LANGUAGE AND GENDER DISCRIMINATION IN AMERICAN
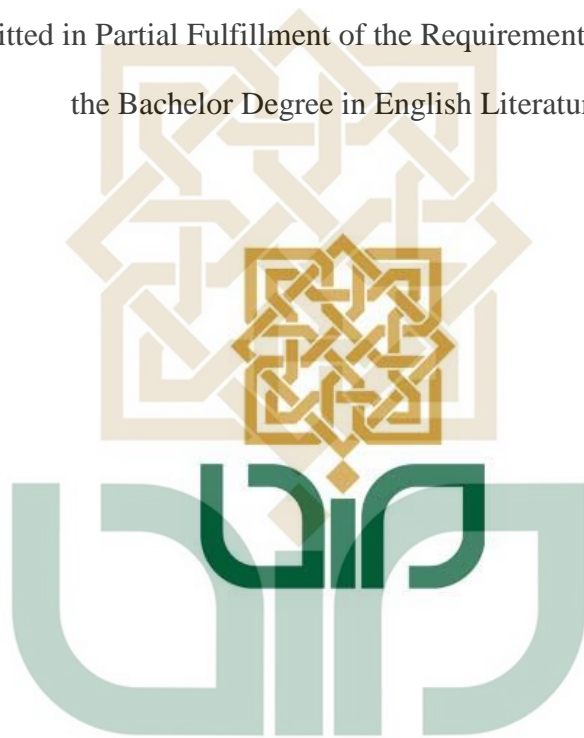
PRINTED ADVERTISEMENTS DURING 1940s-1970s

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining

the Bachelor Degree in English Literature

By:

Firda Anantaguna

16150076

ENGLISH DEPARTMENT
FACULTY OF ADAB AND CULTURAL SCIENCES
STATE ISLAMIC UNIVERSITY SUNAN KALIJAGA
YOGYAKARTA
2020

A FINAL PROJECT STATEMENT

I certify that this thesis is definitely my own work. I am completely responsible for the content of this thesis. Other writer's opinion or findings included in this thesis are quoted or cited in accordance with ethical standards.

Yogyakarta, September 16th 2020

The Researcher,

FIRDA ANANTAGUNA
Student No.: 16150076

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KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adisucipto Telp. (0274) 513949 Fax. (0274) 552883 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-1660/Un.02/DA/PP.00.9/10/2020

Tugas Akhir dengan judul : Language and Gender Discrimination in American Printed Advertisements During 1940s-1970s

yang dipersiapkan dan disusun oleh:

Nama   : FIRDA ANANTAGUNA
Nomor Induk Mahasiswa   : 16150076
Telah diujikan pada   : Jumat, 25 September 2020
Nilai ujian Tugas Akhir   : A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR

Ketua Sidang

Dr. Ening Herniti, M.Hum
SIGNED

Valid ID: 5f7c25496ed62

Penguji I

Aninda Aji Siwi, S.Pd., M.Pd.
SIGNED

Valid ID: 5f7b17874216d

Penguji II

Ulyati Retno Sari, S.S. M.Hum.
SIGNED

Valid ID: 5f7c6aa7892

Yogyakarta, 25 September 2020
UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya

Dr. Muhammad Wildan, M.A.
SIGNED

Valid ID: 5f7d04954b725

NOTA DINAS

Hal: Skripsi

    a.n. Firda Anantaguna

                Yth.

                Dekan Fakultas Adab dan Ilmu Budaya

                UIN Sunan Kalijaga

                Di Yogyakarta

Assalamu'alaikum Wr. Wb.

    Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama	:	Firda Anantaguna
NIM	:	16150076
Prodi	:	Sastra Inggris
Fakultas	:	Adab dan Ilmu Budaya
Judul	:	

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                        Pembimbing,

                        Dr. Ening Herniti, M.Hum.

                        NIP. 19731110 200312 2 002

LANGUAGE AND WOMEN DISCRIMINATION IN AMERICAN PRINTED ADVERTISEMENTS DURING 1940s-1970s
By: **Firda Anantaguna**

ABSTRACT

Gender discrimination is one of the biggest discrimination in the world. As the impact of the biggest discrimination, gender discrimination has spread into many aspects. In the early 1940s, it spreads into language. The appearance of gender discrimination in language can be seen in the use of language in sexist advertisements. This research aims to analyze the language that indicates gender discrimination in American printed advertisements during 1940s-1970s. To analyze this gendered-discriminating language, the researcher uses descriptive qualitative method. In analysis, the researcher uses the theory of language and gender by Robin Lakoff in her book entitled *Language in Woman's Place*. In conclusion, most of the 1940s-1970s advertisements contain gender discrimination. It shows the existence of sexist language and the biggest issue of gender discrimination towards women in that era.

