about gender study and advertising.

Semarang, October 20, 2015

Nur Ainina Razan

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ABSTRACT

Nowadays, people are getting consumptive because of impact of advertisements. Most of them do not know that the advertisements can change their perceptions toward a product. The product which is less popular before can rise highly because of attractive promotion derived by the advertisements. In the advertisements, audiences are given not only the product's information, but also brand image represented by a figure.

In *Marlboro* advertisement published on July 25, 1969 in *Time Magazine* and *Lucky Strike* advertisement published on 1956 in *TV Radio Mirror Magazine* Vol. 46 No. 1, for example, the figure shown is a man or men as gender preference of the marketing target. However, each advertisement have different concept which leads into a more specific marketing target. From the analysis using semiotics theory, it can be concluded that *Marlboro* is directed to male audiences who like freedom and nature while *Lucky Strike* is directed to male audiences whose lives cannot be separated from women and money. Thus, it gives different images of both brands. *Marlboro* has an image of macho while *Lucky Strike* has an image of rich and romantic.

Key words: male, advertisement, representation

THE REPRESENTATION OF MALE FIGURES IN 1969 MARLBORO AND 1956 LUCKY STRIKE PRINTED ADVERTISEMENT

1. INTRODUCTION

As many products look similar to another these days, it has to be able to be distinguished from others. One of the effective ways is promoting it in many ways, like advertise it in mass media. It is due to an advertisement shown in mass media, that can reach the audiences easily. There are visual advertisements create to help promoting a way of life and to sell products. It contains a message that also has a function of mass communication.

Furthermore, a product should have a concept to attract the attention of the audiences. The concept must represent the message contained in the advertisement. In cigarette advertisements, for example, many cigarette brands show male figure to represent the gender preference of their marketing target.

The figure can build different image of the brands according to the concept. It can be learned based on semiotics theory that studies about signs, like in the printed advertisements. It is discussed in this paper by analyzing 1969 *Marlboro* and 1956 *Lucky Strike* advertisement.

This paper has two kinds of significance of the study, that are, practical and theoretical benefits. The first practical benefit of this research paper is the writer is able to know how male figures represent in *Marlboro* advertisement

published on July 25, 1969 in *Time Magazine* and *Lucky Strike* advertisement published on 1956 in *TV Radio Mirror Magazine* Vol. 46 No. 1 are. Second, the writer is able to know the different representation of male figures in those advertisements. Furthermore, the first theoretical benefit of this paper can be beneficial to students as a model of semiotics-based analysis study. Besides, it is also beneficial to students, lecturers, and anyone who are interested in gender study and advertising as a reference material.

2. THEORETICAL FRAMEWORK

Generally, this paper uses semiotics as the theory of research which sometimes also called as semiology. Semiotics is associated with the work of the American philosopher, Charles Sanders Peirce and semiology with the work of the Swiss linguist, Ferdinand de Saussure. In his book, Saussure explains semiology as below:

A science that studies the life of signs within society is conceivable it would be part of social psychology and consequently of general psychology; I shall call it semiology (from Greek, semeion "sign"). Semiology would show what constitutes signs, what laws govern them (1966:16).

Since semiotics is concerned with everything that can be seen as a sign, it emerges as a kind of master science that has utility in all areas of knowledge, especially humanities, arts, and social sciences. It can be seen as a form of applied linguistics where the analysis has been applied to criticism of the fine arts, literature, and film. Besides, it can also be used to interpret

magazine advertisements, study fashion, analyze facial expression and body language, and many other areas.

According to Peirce, there are three types of signs in semiotics, which are icon, index, and symbol. Icon is a sign related to object because of similarities, so it can be interpreted easily. Then, index has close existence between a sign and an object. It communicates by logical connection. At last, symbol is purely conventional whose meanings have to be learned (Zoest, 1996:9).

Advertisements analyzed in this paper are American cigarette printed advertisements. Those are *Marlboro* advertisement published on July 25, 1969 in *Time Magazine* and *Lucky Strike* advertisement published on 1956 in *TV Radio Mirror Magazine* Vol. 46 No. 1. Those are chosen because they are contained gender issue. As a study conducted by William Leiss, Stephen Kline, and Sut Jhally, advertisers utilize different codes and strategies to attract audiences based on their gender. "Beauty" and "romance", for example, are codes used to address female audiences while "ruggedness" and "macho" are primarily male advertising codes.

