

# GENGDER DIFFERENCES IN REXONA PRODUCT ADVERTISING LANGUAGE: A CRITICAL DISCOURSE ANALYSIS

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## Abstract

Advertising is a methodical means of encouraging people to be interested in products and services. Advertising is a notice about a product or service that is being sold to the general public that is placed in public places or in mass media (like newspapers and magazines). The purpose of this paper is to examine gender differences in advertising language. Youtube attempted to identify the significant differences between men and women in the use of advertising language by analyzing six internet-sourced advertising products.

**Key words:** *Advertising, gender, language*

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## INTRODUCTION

In this Technological Era, advertisements show up broadly, there are two ways to deliver information in advertisement (Aminatun & Oktaviani, 2019b), which are by printing and digital advertising (F. M. Sari, 2018), in printing advertisement means it should be printed to hard copy (F. M. Sari, 2020), such as brochures, flyer, and newspaper (Sinaga & Pustika, 2021). Meanwhile for the digital advertisement (Qodriani & Wijana, 2020b), we usually found it on social media (Mandasari & Oktaviani, 2018), television, or radio (Suprayogi, 2021). They show up in several shapes (Sasalia & Sari, 2020), texts, images, sound files or an coordinates frame of all: video/animated records (Lestari & Wahyudin, 2020). Be that as it may distinctive they are, they are designed with only one purposeful (Qodriani & Wijana, 2020a). According to (Aminatun & Oktaviani, 2019a) businesses and manufacturers are actually aware of the great importance of advertising their products or services since a successful advertisement can bring them great profits (Muliyah et al., 2020).

In 2003 a fascinating literature audit was carried out by Wolin, who analyzed the prior 30 years of advertising to survey the execution of gender-based promoting (Rido & Sari, 2018). It built up a few clear contrasts between men and ladies (Wahyudin & Sari, 2018), prove that should be considered when making your promoting campaigns within the future

(Puspita & Pranoto, 2021), especially if you would like to appeal to one gender over another (Puspita & Amelia, 2020). According to (Kardiansyah & Salam, 2020), web site for tips, devices and strategies to create world-class advertising thoughts (F. M. Sari & Wahyudin, 2019a), businesses and makes attempt their best to find ways to plan the finest promotions for their items and administrations to draw in consideration (Suprayogi & Novanti, 2021), “engage minds (Handayani & Aminatun, 2020), trigger feelings and change what people think” (Nurmala Sari & Aminatun, 2021). As (Kardiansyah, 2021) also convinced that it may be precious to select or make their own personage who are put in a few uncommon situations, for example clashes (Gulö & Nainggolan, 2021), which can be overstated (N. Putri & Aminatun, 2021).

### **LITERATURE REVIEW**

Language is a communication tool (Puspita, 2021), a way to human interact with other (Mandasari & Wahyudin, 2021), expressing their feeling and conveying the idea of themselves (Suprayogi & Eko, 2020). As (Rahmania & Mandasari, 2021) stating that language has an important role in society and everyone’s life, to communicate with other people (Suprayogi & Pranoto, 2020), and our own opinions expressed to get the same things from others (Aminatun et al., 2021).

The creators of advertisements moreover pay attention to “speech accommodation” (Simamora & Oktaviani, 2020), and alter the discourse styles of models and voiceovers in arrange to fulfill their publicizing eagerly (F. M. Sari & Wahyudin, 2019b), particularly the purposeful of pulling in the consideration of particular bunches of watchers (Amelia, 2021). A review of a bunch of students from Mount Holyoke College (Kardiansyah & Salam, 2021), finds that the notice is much more successful when the gender of models/ voiceovers and the focused on sexual orientation are matched (S. N. Sari & Aminatun, 2021).

Generally advertisers know that advertising methods have enticing vitality which the quality of such enticing vitality is quantified in several ways (N. R. Putri & Sari, 2021), but most critically in connection to a target viewers (Qodriani & Wijana, 2021). It is clarified by adcracker.com that diverse target group of onlookers have distinctive lifestyles, different stance, and different emotions (Kasih, 2018), which consequently comes about in several behaviors (Septiyana & Aminatun, 2021). Hence, effective advertisers often endeavor to construct adverts that can get individuals to require activity or plant a

conviction within the minds of their imminent buyers by closely partner their adverts with the focused on viewers (Sinaga & Oktaviani, 2020).

Man and woman are distinctive in different viewpoint which can primarily be categorized into biological and social variables. Subsequently, distinctive terms are coined to appear such contrasts, for case 'sex' and 'gender'.

'Sex' is defined by Eckert and McConnell-Ginnet (2003:10) as a "biological categorization" which is based especially on "reproductive potential" and 'gender' is the "social elaboration" of biological sex. This means that sex is something established by birth (Thomas, 2004) and 'gender' is something that the social life shapes on us constantly in daily life (Graddol and Swann, 1994:8). And according to Tannen (1993) It is believed that gender has a major influence on language use through the process of "socialization" Coates (1993:144) also claims that "when children adopt linguistic behavior to their gender they perpetuate the social order which creates gender distinctions". This mean that male and female use language differently in a "gender-appropriate" manner (Tannen, 1993:85) since childhood.