Keywords: *Language and Gender, Gender Discrimination, Women discrimination, Sexist Advertisement*

DISKRIMINASI BAHASA DAN PEREMPUAN DALAM MEDIA IKLAN CETAK AMERIKA PADA TAHUN 1940-1970

Oleh: **Firda Anantaguna**

ABSTRAK

Diskriminasi gender merupakan salah satu diskriminasi terbesar. Sebagai dampak dari diskriminasi terbesar, diskriminasi ini telah merambah ke berbagai aspek. Sejak tahun 1940-an, diskriminasi ini telah merambah pada aspek bahasa. Kemunculan diskriminasi gender dalam bahasa dapat dilihat dari sisi penggunaan bahasa yang terdapat pada iklan-iklan seksis. Tujuan penelitian ini adalah untuk menganalisis bahasa yang mengindikasikan adanya diskriminasi gender pada media iklan cetak Amerika pada rentang tahun 1940-1970. Dalam hal ini, peneliti menggunakan metode deskriptif kualitatif. Berkenaan dengan Teori Bahasa dan Gender, peneliti menggunakan Teori Robin Lakoff dalam bukunya yang berjudul *Language in Woman's Place* sebagai landasan teori dalam penelitian ini. Sebagai kesimpulan, sebagian besar iklan pada rentang tahun 1940-1970 ini mengandung diskriminasi gender di dalamnya. Ini membuktikan keberadaan iklan seksis dan isu diskriminasi gender terbesar terhadap perempuan pada era tersebut.

Kata Kunci: *Bahasa dan Gender, Diskriminasi Gender, Diskriminasi Perempuan, Iklan Seksis*

MOTTO

"COGITO ERGO SUM"

–Rene Descartes

"...And when My servants ask you, [O Muhammad], concerning Me –

indeed I am near..."

SURAH AL- BAQARAH [2:186]

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YOGYAKARTA

DEDICATION

I sincerely dedicate this thesis to:

Allah SWT,
Who has given me His blessings until the day I finished this thesis.

My parents,
My mom and dad who always support me unconditionally.

My beloved brother,
Sindu Praja Manggala who always gives me joy and affection.

My lovely cats,
Cipo, Chio, Cimo, Ciko, who always cheer up my day during these current stressful days.

My fellow friends,
Who are very helpful during writing this thesis.

For myself,
for struggling this far to finish this thesis.

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However, the researcher realizes that this graduating paper may not be perfect. The researcher hopes that this graduating paper can be useful to enrich knowledge for the readers and to give contribution to the similar research.

Wassalamualaikum, Wr. Wb.

Yogyakarta, September 16th 2020

The Researcher,

FIRDA ANANTAGUNA
Student No.: 16150076

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CHAPTER I

INTRODUCTION

1.1. Background of Study

The 1940s was quite a decade for the Western world. Having begun with unimaginable suffering and loss, it emerged from the darkness of World War Two to a brighter place with full of hope, freedom, and a new-found enthusiasm for consumerism (as cited in Wilkes, "Advertising", 2014). Stated by Glickman in National Geographic, during WWII, business took this opportunity to once again be seen as the patriotic engine of the American economy (as cited in "National Geographic", 2014).

Soon after the end of World War Two, the United States made fast progress in consumerism. This situation was used by marketers to make higher profit during this transition. According to National Geographic, for many Americans, it was hard to imagine a thriving postwar economy after a long-decade depression and several years of obligatory wartime rationing. This gave companies all the reason to assure consumers that a booming postwar economy was just over the horizon.

According to Freeman (1984:4-5), the bases of the new consumer society were closely aligned with the genesis of American advertising. In the late nineteenth and early twentieth centuries there was a marked increase in industrial production and concurrent desire on the part of manufactures to promote the deluge of goods resulting from such growth.

Besides, she says that during the late 1940s and early 1950s, advertisers and advertising agencies had supported the conventional view regarding the place of women in the home and the special function women held as consumers (as cited in

Freeman, 1984:27). This situation led advertising industries in that era reaching a wider range of women appearance in advertisements.

By the time, women's advertising was no longer relevant to women's products. There are many of them showing women discrimination and bad treatments towards women. This fact is also explained by Freeman (1984:35) who says that by the 1950s, the reader of an advertisement did not see a woman. The reader sees a faultless object, a symbol of some desirable conditions. This objectification is the result of decades of woman's images appearing as attention-getters in ads. This fact of "attention-getters" leads the researcher's thought to analyze it.