3. RESEARCH METHOD

Generally, this paper uses qualitative method in researching the topic which is often used in humanity field. Qualitative research method is a name given to research paradigm which is mainly concerned with meaning and

interpretation (Stokes, 2003). Furthermore, Kirk dan Miller defines qualitative research as a certain tradition in social sciences that is fundamentally dependent on humans in their own regions and is associated with them in the language and terminology (1986:9).

Besides, the writer uses library research design as the method of research. The research is conducted by collecting relevant data from written materials and then interpreting the data based on theories. As for the data, the writer uses a *Marlboro* and *Lucky Strike* printed advertisements published in 1950-1960s as the main data while as the supporting data, the writer finds it from books and internet webpages.

4. THE REPRESENTATION OF MALE FIGURES IN 1969 *MARLBORO* AND 1956 *LUCKY STRIKE* PRINTED ADVERTISEMENT

Nowadays, many products look similar one to each other. For example, from the outside, some cigarette brands may look alike. However, they may find different shaped filter, color of paper, or even have different taste of the cigarettes. Therefore, a product should be able to be distinguished from others.

One of the effective ways is making a product concept for their market segmentation. A product concept can be carried over into the way the product is designed, named, classified, packaged, labeled, displayed, and advertised (Bovee, 1989:129).

Advertising can be chosen to promote the concept of the product because it reaches the customers through various media, such as radio, television, newspapers, magazines, internet, billboards, and many more. Basically, advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas for identified sponsors through various media (Bovee, 1989:5).

For certain products, like cigarette, sex and gender of the figures shown in the advertisement usually contains particular meanings. It is along to whom the advertisement is directed because gender can represent target marketing of the advertised product. According to Danesi in Wibowo (2013:148), representation is the recording process of ideas, knowledge, or a message in a physical manner. It can be defined as the uses of the sign, that are to connect, describe, or imitate something that is felt, understandably, imagined, or perceived in some physical form.

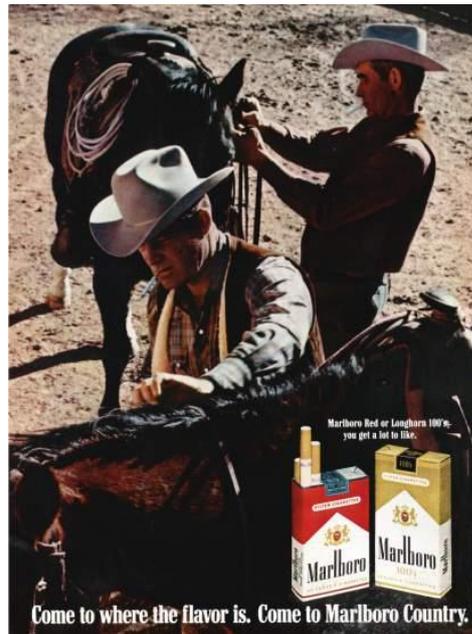
American Psychological Association (APA) gives different definitions for sex and gender. Sex refers to a person's biological status and is typically categorized as male, female, or intersex while gender refers to the attitudes, feelings, and behaviors that a given culture associates with a person's biological sex. For example, male considers masculine while female considers feminine.

Carlyle in Hall (1992:266), states that masculinity is associated with self-reliance, strength, and an action orientation. Along with Carlyle, Zanden

(1982: 461) also defines masculinity as a value having the character of the male that is harsh, strong, and independent. On the other hand, Geert Hofstede in Griffin (2003:420) argues that masculinity is the sex roles associated with men's success values, which are money and something dominant in society. From those statements, it can be concluded that masculinity has a value that close to male stereotype.

Furthermore, Davis in Mills (1995:176), explains masculinity and femininity is not private property but is a structural property of our society, the two concepts are conditioned and arise from social interaction. In other words, masculinity is the result of social construction that is relative based on the society. Therefore, two things that are considered masculine can have different values or images.

