



CRITICAL DISCOURSE ANALYSIS: REVEALING MASCULINITY THROUGH L-MEN ADVERTISEMENT

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Abstract

In this article, the writers aim to look deeper how masculinity is revealed in L-men advertisement. Using critical discourse analysis, the article focuses on the implicit messages conveyed by the L-men advertisement that it conveys about the masculinity behavior in gaining men dominance is equal to having a strong and muscular body. This study uses the Fairclough model of analysis, in which the creator of the advertisement-supported the current ideology about gaining muscle to gain dominance, and the society ignores the issue and only looks at advertisements as it sells products. The findings show that in three levels of discourse structure (textual, discursive, and social-cultural), L-Men advertisement reveals the construction of ideal masculinity among society.

Keywords: advertisement, discourse analysis, masculinity

INTRODUCTION

English has been the need of everyone to fulfill the skills in this era (Suprayogi & Pranoto, 2020). English is often used as communication tools to share information, beliefs, and etc (Afrianto & Gulö, 2019; Amelia, 2021). . There are ways for people to try to communicate using English; they might use text, speech, and advertisement. Advertisement is used not only to raise the sales of services and products but also to convey meanings in society. The rising trend of using advertisements has been used by the huge companies to create the most unique and innovative advertisements to raise their sales. As the product is advertised in media, it creates the media discourse which can be analyzed in discourse study. Media discourse coverages consist of ethnography of communication, conversational analysis, cultural studies, critical discourse analysis, and so on. The past resource of knowledge and information was replaced by the new emerging media, which create the new and richer perspective of analysis. As its notion, media has some roles such as constituting people's realization of world, constructing realities, highlighting cultural values and norms and implicating power. These roles are used by a lot of companies in advertising their products to persuade their targeted customers and alter their attitude and choices, by inserting special values, ideologies, and beliefs. Frequently, the advertisement creators target specifically to specific group as their market segmentation. Therefore, the certain values are inserted to change the customers' attitude through language and visual aids. Nutrifood as a big company in the food and beverages sector has put up a big effort in selling their products L-men. The advertisement mainly used male characters that were cast to be half-naked and showed their muscle to the public. The existing advertising method done by L-men is only seen as a form of endorsement that the product will work like a champion, however critical discourse analysis offers an in-depth power to analyze the meaning of something. Discourse itself is a way the maker composes the text or spoken text to influence the reader to understand the information (Azijah & Gulö, 2020). Through discourse we could see the information that the maker or author tried to use. Critical discourse analysis is used to look at another perspective on the L-men products as it is suspected to convey toxic masculinity. Critical Discourse of Analysis is used because it correlates the use of language in the text to what happens in real life (Puspita & Pranoto, 2021).

There are already a lot of research talking about critical discourse analysis. Pranoto & Yuwono (2019) conducted a research about leader attitude towards terrorism, Puspita & Pranoto (2021) about the attitude of Japanese newspapers in narrating disaster events: appraisal in critical discourse study, Ivana & Suprayogi (2020) about the representation of Iran and United States in Donald Trump speech: a critical discourse analysis,

Kuswoyo & Rido (2020) about the representation of people with HIV/AIDS in Jakarta Post, and Kuswoyo & Siregar (2019) about metadiscourse markers as persuasive strategies in oral business presentation. Research on critical discourse analysis on advertisements was also conducted already. Television advertisements and women's magazines which commercialize those beauty products influenced by women, and through this we pressurize them that they must hold their beauty by using various beauty products at any cost (Baudrillard, 2005). Through textual and visual aspects advertisements presents a stereotypical "ideal" women to persuade their audience. As "advertising is the most influential institution of socialization in modern society" (Jhally, 1995). This perspective shows how social actors and how they exercise their strength and construct power to manipulate women's beliefs. Lau and Zuraidah (2010) perceived that advertising has been subtly distorting reality and manipulating consumers to make them buy a way of life as well as goods. All in all, the aforementioned studies were discussing the discourse analysis in different discourse, including the one discussing gender. However, there is little research analyzing the masculinity representation in advertisement analyzed under the discourse analysis framework.