The researcher finds that there are many "attention-getters" in these American advertisements. This "attention-getters" seems in the use of language in this advertisement. Advertisers use language, both visual and written, which implicitly indicates gender discrimination.

According to Cambridge Online Dictionaries, gender discrimination is a situation in which someone is treated less well because of their sex, usually when a woman is treated less well than a man (as cited in "gender discrimination", 2019). The definition above implies that gender discrimination treats women more differently than men. Also, defined by Encyclopedia, gender discrimination, also known as sexual discrimination, is any action that specifically denies opportunities, privileges, or rewards to a person (or a group) because of gender. It is absolutely a bad phenomenon that never ends (as cited in "gender discrimination", 2019).

From the definition above, the researcher concludes that gender discrimination is an unfairly behavior or action towards one gender done by the

other gender. Added by the definition of Cambridge Online Dictionary, this case happens more towards women. Additionally, mentioned Borgen Project, there are ten gender inequalities such as infant life expectancy, access to prenatal care and maternal, education, illiteracy, economic independence, violence against women, female genital mutilation, child marriage, human trafficking, and representation in government. In addition, the researcher finds other examples of gender discrimination in some aspects such as workplace, language, advertisement, literature, military, family, etc. This can be said that gender discrimination is such massive discrimination (as cited in "10 Important Examples", 2008).

The fact that gender discrimination is carried over to American advertising is very interesting since there is no specific attachment between them. Thus, the meaning of advertisement according to Cambridge Online Dictionary is a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc (as cited in "advertisement", 2019).

In regard to promote a product, this scope has no relation to discrimination. Meanwhile, the researcher finds that this American advertisement has a tendency of being a sexist advertisement, in which the content consists of women discrimination. This is the reflection of how big gender discrimination happened at that time especially in the United States.

According to the year of these advertisements were published, these advertisements appeared during the first wave of feminism. Citing from Online Library, the first wave of feminism refers to the earliest period of feminist activism during the end of the nineteenth century and the early twentieth century in the United States and Britain (as cited in "First Wave", 2010: 1). This article tells that

this movement happened during the 1848-1960s. This means this massive sexist advertising happened during this movement.

In accordance with this movement, the researcher needs to analyze the factors and the purposes of women's appearance in American advertising. The advertisements used in this research belong to 12 different brands. Those brands are: (1) Van Heusen, (2) Mr. Leggs, (3) Dormeyer, (4) Kenwood Chef, (5) Pitney Bowes, (6) Drummond, (7) Delmonte, (8) Hardee's, (9) Volkswagen, (10) Schlitz, (11) Wayenberg, and (12) Jewelry advertisement.

These brands sell different products, in which they come from different companies. The first is Van Heusen. This brand is owned by PVH Corp, an American clothing company founded in 1881. The second is Mr.Leggs. This brand is owned by Thomson company, an American clothing company specifically producing men's slacks. This brand was founded in 1962. The third is Dormeyer. This brand is owned by Dormeyer Corp, an American kitchen appliance company founded in the 1960s. The fourth is Kenwood Chef. This brand is owned by Ken Wood Chef, a British kitchen appliance company founded in 1947. The fifth is Pitney Bowes. This brand is owned by Pitney Bowes Postage Meter Company, an American technology company founded in 1920. The sixth is Drummond sweater. This brand is owned by Drummond company, an American outdoor clothing company founded in 1935. The seventh is Delmonte. This brand is owned by Del Monte Foods, Inc., a North American Food company founded in 1886. The eighth is Hardee's. This brand is owned by Hardee's Restaurant LLC, an American fast-food restaurant founded in 1960. The ninth is Volkswagen. This brand is owned by Volkswagen Group, a Germany automotive company founded in 1937. The tenth

is Schlitz. This brand is owned by Joseph Schlitz Brewing Company, an American beer company founded in 1849. The eleventh is Wayenberg Footwear. This brand is owned by Wayenberg Shoe Factory, an American shoe company founded in 1919. The twelfth is Jewelry advertisement; the researcher did not find the company background of this advertisement.

Based on the company's backgrounds above, many of them are not relevant to women's products, for example, the advertisement of Mr. Leggs. This brand sells men's slack which is not relevant to women. Moreover, they use taglines such as "it's nice to have a girl around the house".

Figure 1. Mr. Leggs slack advertisement

The language used in this advertisement seems to be discriminated against the woman. This can be seen as a hidden meaning in advertising. This hidden meaning is the point of the analysis in this research. It is interesting to find out that language can discriminate gender. In accordance with this scope, how language can discriminate women has been also discovered in Sociolinguistics. According to Wardhaugh (1986:12), sociolinguistics is the study that is concerned with

investigating the relationship between language and society with the goal of a better understanding of the structure of language and of how languages function in communication.

