

Domestication of Women in Popular Detergents Advertising in Indonesia: A Semiotic Analysis

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Abstract: *Traditional gender roles and stereotypes underlie the domestication of women, especially in the household environment, women are placed to carry out certain roles. As depicted in detergent advertisements, domestication is shown by several washing activities that are seen only being carried out by women, while men are not shown carrying out these domestication roles. This study identifies how the domestication of women is depicted in several popular detergent advertisements in Indonesia. Roland Barthes' semiotic analysis is the basis for this study to analyze how these advertisements depict gender role messages that lead to the domestication of women. This study is examined using the perspectives of connotation, denotation, and myth which are analyzed through the aspects of Women's Roles, Geographical Areas, and Signifier Attributes. The results of the study are presented in the form of a table, which shows that the first advertisement, the Jaz1 detergent advertisement (2022) in its advertisement presentation contains aspects of Women's Roles, Geographical Areas, and Marker Attributes. The second advertisement, The SoSoft Detergent Advertisement (2022) contains aspects of Women's Roles and Geographical Areas. The third advertisement, the Sayang Detergent Advertisement (2022) contains aspects of Women's Roles and Geographical Areas. The last advertisement, the So Klin liquid detergent advertisement (2022) contains aspects of Women's Roles and Geographical Areas.*

Keywords: *advertisement, semiotics, domestication, detergent, women, stereotypes*

Abstrak: Peran dan stereotip gender tradisional mendasari terjadinya domestikasi terhadap perempuan terutama di lingkungan rumah tangga, yang ditempatkan untuk menjalankan peran-peran tertentu. Seperti digambarkan dalam iklan detergen, domestikasi ditunjukkan dengan beberapa kegiatan mencuci yang terlihat hanya dilakukan oleh perempuan, sementara lelaki tidak diperlihatkan menjalankan peran-peran domestikasi tersebut. Penelitian ini mengidentifikasi bagaimana domestikasi perempuan digambarkan dalam beberapa iklan detergen populer di Indonesia. Analisis semiotika Roland Barthes menjadi dasar penelitian ini untuk menganalisis bagaimana iklan-iklan tersebut menggambarkan pesan peran gender yang mengarah ke domestikasi perempuan. Menggunakan perspektif konotasi, denotasi, dan mitos yang dianalisis melalui aspek Peran Perempuan, Wilayah Geografis, dan Atribut Penanda. Hasil penelitian disajikan dalam bentuk tabel yang menunjukkan bahwa iklan pertama, iklan detergen Jaz1 (2022) dalam penyajian iklannya mengandung aspek Peran Perempuan, Wilayah Geografis, dan Atribut Penanda. Iklan kedua, Iklan Detergen SoSoft (2022) mengandung aspek Peran Perempuan dan Area Geografis. Iklan ketiga, Iklan Detergen Sayang (2022) mengandung aspek Peran Perempuan dan Wilayah Geografis. Iklan terakhir, iklan detergen cair So Klin (2022) mengandung aspek Peran Perempuan dan Wilayah Geografis.

Kata kunci: iklan, semiotik, domestikasi, detergen, wanita, stereotip

1. INTRODUCTION

The domestication of women refers to the process by which women are directed to perform certain roles. In society, women have a strong domestic role, where they are expected to devote themselves to household duties and be responsible for childcare. Gender stereotypes are the reason that makes this domestication of women even stronger. With this gender stereotype, women's space to participate in the public sphere is limited because women are considered weaker than men.

The domestication of women in a popular detergent advertisement in Indonesia is a reflection of societal norms and prevailing gender roles in the country. These advertisements often portray women as solely responsible for household chores, reinforcing traditional gender stereotypes. The advertisements usually portray women as housewives whose main role is to ensure cleanliness and care for their families, while men are rarely shown participating in these activities. This portrayal not only perpetuates gender inequality, but also reinforces the idea that women's value lies in their domestic capabilities. In analyzing the domestication of women in popular detergent advertisements in Indonesia, semiotic analysis can be used to provide in-depth insight into how the messages in these advertisements are shaped and understood by society. As such, semiotic analysis helps in understanding how the detergent advertisement reinforces and maintains existing gender norms, and how it influences people's perceptions and behaviors regarding women's roles in the household.

Several studies that have correlation to this research is Puspita, Sumanti 2023 the findings of studies focused only on gender equality. Siswati, 2014 also researched about domestication on advertising but only focused on magazine advertising. A gap display and problem formulation is that this research only focused on women domestications constructed in popular detergent advertising in Indonesia analyzed using semiotic analysis by Roland Barthes.