This paper will examine the language characteristics used in one product "L-Men". This is a very famous product for men to gain the expected body shape which is constructed as ideal. This study explored how the advertisement represents specific identities, visuals, texts and ideologies in promoting their products and changing men's belief represented through particular language uses and how this language influence the behavior of consumer's attitude and maintain its power. For these purposes, Norman Fairclough's three dimensional model of Discourse analysis, which explores the discursive relationship of text with society and culture is used. The research questions of this study are mentioned as follow.

1. What are the textual features in the products of "L-Men"?
2. What are the discursive features present in the advertisement of "L-Men"?
3. What are the key aspects of the socio-historical conditions that carry out these formations?

METHOD

The writers choose the Descriptive Qualitative method in analyzing the representation in Divergent Movie. This methodology is beneficial for the writers because it can assist the writers in finding the perfect explanation for a phenomenon (Magilvy & Thomas, 2009). It means that the writers can analyze the form of data coming from movie scenes, recorders, and others (Istiani & Puspita, 2020; Puspita & Amelia, 2020; Afrianto, & Restika, 2018). The Descriptive Qualitative method also offers efficiency towards people who use it because it only requires an analysis from a diverse source that exists on the Internet (Bowen, 2009). Another thing that makes the writers choose the Descriptive Qualitative method is how the goal in this method itself is to conclude an indescribable phenomenon that requires an understanding of it (Lambert & Lambert, 2013). Therefore the writers choose the Descriptive Qualitative method to analyze L-men Advertisement to contextualize the ideology within the advertisement that combined the theory by Fairclough and another source about toxic masculinity.

Toxic masculinity is an idea where men take any means necessary to dominate the social structure like doing physical abuse and trying to look strong. Until this point, the ability of men in exploring themselves has been halted with the narrative of being strong and emotionless, to the point where most of the policy changes are only designated to women's empowerment (Elliot, 2018). Toxic masculinity is any thought that has been taught, shared, and done by most of the people in this world and as the society in general we didn't even think about the problem and care only to the female counterparts in this world. The practice of Toxic masculinity not only harms men in general but also women due to its deep-rooted teachings to men.

Using the Fairclough model of Critical Discourse analysis, the writers aim to use this model to describe the relationship between the interaction of something and the context that drives it. Fairclough's model of Critical discourse analysis consists of three different kinds of analysis, text analysis the description of the text that we want to analyze, processing analysis or how people produced the text and being interpreted by others, and lastly social analysis, or how historical conditions influence the text making (Kuswoy et al, 2020; Hutauruk, & Puspita, 2020).

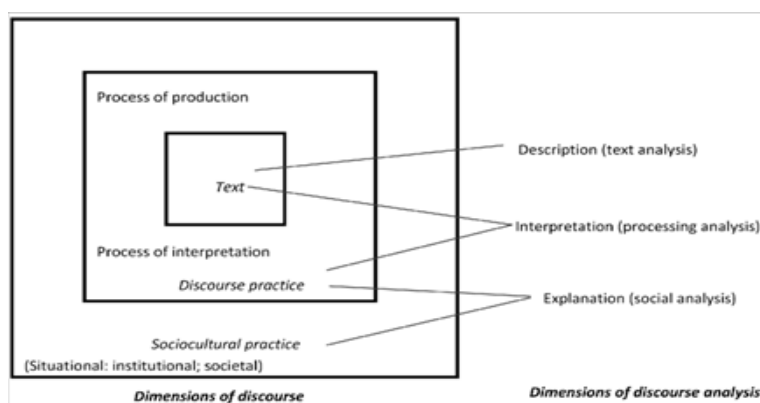


Figure 1. Fairclough Three Dimensional Model

In detail, this study used to reveal toxic masculinity representation in L-men advertisements that spread to television and online media. The data sources were from the L-men advertisement itself. The writers choose 2 selected advertisement clips in L-men advertisement that can be found on online advertisement.