In relation to Sociolinguistics, this major has a specific scope named "Language and Gender" which speaks more about the theory of language and gender. Robin Lakoff is one of the popular figures in speaking this theory. She wrote a book entitled "Language in Woman's Place". Her theory says that woman has different styles in communication than man. By her comparison, gender's role is important in language usage. Women have a higher possibility of getting discrimination.

Besides, in accordance with discrimination, none of the religions in this world allows this kind of bad action. Furthermore, according to the researcher's religion, Islam is a peaceful religion. Islam teaches Muslim to spread kindness to each other. Moreover, women in Islam is being very venerated as it is said in HR Muslim: 3729 :

اِسْتَوْصُوا بِالنِّسَاءِ خَيْرًا

"take my advice with regard to women: Act kindly towards women."

Additionally, written in a book entitled "Kesetaraan Gender dalam Al-Qur'an: Studi Pemikiran Musafir", according to the story of Sheba Queen who was the leader of Saba Kingdom, Yunahar Ilyas (2015:222) said that women have their big chance to own her public role. A public role is not something that only has to be owned by men, but also can be owned by women as well. In his book, he said that there are at least four surahs that could be the main foundation to argue about gender equality in public role sectors. One of them is QS. An-Naml 27:22-23 :

فَمَكَثَ غَيْرَ بَعِيْدٍ فَقَالَ اَحَطْتُ بِمَا لَمْ تُحِطْ بِهٖ وَ جِئْتُكَ مِنْ سَبَاٍ بِنَبَاٍ يَّقِيْنٍ

اِنِّيْ وَجَدْتُّ امْرَاَةً تَمْلِكُهُمْ وَاُوْتِيَتْ مِنْ كُلِّ شَيْءٍ وَّلَهَا عَرْشٌ عَظِيْمٌ

"but the hoopoe stayed not long and said, "I have encompassed (in knowledge) that which you have not encompassed, and I have come to you from Sheba with certain news. Indeed, I found (there) a woman ruling them, and she has been given of all things, and she has a great throne."

This is how Islam sees gender equality in public scopes for women. This can be concluded that Islam takes place itself in making gender equality between men and women, especially for Muslims. Relating to these advertisements, the language use found here is so discriminating. This is why the researcher takes the point that there is no proper reason to manipulate such language to discriminate women.

1.2. Research Questions

By the explanation above, the researcher specifically formulates the following research questions.

1) What kind of language forms discriminates a woman?

2) What is the meaning of language that represents gender discrimination found in these advertisements?

3) How does Islam see the language meaning reflected in these advertisements?

1.3. Objectives of Study

Based on the problem statements, the main objectives of this research are as follows.

1) This research is to apply Sociolingustics theory, especially "Language and Gender" theory by Robin Lakoff to describe what kind of language forms is related to women discrimination.

2) This research is to analyze the kind of language that represents women discrimination in these advertisements.

3) This research is to explain the Islamic perspective in correlation with these advertisements.

1.4. Significances of Study

Hopefully, this research can give a new reference for academics necessary as one of the examples in applying Sociolinguistics, "Language and Gender" Theory by Robin Lakoff. Due to the Islamic Perspective applied in this research, this research will give different results in applying language and gender theory. This can be helpful for a new reference for those who are interested in this object and the appliance of the Islamic perspective in this analysis.

1.5. Literature Review

The first literature review is a journal entitled "Gender Differences in Advertisements – A Study of Adjectives and Nouns in the Language of Advertisements". It was written by Jie Yang. This was published by Kristanstad University in 2010. This journal discusses about the differences in the use of language between men and women within advertisements. Specifically, this research analyzed the use of nouns and adjectives between men and women in the advertisement.

The second literature review is a journal entitled "Gender and The discourse of Advertising in English and Persian Magazine Advertisements". It was written

by Biook Behnam. It was published in 2014 by IJAR. This journal discusses about gender and advertisement in between Persian and English to estimate the specificities of the advertising genre in two different cultural in linguistics systems. The result of this research is that gender and advertising are two complex components that are intermingled issues. In between British and Iranian advertising systems, there are the same patriarchy systems in different styling models in advertisements. One of the powerful factors is the religion that maintaining men's and women's interactions under control. Both British and Iranian advertising portrays women as objects of sexual desire, being shown as attractive, thin, and young. This also supports an unrealistic body ideal of a woman. In result, the difference in comparing with British advertisement which specifically addressed women's role by presenting them with less dressed or naked models, Iranian advertisement has a different style in showing their explicit meaning by presenting women's roles as wives, mothers, and family woman.

