Referring Expression: An Analysis to Gillette's 'We Believe: The Best Man Can Be' Advertisement 2019

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Abstract

This analysis provide a clear understanding on how people as the hearer of advertisement perceive and construct the Referring Expression as something else which related with each other. This analysis used qualitative and library research to uncover the structure and relation within RE in every words, and sentences in Gillette Razor's advertisement video in YouTube. The significances of this paper is enable us to understand the construction process when someone receive a words that referring to something else.

Keywords: Advertisement, Referring Expression, Qualitative research.

INTRODUCTION

As a phenomenon in its broadest sense (Oktaviani et al., 2020), advertising is the means by which a company or product markets its good services (Risten & Pustika, 2021), or image to a particular segment or all social strata (Fadilah & Kuswoyo, 2021). It makes us feel bad about one product as a part of society and good about another in any platform (Nurmalasari & Samanik, 2018), including electronic (Visual, Audio, and Visual-Audio Advertisement) (Novanti & Suprayogi, 2021b),and printed (News Paper, and Magazine) platforms (Qodriani, 2021). However, the purpose of each advertisement differs from the other and is not restricted solely to that aspect (Ambarwati & Mandasari, 2020). For instance, some advertisements serve as political viewpoints to divert social attention from a particular political power (MULIYAH et al., 2021), while others may include a particular campaign or agenda (Suprayogi, Samanik, et al., 2021). As a result, in our day-to-day lives (Sinaga & Oktaviani, 2020), advertisements play a significant role in altering (Novanti & Suprayogi, 2021a), manipulating (Amelia & Daud, 2020), and arranging how people perceive themselves, as well as other goods, concepts, and images (Putri & Sari, 2020a).

Ideally, an advertisement must have several elements in every advertisement (Nurmala Sari & Aminatun, 2021), such as, paid form of communication (Septiyana & Aminatun, 2021), the presence of an identified sponsor (Putri & Sari, 2020b), distribution trough media, audience (Aminatun et al., 2021), lack of personalization of distributed information

(Suprayogi, Pranoto, et al., 2021), and aimed action (Candra & Qodriani, 2019). From these elements, an advertisement divided to several kind (Aminatun, 2021), that might include: Brand advertisement, Commerce and retail (Puspita & Amelia, 2020), Cooperate (Kardiansyah & Salam, 2020), advertising with feedback (Sari & Wahyudin, 2019), etc. with different purposes, audiences, and aim (Heaverly & EWK, 2020).

LITERATURE REVIEW

As the times gone by, advertisement begin to shows it pressure with many company (Puspita & Pranoto, 2021), and their other competitors used this strategy to gait customers and crush the others (Sari, 2018). It is because advertisement is not merely telling about its product or image (Aminatun & Oktaviani, 2019b), but it is also pierce trough the social psychological unconsciousness (Sari, 2020). The people might not be able to see it clearly but when he/she buy some product after watching or read about it (Ayu & Pratiwi, 2021), even with or without he/she concern about it (Sinaga & Pustika, 2021), his/her was already been influenced by the advertisement (Qodriani & Wijana, 2020b). It is the power and main purpose of advertisement when the company or product showed them to the society (Mandasari & Oktaviani, 2018), the advertisement will be their influencer in choosing certain product (Suprayogi, 2021), or another things. According to (Sasalia & Sari, 2020) advertisement is like an entity or human when talk to other human. It shows a meaning and purpose in every video, or article to the customer as a hearer that spread to the world (Lestari & Wahyudin, 2020). In other hand, advertisement show us about the ability to control consumer will trough the words (Qodriani & Wijana, 2020a), speak, and gesture as well with images and music within the advertisement (Suprayogi & Novanti, 2021). It is proven by (Aminatun & Oktaviani, 2019a), they stated that in every information (advertisement in both in written and electronic media) (Muliyah et al., 2020), there is a complex network of written text accompanied by images and others non-linguistic elements, design as coherent entities by the means of layout (Wahyudin & Sari, 2018). After see this phenomena, I interest with the relation between the hearer (society) with the advertisement as the speaker in terms how the hearer construct a concept of word that have a relation to something else in order to understand the meaning its meaning and what is the speaker intention after the words or sentence denounced by the him/her. I choose the latest advertisement video from Gillette, a razor product. Because the data will be in formed of

video and cannot be inputted into this paper, I will write the transcription for every spoken words and sentences in the video, and after that I will input it to this paper. Further explanation about the video will be explained in discussion section.

METHOD

This analysis used qualitative and library research to uncover the structure and relation within RE in every words, and sentences in Gillette Razor's advertisement video in YouTube. The significances of this paper is enable us to understand the construction process when someone receive a words that referring to something else.