FINDINGS AND DISCUSSION

Textual Features in The products of “L-Men”

This study is designed to investigate the representation of toxic masculinity which is conveyed through the advertisement of L-men or high protein drinks. The research uses the Fairclough three dimensional model. Before moving on to the result and its discussion the writers would like to show the L-men advertisement that is suspected to have toxic masculinity ideas in it. The following is the original finding of the advertisement.



Figure 2. Advertisement of L-men product 1



Figure 3. Advertisement of L-men product 2

Fairclough (1989) distinguishes textual, discursive, and social features as three levels that can be analytically separated. At this level of analysis, the linguistic features such as vocabulary, grammar, types of speech act, and rhetorical devices employed in the advertisements are discussed.

The use of pronoun

The advertisement creator narrates the text on purpose to make the consumers receive the message they construct through the text. In this level, the advertisement uses the first person both singular and plural to address the consumers. The use of pronoun “I” is used to represent the ideal model as conveyed in the visual advertisement. Meanwhile, the use of pronoun “we” is used to refer to inclusion of the model and the customer. In another text, the inclusion is conveyed by first person singular and second person singular pronouns. The use of pronouns in the advertisement text is shown below.

Table 1 The use of pronouns in advertisement text

Advertisement text	
Semuanya bikin kita lebih kuat untuk jadi pemenang.	All of them make us stronger to be the winner.
Kita bertarung dengan waktu	We fight the time.
dan kitalah yang mengendalikannya	... and we control it.
untuk saya dan Anda	... for me and you.
Saya bisa, Anda juga bisa	I can, so can you.

The use of imperative

The persuasive action in advertisement is shown in the use of imperative. By using imperative, the advertisement creator builds the closer relationship with the consumers. Even, the tag line of this advertisement is in form of imperative; “Trust me It works!”. The use of imperative is shown as follow.

Table 2 The use of imperative in advertisement text

Advertisement text	
Minum L-Men Gain Mass	Drink L-Men Gain mass
Tingkatkan massa ototmu,	Build your muscle.
tingkatkan kepercayaan dirimu	Boost your confidence.
kitalah yang mengendalikannya	Control it.
Trust Me It Works!	Trust me It works!

The use of specific vocabulary

Several features are used to express the opinion which is created to impose. In this advertisement, the use of adjective is present with both positive and negative affective meanings. The positive ones are used to represent the products. Meanwhile, the negative ones are used to represent the ideal condition compared to the ideal idea presented in the advertisement. The positive and adjective vocabulary is shown in the following table.

Table 3 The use of specific vocabulary in advertisement text

Postive adjective	Negative adjective
.. badan atletis . (athletic body)	Kerempeng? (skinny?)
.. nutrisi yang tepat . (the right nutrition)	Mana keren . (Not cool)
... cowo milenial? (millennial men)	-

The use of scientific word

To make sure the customer, the advertisement is using scientific word so the customers will be attracted. This also is on purpose to impress the customers to reflect the advancement of technology and professionalism. Here is the example of scientific word used in advertisement.

Table 4 The use of scientific word in advertisement text

Advertisement text	
suplemen tinggi protein (17g/serving)	High protein supplement (17g/serving)
massa otot sampai 1 kg	1 kg muscle mass

Discursive Features

Through the Fairclough model of analysis, the discourse practice comes with production or how the text was made, distribution or how the text was distributed, and how the public consumed the text.

1. Production: the text was made by the L-men product creative management. Lead by Nutrifood or one of the national companies in Indonesia that run into healthy food and beverages, making them make an encouraging advertisement for people in Indonesia. The team might think that writing an advertisement that uses mostly men in the casting and having good looking appearances might boost the sales and society engagement towards the product.
2. Distribution: in distributing the advertisement Nutrifood company giving many allowances in advertising one of its products. The advertisement of L-men was announced mostly through national television channels, company social media accounts as well other media or sites that have to be paid by the company.
3. Consumption: After distributing the content to the mass people in Indonesia, the advertisements are deemed to be seen by all the men that want to dominate their surroundings by having muscular and bulky looking bodies.

For the focuses on how text is produces, how it is consumed, and how the power relations are enacted, some strategies are used to attract consumers. The strategies are shown as follows.