The third literature review is a thesis entitled "Representasi Wanita dalam Iklan (Pada Kategori Produk Masakan Olahan)" written by Abi Mangku Ngari. This thesis was published by Universitas Indonesia in 2014. This thesis discusses how the Indonesian advertising industry makes a point of framing women's duty generally as a "housewife" and that is the best place for Indonesian women should be then for reaching their career. The "housewife" roles in mostly Indonesian advertisements itself are subjectively placing women under men's degrees so that woman's duty is housekeeping. It tells a lot about the domestic role that women must-have.

The forth literature review is a journal entitled "Gender Differences in Advertising – Misuse of Women" written by Daniela Jurcic and Igor Jurcic. This journal was published in 2016. This journal discusses the uses of women's bodies in the advertising industry. The result of this research is that there is a different amount of men and women who shows in the advertising industry as a model. For example, Glorija magazine's analysis in this research. The total number of advertisements in 2016 is 97, which only 3 of them that impression man in the advertisements itself. The rest 28 is the number of impressions of women in advertisements. This is an example of how women's bodies are always being stereotyped.

The fifth literature review is a journal entitled "MEDIA DAN GENDER (Studi Deskriptif Representasi Stereotipe Perempuan dalam Iklan di Televisi Swasta)" written by Yanti Dwi Astuti. This journal was published by UIN Sunan Kalijaga in 2016. This thesis discusses how media deceives consumers or TV viewers by stereotyping women. After a long period of time media has successfully used women as a subject for selling products by making a powerful stereotype on women into the products they want to sell. As result, the stereotype becomes more powerful depending on how powerful the advertisement itself to influence people. By placing women as an icon to selling products is proof that in this context women are still being a real desire that has a physical value for sale.

The differences between this research and those researches above are that in this research, the researcher analyzes the terms in these advertisements that can be categorized as sexist language or language that lead to discrimination. Furthermore, the researcher also relating it to the Islamic perspective. In the end,

the researcher analyzes the factors of this massive controversial and sexist advertising.

1.6. Theoretical Approach

In this research, the researcher applies Sociolinguistics theory. Specifically, the researcher uses "Language and Gender" theory. In accordance with women's language, Lakoff (1973: 45) says that speech about women implies an object, whose sexual nature requires euphemism, and whose social roles are derivative and dependent concerning to men. The personal identity of women thus is linguistically submerged; the language works against the treatment of women, as serious persons with individual views.

The next theory applied in this research is the advertising theory. The advertising theory used in this research is a theory by Gillian Dyer (2009: 66-67) who says the language used by advertisers shows that they think of people as targets on which they wish to make an impact, rather than as human beings. In this advertisements, they use a language which is subtle and cajoling, but when they speak to each other (for instance in trade or professional journals) their words reveal a certain hostility and aggression; marketing is called a 'weapon', advertising is 'doing battle on the sales front', advertisers' skills are those of 'unarmed combat' and consumers are 'forces of sales resistance'.

However, the researcher also needs an Islamic perspective to analyze the issue of gender inequality reflected by language usage in these advertisements and how Islam sees this kind of phenomenon. Yunahar Ilyas (2015: 220) in his book titled "Kesetaraan Gender dalam Al-Qur'an: Studi Pemikiran Musafir" mentioned:

"if we see more details into Al-Qur'an, there are some ayah that could be a strong dalil about women, that women have the same chance as men do in public sector just like men do in domestic. For the example in Surah An-Naml 20-44 that tells about Prophet Sulaiman and Queen Balqis, a leader lady who led The Kingdom of Saba".

1.7. Method of Research

1.7.1. Type of Research

This research uses descriptive qualitative methods because this research focuses on the analysis and interpretation of the object. According to Whitney as cited by Krishnarao (1961: 46) the descriptive methods of research are fact-finding with interpretation. The technique method for collecting the data used in this research is the equivalent technique. Furthermore, the researcher observes the object with all languages that can be analyzed.

1.7.2. Data Source

The researcher uses primary data taken from Google. The data is the language used in American advertisements released during 1940s-1970s. The researcher differentiates the data by doing crosschecking to the official source from each company or the trusted websites that show the exact year of publish of the advertisements. The data (terms) are categorized into three categorizations; (1) nouns, (2) adjectives, (3) verbs. All of the data are taken from the links below/

1. *https://www.boredpanda.com/vintage-ads/*

2. *https://www.businessinsider.com/26-sexist-ads-of-the-mad-men-era-2014-5*

3. *https://www.pinterest.ie/pin/439804719847380132/*

1.7.3. Data Collection Technique

First of all, the researcher uses an equivalent technique to collect the kind of language forms in the data. The next step is collecting all the data from the advertisements. Then, the data are categorized as three language forms in this research; nouns, adjectives, and verbs.