2. LITERATURE REVIEW

Theory used to be the underlying research question. The purpose of this research is to use semiotic analysis to address the issue of women's domestication in popular detergent advertising in Indonesia. Semiotics is an approach of linguistics that studies signs, symbols, and everything linked to them. Semiotics is defined as a sign or tool for interaction through communication, which is then refined into a literary model responsible for literary factors and aspects as a unique tool for interacting in social life (Fadhliyah, 2021). Ferdinand de Saussure was a Swiss linguist and an important player in the development of semiotics. In his thesis "Nature of the Linguistic Sign" (1857-1913), he split signs into two categories: signifier and signified.

1. Signifier, according to Hamzah (2019), the mental part of language is represented by the signifier. Something should be observed is that in concrete language signals, the two aspects cannot be separated. Sounds, images, messages, visualizations, and other forms of communication may act as signifiers.
2. Signified, signified is a meaningful sound or a meaningful scribble. So signified is the material aspect of language: what is said or heard and what is written or read (Hamzah, 2019).

Roland Barthes (1972) was a French literary theorist, philosopher, and semiotician. His work has been influential in various fields, including literary criticism, cultural studies, and media studies. Barthes's contribution to media studies was his division of the levels of signification associated with the semiological approach into three:

1. Denotation

The first level of significance is denotation, which describes a sign's literal or obvious

meaning. According to Roland Barthes, the symbolized message has analogical features and is essential to the signifying process.

2. Connotation

According to John Fisk (1992), Roland Barthes introduced the term "connotation" to describe how signs work or the interaction that occurs when signs meet feelings or emotions. Connotation is indeterminate and ranks above denotation. It can be stated that connotation relies primarily on mental ability to comprehend what is suggested in the media given.

3. Myth

This level refers to the cultural myths and ideologies that are embedded in a text or image. It is the most profound level of signification and can reveal the underlying power structures and values of a society. For example, in the photograph of a dog, the mythological meaning might be that dogs are seen as symbols of domesticity and family life.

3. RESEARCH METHOD

To analyze this research entitled "Domestication of Women in Popular Detergents Advertising in Indonesia" using a semiotic approach and also using a qualitative approach. Semiotic analysis is a qualitative approach that analyzes signs and symbols in the media to reveal deeper meanings. In this context, detergent advertisements will be analyzed to understand how women are domesticated or portrayed in domestic roles.

For data collection techniques, namely using documentation, where the first step is to collect primary data or collect popular detergent advertisements aired on television, YouTube, and social media in Indonesia within a certain period of time. These advertisements should include various brands that are widely recognized by the public. The next step is observation, which involves analyzing the visuals and content of the ads that have been collected. Pay attention to elements such as narration, dialog, facial expressions, clothing, background, and activities performed by women in the ads.

In this research, there are data analysis techniques, the first thing that can be done is to classify which ones are included in the analysis of denotative meaning (literal), connotative meaning (implicit) and analyze how these signs create myths and reflect certain ideologies regarding the role of women in the household. For example, whether the ad reinforces existing gender stereotypes or promotes the traditional role of women as homemakers.



Figure 1. Example data

In the picture, there is a denotative meaning which is an advertisement for liquid detergent products with the brand "SoSoft". The signifier of the advertisement is a woman who is washing clothes by hand and using the detergent product "So Soft" in the domestication area

of a clean and tidy laundry room or kitchen. The woman looks happy and smiling while doing the work. There is a bottle of detergent used on the bottom left. In the picture, there are also connotative meanings contained in the scene depicting a woman doing household chores that indirectly imply traditional gender roles, where women are often associated with household chores such as washing clothes. This can be seen as reinforcing the stereotype that household chores are the responsibility of women. This ad reinforces gender stereotypes about women's domestic roles where women are often associated with 3 things: kitchen, bed, well. In this ad, a woman is depicted as being at the well and washing clothes. Although the woman in the picture looks happy, it still shows that there are cultural expectations regarding gender roles in household activities.

4. FINDING AND DISCUSSION

Women's Role on Detergent Advertising



Figure 2. Women's Role on Jaz1 Advertisement

Denotation meaning: The female figure in the Jaz1 detergent advertisement is depicted folding a pile of clothes, with an annoyed expression on her face because she is dissatisfied with the results of the laundry being less clean and less fragrant. So in this advertisement, using Jaz1 detergent makes clothes smell better and cleaner.

Connotation meaning: The woman is depicted folding a pile of clothes, tending to convey that a woman should ideally do household chores. The depiction that after using Jaz1 women's work has improved and tends to convey that detergent products and the work of folding clothes belongs to women.