Table 5 Discursive features

Strategies used in advertisement	Advertisement text
Scientific evidence	suplemen <u>tinggi protein (17g/serving)</u> massa otot sampai <u>1 kg</u>
Emotive words	Badan atletis Cowo milenial Rambut kekinian Kerempeng? Mana keren. Jadi pemenang
Code switching/mixing	... dengan latihan rutin. Trust me, it works! kerjaan yang work-life balance, liburan yang Instagramable dengan L-Men 2GO dan L-Men Gain Mass.

Social-cultural Practice

We now notice that this advertisement has been lurking in Indonesia for years, which means that there are no contradictions towards the norms in Indonesia. Knowing there are no protest and rejection towards its product making it safe to assume that the words or representations in the advertisement is not risky, and not considered as discrimination or form of toxic masculinity.

The creator's ideology and assumption can be decoded from the advertisement. The creator of the L-men advertisement thinks that representing body goals on men is beneficial for the sales, which also means there is no intention in promoting toxic masculinity or discrimination. To find the social explanation for this phenomenon, we can track it from the demography in Indonesia about the body muscles in people. Indonesia itself has shown that people in Indonesia have a huge gap in physical power based on their ages (Aditya et al., 2012). Thus to say, the amount of people who want a healthy body is also increasing time after time and the existence of L-men Products is only seen as the savior of them to achieve their body goals in the future. On another level, Indonesia is also filled with a diverse background of people. The majority of the people in Indonesia are Islam religion, which is still filled with conservatism as well as gender roles. In Islam, the gender role of being a man is to have physical and mental capacity than female counterparts. Therefore Indonesia familiarized the idea of being strong and capable just like in the Advertisement by L-men. Therefore the toxic masculinity and discrimination towards skinny body might be the issue within Indonesia because there are people who are forced to follow the standard which they might not like in the first place.

In addition, the ideal masculinity representation is also shown in the word choices. The choice of the word "Kerempeng" or "skinny" is followed by the word "mana Keren!" or "is not cool!". Using semantic

analysis the word “mana Keren!” or is not cool has a great implication to everyone that being skinny is not cool. This is supported by the fact that the word skinny is a shame because there is a preconceived notion that being skinny is very bad. After all, it's related to sickness and being unhealthy. Another thing that is the implications of this text is that people think you are cool when you have muscle as shown in the picture in figure 3. Figure 2 also gives implications on what men should do. Figure 2 is a video advertisement for an L-men product. The video is shown on what men need to do as a “cool” society. In the screenshot shown in figure 2 we can see the choice of the word “Jadi Cowok Millennial” or “Being Millennial Boys” followed by “Rambutnya harus kekinian” or “the hair must be fashionable”. Using the same analysis we could conclude that there are things that men need to do to be accepted by whole people. The existing advertisement in figure 2 showed the implications that to be cool and categorized as a millennial you need to have a good-looking appearance. Not only that, the video advertisement in the end showed that to be a man you should be muscular as well which led to drinking the L-men products to achieve it. In the end, the analysis showed us that the men in this advertisement should be good looking, muscular, and strong. This implication by the L-men product in its advertisement is also the same with the idea of toxic masculinity where men should be dominant in every place. There are many ways to be dominant in this perspective, but the thing that L-men used is by looking strong and having a muscular body.

CONCLUSION

The conclusion of this study is the analysis of the three levels of discourse structure; textual, discursive, and social-cultural. Based on the textual level, it is concluded that the use of several linguistic features such as the use of pronouns, the use of imperative, the use of specific vocabulary, the use of scientific words. The uses are aimed to include the consumers to agree with the ideal figure of masculine proposed and represented in the advertisement. Secondly, in the level of discursive, the advertisement creator uses varied strategies such as scientific evidence, emotive words, and code mixing/switching. The use of these strategies is aimed to build a power relationship and raise the consumption and distribution of the products. Lastly, in social-cultural level, the representation of ideal masculinity is shown by the models in the advertisement. This leads to the social construction of the idea of the ideal figure of men's physics.

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