1.7.4. Data Analysis Technique

First of all, the researcher only focuses on the language used in these advertisements. The terms found in these advertisements are categorized into three categories of language forms such as (1) nouns, (2) adjectives, and (3) verbs. Then the researcher separates the terms between this categorization into two meanings; the terms relating to negative meaning and the terms relating to positive meaning. In analyzing the implicit meaning in the advertisements, the researcher uses pragmatics equivalent methods. According to Kesuma (2007:49) pragmatics equivalent method is used to identify the language units based on interlocutors' reactions to the speech that is spoken. The researcher analyzes the implicit meaning behind each term that relates to gender discrimination by correlating it with "Language and Gender" theory by Robin Lakoff. Subsequently, this analysis is added by integrating it with Islamic values and Islamic perspectives.

1.8. Paper Organization

This research is organized into four chapters. Each chapter has a different content. Chapter I is introduction, which consists of background of study, research questions, objectives of study, significances of study, literature reviews, theoretical approach, methods of research, and paper organization. Chapter II is theoretical

approach, which consists of theoretical framework. Chapter III is research findings

and discussion. Chapter IV is conclusion and suggestion.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1. Conclusion

After the researcher analyzed the data in these advertisements, the researcher finds 23 data of gendered-discriminating language from 12 advertisements. It is categorized as nouns, adjectives, and verbs. In nouns category, the researcher finds 11 data. These data show that 81,82% is categorized as the term that contains negative meaning. This negative meaning means that it contains a language and gender discrimination. In adjectives, the researcher finds 6 data. These data show that 66,67% is categorized as the term that contains a negative meaning. Last, in verbs, the researcher finds 6 data. These data show that 100% of the data contains a negative meaning. It means that all of the data are categorized as gender discrimination in language. In conclusion, according to 12 advertisements in which is found 23 data, only 17,40% does not contain a gender discrimination. It is proven that the advertising in America in the era of 1940-1970 are mostly categorized as a sexist advertisement. It is shown by the use of language in these advertisements which is related to gender discrimination.

In addition, based on the company background of those advertisements, there is only one advertisement that promotes women's product. It is a jewelry advertisement. The 4 other advertisements are promoting men's products. The rest 7 advertisements are promoting neutral products for both sexes. In accordance with this explanation, there should be only one advertisement that shows women in it. In fact, there are 10 advertisements that show women in it. Meanwhile, there are only 2 advertisements that do not show any gender in it. Although these 2 advertisements

do not show women by picture, but the content of these advertisements are still discriminating women. This is the interesting fact of 1940-1970 American advertisements.

Furthermore, the researcher finds out that the points of gender discrimination in this research are: (1) discriminating women by putting women in the lower position than men, (2) discriminating women by assuming them as a "housewife" and "house-worker" only, (3) discriminating women by declaring them that they have no rights in public scopes, (4) discriminating women as "useless" people, and (5) discriminating women by showing men's authority above them.

In accordance with Gillian Dyer (2009:48), he tells that during 1950s and 1960s women's periodicals was a boom; it paralleled in mostly domestic consumption and the vast amount of advertising which accompanied it. The average magazines focus on the advertisement of the domestic role of women and home values. Moreover, he added that in 1945 women were urged to return to domestic life to make way for returning soldiers whose jobs they had been filling (as cited in Dyer, 2009:42).

In proportion to the statement above, the researcher does not agree with the point of the last line in the previous paragraph. It is because these patterns are repeatedly over and over. As a reader, this can be seen as a generative discriminating advertisements. This tells how great men are, and how dishonor women are. Discriminating women by declaring men's authority can be seen as a brave actions. Meanwhile, as a researcher, it can be analyzed in a wider range, or even as analyzed as its contrary assumption.

According to Alam (2019: 3) he says that sexual appeal may serve several roles in the context of marketing activities. It explains that the appearance of "sexual object" can be indicated as marketing activities. This relates to raise their selling products. In purpose to marketing their products, a company has to know its market. A company always exploits the "amusement" of its market to be developed as the marketing to selling their products.