RESULTS AND DISCUSSION

In analyzing advertisement using Referring Expression, we need to know several thing. First, the term Referring Expression is anything related to noun, noun phrase, proper name, and anything related with noun. Second, RE have a function as the identificator of individual object in discourse point of view (thing, being, event, etc.) which identify specific entitles called target. Because of that, this paper will only focus around noun and its other surrogate. This analyze used Corpus-Based analysis to determine the structure in which the hearer perceive the RE and understand it as something related to something else according to their domain as an object and as a reference. That means, I need to know first what the meaning of all the noun and its surrogate in the context of literal meaning and also the meaning in which the context in the words influenced their meaning. In addition, there is no right or wrong about this analysis. This analysis only analyze the probability and many variation when RE refer to something else in line with the context in the sentence.

This is the transcription of advertisement video Gilet's Razor We Believe: The Best Man Can Be.

"in the background, the sound said: Bullying, The Metoo movement against sexual harassment, toxic masculinity… after that the narrator said: Is it the best men can get? Is it? we can hide from it. it's been going far too long. We can't laugh it off. Making the same old excuses. But something finally changed. And there will be no going back. Because we, we believe in the best in men. To say the right thing, to act the right way. Some already are in ways big and small. But some is not enough. Because the boys watching today will be the men of tomorrow."

In the first sentence, when the narrator said "*Is it the best men can get?*" we can find two Referring Expression; *it*, and *men*. *It* can refer to many thing such as: animals, events, problems, things, situation and condition, and many others. But if we hear the background sound before the narrator say his first sentence, we hear "*Bullying"," sexual harassment"* and *"The Metoo movement".* In this sentence RE "*Bullying"," sexual harassment", "Toxic Masculinity"* and *"The Metoo movement",* the referent that they inherent is consist with two different entity but correlate with each other. First is about problems or event and the second is about act. Bullying, and sexual harassment is a problem that its act make someone's psyche, and physic tarnished. In the same way, the meetoo movement is an act to abolish the problems which have the same context as bullying and sexual harassment. That idea come because when we produce a sentence, all the words in it automatically will correlate with each other to create an united meaning within them all. In some condition, another sentence could also be have a similar meaning with influencing another sentence.

The words sexual harassment came after the word against and the words the meetoo movement automatically will correlate with each other because the discourse where the words located have in the same idea and realm. Similarly with that, the word it when the narrator said for the first time refer to idea, first the problems (same like Bullying and sexual harassment) and another referent is about thing, because based on the context, it is something that men needed and they need can be come from thing. In another hand in the word men, the narrator can refer it as the men in the whole world, and the men who watching the advertisement video. In the second sentence (words) is it? the word it represent the same reference in the words it, bullying, and sexual harassment. It in that context is not disconnected with previous words because the words it, bullying, sexual harassment, and it all the words are interconnected because their still in the same discourse realm. This is also happen in another words such as: all words of it, and most of the words men, except the word men in the end of the last sentence that I will explain after all other explanation explained. In the sentences "*we can hide from it* "and "*We can't laugh it off"* the word we, have several reference.

First, we can be see as the reference of all the people not only the men but also the women who watch the advertisement including the narrator. Second, the word we can be see as the referent to all men and all woman who watch or not since the word we basically can be all human being in the world or the people in same and another reference the word we can be

see as in that sentence also can be see as all the men who see the advertisement video. This is the best interpretation because the context and the narrator intention with that words is more relatable and coherent. We can see the context of this advertisement from the way and another reference can be see in the first sentence "*Is it the best men can get?*" said by narrator.

The word men in that sentence is an indication that the discourse realm in the advertisement are about men. But in Referring Expression, the context in the sentence cannot be followed or include to the argument since the RE is all thing, events or being etc. that might be come as a referent to interpret what is that thing. But the last explanation about we although it seems did not related with my research, but it include all the possibility things that related with each other. So the say, the last explanation about we is another possibility, not the definition about something based on the context. Another sentence *"Making the same old excuses.*" The words old excuses is have the same referent as the words bullying, sexual harassment, it, and Toxic Masculinity. All the probability that old excuses have, is the same with those words, except the words old excuses did not have a referent as events, and places. All the words we are have the same probability with each other. In another sentence *"But something finally changed"* the word something can be a referent about things, events, problems, situation and condition, and even another entities except human, animals, and plants.

In another sentence *"To say the right thing"* the word thing can be as a referent to the things, events, ways, entities, and situation. When in another sentence *"to act the right way"* the word way can be a referent pretty much the same with the thing referent except, entities. In the next sentence, *"Some already are in ways big and small"* the word some is have a referent about things, and beings and all the same word is have a similar referent while the word ways have a referent same as the word way before this sentence. The las sentence, *"Because the boys watching today will be the men of tomorrow."* The word boys is have a referent about kids (the male gender). There is no another probability because boys can only mean one thing which is kids (the male gender).

CONCLUSION

There is a structure that makes us relate the Referring Expression in every sentence and word to another thing or being in order to understand them before we perceive and understand them.There are a lot of Referring Expressions with a lot of referents in the

Gillette's Razor advertisement.The analysis provides us with the probabilities of RE, which are used to compile a list of references that the listener can use to comprehend the topic.

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