The examples can be seen from two cigarette advertisements which present different concept of masculinity. The first one is *Marlboro* which was published on July 25, 1969 in *Time Magazine*. In the advertisement, *Marlboro* brings a concept of nature with rugged-looking man as the male representatives. Hats, shirts, and vests are indexes for outdoor people. It has a connection to symbols represented by horses and nature that are indexes for cowboys. In the United States of America, cowboys are believed as outdoor-men who are macho, brave, and cannot be beaten by anyone. Thus, we can say that cowboys in this advertisement are symbols of macho.



Picture 4.1 An advertisement of Marlboro from *Time Magazine*, that was published on July 25, 1969, shows cowboys as its endorsement (taken from www.time.com through www.google.com)

Therefore, the symbol indirectly gives a “macho” image for the brand. The image, therefore, gives a perception to the audiences that smoking *Marlboro* cigarette will make them look as macho as the cowboys. This perception is built through process as Dunn said in *Advertising: Its Role in Modern Marketing* that perception is a complex process, but we know that people are influenced by their own existing motives and predispositions (1969:222).

This perception of *Marlboro*'s image is different from another American brand of cigarette, *Lucky Strike*. It can be seen from its advertisement which published in *TV Radio Mirror Magazine* Vol. 46 No. 1

on 1956. Although those advertisements show male figures, the representation of them are different.



Picture 4.2 An advertisement of Lucky Strike from *TV Radio Mirror Magazine* Vol. 46 No.1, that was published on 1956 (taken from www.flickr.com through www.google.com)

In the advertisement, the male and the female figure seems to watch a sport game at the front seats. The front seats are only for Very Important Person (VIP) seats which can only be reserved by certain people since the ticket considers expensive. Then, the front seats can refer a place for people belong to upper-middle class.

Another sign comes from the outfits worn by the figures. As we can see on the advertisement, the male figure wears tuxedo and sits next to a

laughing female figure in dress. Historically, in 1950s, when the advertisement was published, the rate of consumerism in United States of America (USA), where the brand came from, rose. Then, it made clothing style became an important part of culture which showed someone's class as well as expressed conformity and individual identity. It is due to the fact that this baby boom era is the beginning era of economic boom in the USA as the result of post-World War II prosperity.

By the autumn of 1945, American fashions celebrated the rising availability of fabric (Hill, 2004:74). Shawls, like the one worn by the female figure on her neck, were immensely popular and sometimes considered expensive. On the other hand, there was a change in male's fashion. As many people got a white-collar job, most of them changed their fashion into suits and tie. It indicates them as people who came from middle or even upper-middle class.

Besides, it is common that man always pay something for his woman. The richer the man is, the easier and more beautiful the woman they can have. Then, it gives an image that the man who smoke *Lucky Strike* is a rich man who can easily conquer woman's heart by his romance charm.

To put it more detail, the male appeared on both advertisement represents the marketing target of *Marlboro* and *Lucky Strike*. Although both advertisements show male as the main figures, they have different concepts. These differences lead into a more specific marketing target. *Marlboro* is

directed to male audiences who like freedom and nature while *Lucky Strike* is directed to male audiences whose lives cannot be separated from women and money. Thus, it gives different images of both brands indirectly. *Marlboro* has an image of macho while *Lucky Strike* has an image of rich and romantic.

5. CONCLUSION

Since many products look similar one to another, they have to be distinguished to attract people's attention. One of the ways is making a concept of a product which can be shown from the way the product is designed, named, classified, packaged, labeled, displayed, and advertised.

Advertisement can be an effective tool to promote a product as it provides the audiences with information about the product as well as influence their perceptions. A product's concept shown on the advertisement, indirectly, can bring an image toward the product. Then, it will give a perception to the audiences about the product.

This can be seen in *Marlboro* advertisement published in *Time Magazine* on July 25, 1969 and *Lucky Strike* advertisement published in *TV Radio Mirror Magazine* Vol. 46 No. 1 on 1956. Both brands use men as the sex representative of the marketing target. However, they have different concept in each advertisement.

This differences lead into a more specific marketing target. *Marlboro* is directed to male audiences who like freedom and nature while *Lucky Strike*

is directed to male audiences whose lives cannot be separated from women and money. Then, indirectly, it gives different images of both brands. *Marlboro* has an image of macho while *Lucky Strike* has an image of rich and romantic.

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