In the era of 1940-1970 most of companies are using the topic of gender discrimination by discriminating women. This case can be analyzed that it was the "amusement" of their market, so that it is developed within advertisements. It is company's trick to raise their selling products. The next question, how can gender discrimination be such "amusement"? There are 2 nearest factors to answer this question. First, it relates to the social life in that era that women were very discriminated. Second, it is men's fear to compete with women, and their biggest "prestige" to cooperate with women.

The researcher concludes that the background of this "amusement" comes from these 2 factors. The fact that women in America were notorious for being discriminated are true because women at that time had no power nor rights in public. It is applied in the whole world. This condition makes women discriminated by men. Moreover, the researcher views that this can be the symbol of men's fear and biggest prestige. It is because by showing an arrogance attitude does not mean that they are basically strong and brave. This can be meant that they hide their fear to compete with women.

Furthermore, these advertisements were published in the era of first wave feminism which started in 1848-1960s. This relates how women at that time

realized to be as equal as men. This condition makes men be so scared and hide behind their arrogance into media; such advertisements to keep discriminating women. This purpose is to stop women's movement to be as equal as them. This answers how these advertisements show gender discrimination towards women by its language usage.

In correlation with Islamic value, these advertisements show the inferiority of women in which to declare the strength of men. This cannot be justified in Islam because Islam is a religion that does not differ people by gender except in the context to obey Allah SWT. Discrimination is not an Islamic value. Moreover, in Islam it is forbidden to discriminate women. Islam is a religion which gives the highest respect to women.

Allah SWT is just and fair. He would not differ each of His servants. As for a servant, it must be forbidden to discriminate the others. Especially for men, they were born from the affection of women, from the sacrifice of women. They should respect women even more.

In conclusion, there are many values that can be learnt from these explanation and the wisdom that can be taken from this analysis. As for a servant, all we do is for Allah and will be taken back to Allah. That is why we have to obey to Allah SWT.

4.2. Suggestion

As for the researcher has finished this research carefully, the researcher realizes that this research must not be perfect. Therefore, the researcher needs any suggestions from the reader in relation to this research, so that this research can

become a complete research. For the further research, the sample shown in this research can also be analyzed by using psycholinguistics theory.

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APPENDIX

Findings of Language and Gender Discrimination in American Printed Advertisements During 1940s-1970s

NO.	SAMPLES	SENTENCE	ADVERTISING PLACEMENT	PRODUCT OF ADVERTISING	KINDS OF MEANING		MEANING
					POSITIVE	NEGATIVE	
1.	NOUNS						
1.1	Wife	sooner or later, your *wife* will drive home. One of the best reason for owning a Volkswagen.	Figure 2. Volkswagen advertisement	Volkswagen car	√		The term "wife" refers to literal meaning of "wife", which means a married woman.
1.2	Husbands	*Husbands*, "Look this ad over carefully. Pick out what your wife wants. Go buy it. Before she starts to cry".	Figure 3. Dormeyer advertisement	Kitchen electronics	√		The term "husbands" refer to literal meaning of "husbands", which means a married men.

1.3	Wives	**WIVES**. Look at this ad carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go. He'll go."	Figure 3. Dormeyer advertisement	Kitchen electronics		√	The term "wives" is written capitalized and bold, as for it has an accentuation meaning to be intended to women.
1.4	Home	"we all know a woman's place is in the *home*, cooking a man a delicious meal".	Figure 4. Hardee's advertisement	Restaurant		√	The term "home" refers to domestic role which intended for women as wives.
1.5	Girl	"it's nice to have a *girl* around the house".	Figure 1. Mr. Leggs advertisement	Men's trousers		√	The term "girl" refers to sex object and the houseworker.
1.6	Darling	"don't worry *darling*, you didn't burn the beer!"	Figure 5. Schlitz advertisement	Beer		√	The term "darling" refers to the irony situation of a husband

							worrier more about his beer than his wife'
1.7	Woman	"Is it always illegal to kill a **woman**?"	Figure 6. Pitney bowes advertisement	Postage meters		√	The term "woman" refers to the character of arrogance that being judged as a character of all women in general.
1.8	Kitchen	"women don't leave the **kitchen**!"	Figure 4. Hardee's advertisement	Rstaurant		√	The term "kitchen" refers to domestic role of women/wives.
1.9	Men	"**men** are better than women!"	Figure 7. Drummond Sweater advertisement	Sweater		√	The term "men" refers to an arrogance action of men towards women.
1.10	Hero	"Our **hero** didn't have to fire a shot to floo her"	Figure 1. Mr. Leggs Slack advertisement	Men's trousers		√	The term "hero" refers to the authorities of men above women.