Another sample from detergent So Soft 2022 edition that has Denotative meaning: the signifier of this advertisement is a woman named Nana Mirdad who is an entrepreneur doing yoga or meditation in a room with large glass walls overlooking the garden in the morning with the phrase "*hidup butuh keseimbangan*" (life needs balance) mentioned. This sentence describes the life of a wife who has the role of working and must also have the opportunity to take care of herself by doing sports. The denotative meaning also builds a connotation. By showing Nana Mirdad who is described as an entrepreneur, emphasizing that women can be successful at work and have an important role in the household, this is a positive representation that supports gender equality. By showing Nana Mirdad practicing yoga, this image implies the importance of balance between work and personal life. This image shows support for gender equality with women successfully looking after their personal well-being.

Denotation Meaning: A woman is shown with a cheerful face, doing laundry while singing and doing some feminine poses. At seconds 0:35-0:39 in the song that is the background music for this advertisement, there are lyrics, "Karena ibu perlu dikasih 'Sayang'" (Because mothers need to be given 'Sayang'). 'Sayang' refers to the brand name of the detergent which is said that the foam produced is not hot like detergent foam in general. Therefore, mothers who want to wash clothes, need to use 'Sayang' detergent to get cold foam in the hand.

Connotation Meaning: The 'Sayang' detergent ad conveys the indirect meaning that washing clothes is ideally a woman's job in the household, which in this ad, a woman is used as an advertising model instead of a man. This is also reinforced by the lyrics of the ad's background music song at seconds 0:35-0:39, "Karena ibu perlu dikasih 'Sayang'" (Because mothers need to be given 'Sayang') 'Sayang' refers to the brand name of the detergent. Also, this ad blatantly mentions that it is the mother who needs to be given 'Sayang' (detergent) which indirectly indicates that washing clothes is the duty of a mother (woman) at home.

Geographical Area



Figure 3. Geographical Area on Jaz1 Advertisement

The Jaz 1 advertisement 2022 edition, here has an denotation meaning that the depiction of a woman receiving detergent from a salesperson at home as a solution to the mother's dirty and less fragrant clothes and built a connotation the interpretation that emerges from this scene is the woman depicted in the house, coupled with receiving detergent.

Detergent Sayang 2022 edition also gives their similar concept of advertisement. 'Sayang' detergent is set in a place in a beautiful place with a pink color and lots of pink flowers. In this place, the woman modeling the ad is singing, doing laundry and doing some feminine poses. Connotation meaning built from the atmosphere created depicts joy. The pink color chosen as the background color for this advertisement can be said to be a symbol of femininity and women, where pink is often associated with these two things.

Marker Attribute

As a part of semiotic an image and color can be marker to indicate domestication on advertisement.



Figure 4. Marker Attribute on Jaz1 Advertisement

The Jaz1 advertisement 2022 edition, here is depicted wearing simple clothes which are house clothes, and a bucket in front of her that she is washing outside of the house. Denotation meaning in this advertisement for 'Sayang' detergent, the model in this advertisement is shown as beautiful and feminine, dressed in a very beautiful feminine pink dress, even though the model is depicted doing laundry activities, which in general people prefer to wear simple clothes, not dresses when doing household chores. This denotative built an connotation in the 'Sayang' detergent advertisement, the use of the beautiful dress can be intended to add an aesthetic element to the woman, as a visual attraction in the advertisement. This can also indicate that women are required to remain attractive and fashionable in all situations, even when they do housework which is considered women's domestic work. However, analysis of the connotative meaning related to the attribute markers or clothing worn by the model in this advertisement did not show anything related to the domestication studied.

Table 1. Result Finding Women Domestication

Brand	Women's Role	Geography Area	Marker Attribute
Jaz1 2022	√	√	√
SoSoft 2022	√	√	-
Sayang 2022	√	√	-
SoKlin Liquid 2022	√	√	-

5. CONCLUSION

Domestication of women is how women are placed in domestic roles which can limit women from participating in the public sector. Women are limited in their roles and are required to carry out domestic tasks or tend to take care of household affairs, such as cleaning the house, washing clothes, looking after children, and so on. Domestication is influenced by social and cultural norms that apply in society, giving rise to gender stereotypes, resulting in gaps between the two genders.

This research examines four popular detergent advertisements in Indonesia in 2022 which represent the phenomenon of female domestication. The advertisements displayed tend to depict how mothers (women) are presented as figures who carry out household tasks, especially washing clothes. In his presentation, these modern advertisements reinforce gender stereotypes circulating in society regarding the view that household tasks are ideally carried out by mothers or women.

Based on the research findings, it is very unfortunate that there are still several advertisements in the modern era that still tend to show the domestication of women. It is hoped that seeing these findings will provide positive implications in the form of gender equality and increased awareness that women cannot be required to only do household work.

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