In the following part of the paper, the use of language by diverse genders will be discussed in three viewpoints : (1) topic choices, (2) word choices and (3) manner of speaking

### **1. Topic choices**

In terms of topic choices, men are believed to conversation more approximately wear or other physical exercises when they are little (Poyton:1989) and about current concerns, approximately their quality and their dominance (Coulmas, 2005). Whereas women talk more about homework, body care, romance and imagination in the future.

### **2. Word choices**

Based on research women tend to be more careful when choosing words when speaking than men. Also relating word choices, in their job, Poyton (1989).

### **3. Manner of speaking**

for the same reason based on the social role between women and men, both have differences in behavior when speaking. women tend to be more polite in speaking and men like to use un taboo words such as profanity or slang word (Poyton 1989).

## **METHOD**

In this study will focus on discussing the differences in language usage between male and female models in the advertising of a similar product, namely Rexona Deodorant. It will test whether language differences used by male and female models and voiceovers are associated with sex differences based on the target audience and how they are regarding.

First of all, the English version of the six Rexona Deodorant ads was chosen to be the data to analyze. this ad was selected for several reasons. First, Rexona is a cosmetic product that is widely used without gender differences from young to young using deodorant in daily activities. second, there are differences in Rexona Ads on television or on the internet such as Youtube. from both reasons, the selection of advertisements on Youtube is carried out to observe and examine the differences in language used by models according to their gender.

## **RESULTS AND DISCUSSION**

### **Advertisement analysis and results**

Based on the background of the theory that has been selected, the result of the difference in the use of language is divided into three aspects: (1) choice of topic, (2) choice of word and (3) manner of speaking.

#### **Choice of topic**

It was uncovered by advertising analysis that male models conversation around their certainty and appear their quality and their sports-related exercises or something overwhelmingly done by men.

*“Your boss is taking the office cricket match seriously”* (Appendix 4)

Or *“For your chance to drive a Williams racing car by anywhere”* (Appendix 6)

*“We’re all everyday athletes, whether running a line, or running late, whether you’re celebrating the win”* (Appendix 3)

Whereas women talk about things that lead to beauty as in:

*“it helps whiten dark underarms in just 5 days”* (Appendix 1)

about their daily activities or about their emotion and their perception as in:

*“Shaving and Waxing can cause dark underarms but you can stop doing that”* (Appendix 1)

*“fight odor and sweat while keeping white marks and yellow stains out of sight”* (Appendix 2)

### **Choice of word**

#### **Verb choice**

Men tend to choose words that express their strength and dominance as men, they use strong verb that help express real things about men. For example as *“running”* and *“win”* in Appendix 3 or *“racing”* in Appendix 6

whereas women choose verbs that mean defense against themselves. *“you can’t stop winning, can’t stop moving, can’t stop living”* Appendix 1

### **Manner of Speaking**

As we see in female model ads tend to talk as if they want to share their experiences with the audience. they talk like an experience with *“dark underarms”* (appendix 1), *“fight odor and sweat”* (appendix 2).

Whereas male models are more dominant talking about imperative sentences that explain about their characters.:

*“Rexona is made for everyday athletes”* (Appendix 3)

*“the protection for those high pressure moments”* (Appendix 4)

### **CONCLUSION**

The results of the analysis above explain the relationship between gender and language in speaking. we can see that gender has a big influence on the use of words or the purpose of using these words, female models tend to speak out about their experiences such as their beauty, romance and imagination, while male models tend to use words that lead to the dominant nature of men in general, like talking about sports and their power side as men. the difference that can be seen clearly is the selection of words and the way of talking.

### **APPENDIX**

#### **Appendix 1**

Rexona Commercial found on <https://youtu.be/Z7NDDu2k5mc>

New Rexona underarm whitening roll-on deodorant, it helps whiten dark underarms in just 5 days. Shaving and Waxing can cause dark underarms but you can stop doing that new Rexona underarm whitening roll-on deodorant with vitamin B3 and glycerin that helps whiten underarms in just 5 days, because you can't stop winning, can't stop moving, can't stop living. For unstoppable confidence

### **Appendix 2**

Rexona Commercial found on <https://youtu.be/K1Fys73xhoM>

You May not believe in the invisible but Rexona does, fight odor and sweat while keeping white marks and yellow stains out of sight, believe in new Rexona invisible dry fresh fights odor, sweat, and stains

### **Appendix 3**

Rexona Commercial found on [https://youtu.be/sS4iH8O\\_FsA](https://youtu.be/sS4iH8O_FsA)

We're all everyday athletes, whether running a line, or running late, whether you're celebrating the win or celebrating the weekend whether playing for your country or playing with your kids, Rexona is made for everyday athletes the more you move the more it works. Rexona, it won't let you down

### **Appendix 4**

Rexona Commercial found on <https://youtu.be/5mp4ioC1yzw>

Your boss is taking the office cricket match seriously that's out what are you gonna do. 3x the protection for those high pressure moments Rexona clinical

### **Appendix 5**

Rexona Commercial found on <https://youtu.be/ZK2hDHHjwB8>

Even though we need to stay inside we can still keep moving even when you're not outside you can still move like are, because even when space is limited you can still move without limits.

### **Appendix 6**

Rexona Commercial found on <https://youtu.be/NKXKC3slC-c>

One point nine two seconds a single heartbeat adrenaline pumping in the moment of pressure the world's fastest pit crew relies on the world's number one deodorant. Rexona it

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