1.11	Lady	though she was a tiger **lady**, our hero didn't have to fire a shot to floo her.	Figure 1. Mr. Leggs Slack advertisement	Men's trousers		√	The term "lady" refers to tiger lady, which means wild women.
2.	ADJECTIVES						
2.1	Soft and gentle	women are **soft and gentle**, but they hit things	Figure 2. Volkswagen advertisement	Volkswagen car	√		The terms "soft and gentle" refer to the neutral character of women.
2.2	Lovely	When Henry slipped **lovely** gift ring on my finger	Figure 8. unkown advertisement	Jewelry	√		The term "lovely" refers to the literal meaning of lovely itself, which means something beautiful or cute.
2.3	Nice	it's **nice** to have a girl around the house	Figure 1. Mr. Leggs Slack advertisement	Men's trousers		√	The term "nice" refers to placing women to domestic role.

2.4	Happy	for *men* only! Brand new man-talking, power-packed patterns that tell her it's a man's world.. and make her so ***happy*** it is	Figure 9. Van Heusen advertisement	Tie		√	The term "happy" refers to degrading women by putting women's value lower than this tie product.
2.5	Indoors	men are better than women! ***indoors***, women are useful – even pleasant on a mountain they are something of a drag. So don't go hauling them up a cliff just to show off your Drummond Sweaters	Figure 7. Drummond sweater advertisement	Sweater		√	The term "indoors" refer to domestic role of women.
2.6	Pretty	It's too ***pretty*** for my red, dishwashy hands	Figure 8. unkown advertisement	Jewelry		√	The term "pretty" refers to humiliation, since this advertisement puts the value of a ring higher than woman.
3.	VERBS						

3.1	Open	You mean a <u>woman</u> can *open* it?	Figure 10. Delmonte advertisement	Sauce		√	The term "open" refers to degrading women by illustrating women's weakness as people who cannot open a bottlecap.
3.2	Show	*show* her it's a man's world	Figure 9. Van Heusen advertisement	Tie		√	The term "show" refers to an arrogance character of men towards women.
3.3	Cook	the Chef does everything but *cook* – that's what wives are for!	Figure 11. Kenwood Chef advertisement	Kitchen electronics		√	The term "cook" refers to the domestic role of women/wives as labelled as houseworker/cooker.
3.4	Cry	If he does not go to the store immediately, *cry* a little.	Figure 4. Dormeyer advertisement	Kitchen electronics		√	The term "cry" refers to humliation to women by illustrating them as weak and sloppy people.

| 3.5 | Belongs | keep her where she *belongs* | Figure 12. Wayenberg Massagic footwear advertisement | Men's footwear | | √ | The term "belongs" refers to slavery. Women judged as people who are as useful as a slave. |
| 3.6 | Kill | is it always illegal to *kill* a woman? | Figure 6. Pitney Bowes advertisement | Postage Meter | | √ | The term "kill" refers to abusive conduct that targetted to women. |

CURRICULUM VITAE

A. Biodata Pribadi

Nama Lengkap   : Firda Anantaguna

Jenis Kelamin   : Perempuan

Tempat Tanggal Lahir: Purbalingga, 30 Juni 1998

Alamat Asal   : Wirasaba, Bukateja, Purbalingga, Jawa Tengah

Alamat Tinggal   : Sapen, Demangan, Gondokusuman Yogyakarta

Email   : firdanantaguna@gmail.com

No.HP   : 082136471867

B. Latar Belakang Pendidikan Formal

Jenjang	Nama Sekolah	Tahun
TK	TK IT Mutiara Hati	2003-2004
SD	SD N 1 Wirasaba	2004-2010
SMP	SMP N 2 Purbalingga	2010-2013
SMU	SMA N 1 Purbalingga	2013-2016
S1	UIN Sunan Kalijaga	2016-2020

C. Latar Belakang Pendidikan Non Formal

- Ganesha Operation (GO)   2015-2016

D. Pengalaman Organisasi

- SMA   : Bhakti Remaja Ganesha (Bharega)
- S1   : Himpunan Mahasiswa Jurusan (HMJ)

          Lintas Mahasiswa Purbalingga UIN Sunan Kalijaga (Limapusaka)

E. Pengalaman Pekerjaan

- Guru Les Privat (Bimbel Gama Cendekia)   2017-2018

- Prambanan Tour Guide Trainee   2019

F.   Keahlian

Mengoperasikan Microsoft Office (Words, Excel, Power Point)

Berbahasa asing:

- Bahasa Inggris (menengah)

- Bahasa Perancis (pemula)

G.   Pengabdian Masyarakat

KKN Mandiri Tematik Desa Tamidung, Kec. Batang-batang, Kab. Sumenep, Jawa Timur