

VERBAL AND NON-VERBAL SIGNS PORTRAYING FEMINISM AND ITS
EXPLOITATION IN “WALL’S MAGNUM PINK AND BLACK ICE-CREAM
ADVERTISEMENT”

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ABSTRACT

In this study, the researcher tried to decipher the message conveyed in the Wall’s Magnum Pink and Black Ice-cream advertisement, portraying feminism for the advocacy of women's rights on the basis of the equality of the sexes. And yet, contradictively it was also at the same time liable to exploitation. Using the catch words such as Magnum and the letter M as well as woman pictures and changing of colors and movements and woman expressions, it was obvious that the advertiser was in the position of trying to catch the audience’s attention. Two things that immediately came into the audience’s attentions when watching the advertisement were the woman with her expressions and colors and, all things that had to do with the ice-cream. The data collected from the series of the movies the spoken words were then analyzed using the descriptive qualitative method, in which they were described and interpreted along the lines of semiotic theories as proposed by well-known semioticians, such as Ferdinand de Saussure, Roland Barthes and Pierce and Daniel Chandler, who talked about the relation between/among sign vehicle/signifier/symbol, concept/signified/referent, and sense/thought. In the semiotics there is a cover term to include the three of them; this is SIGN. The colors of the ice-cream, pink and black are symbols of cheerfulness and elegance respectively. Whereas the woman who appeared in pink and black in the advertisement, besides being symbols for cheerfulness and elegance, was also a show off for feminism. She had the freedom in her actions and speech or expression.

Key words: sign, signifier, signified, symbol, feminism

I. INTRODUCTION

Man’s biggest concern in life is how to give meaning to his experience. (Perrine, 1970:518-523) Whatever he does he does it for some purpose in the real world. He communicates his efforts and accomplishments through language or some other codes. When man is communicating with his fellow human being it is not always straightforward. (Crystal, 1988:57) Messages whose meanings are hidden in some metaphorical sense or in some connotative allusion need to be interpreted first. (Cuddon, 1999:176, 507) What all of these mean is that there is a straightforward meaning of a message which we call denotative meaning and the one which we called connotative meaning.

An advertisement was actually one of the most important things in the economic sector. A massive promotion of any product from the producer to the consumer, one of the most important money source for the television channel and program, advertisement not only gave an economic benefit for the producer and its creator, but it was also an information source for the audience in their long life learning. As it was mentioned by Janoschka (2003:15) advertising was the company’s strategy to promote its product to the masses. The advertisement was made by the people to present their ideology, such as feminism.

Feminism ideology was very commonly used to promote some product such as the Wall’s Magnum Ice-cream in this advertisement. Feminism was shown in advertisement to show women’s power in femininity ways. Women appear in cosmetics, food, car, and cigarette advertisements to create their femininity impressions. This Magnum Pink and Black Ice-cream advertisement that the researchers were analyzing was a clear proof how food was being sold in the market.

Walls Magnum ice-cream was one of the famous products from the Unilever—the greatest British industrial company. The Magnum Pink and Black ice-cream was nominated in the 8th Food and Beverage (FAB) Award in 2015. Magnum advertisement itself was always related to women,

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especially to the feminism concept. FAB asked the European people a question through their youtube channel, “Which ice-cream do you prefer? The feminine cheerful pink, or the feminine glamor black?” then, the pink ice-cream with the pomegranate flavor won the competition and the European countries such as England, Netherland, Turkey, etc., turned into pink by pink lightning in some spots in the cities. The video of the FAB’S competition for Walls Magnum Pink and Black ice-cream can be watched through the following link <http://m.youtube.com/watch?v=x030z9aPsGA>.

This research tried to explore semiotic aspects and feminism in Walls Magnum Pink and Black advertisement. Gender equality was important to be understood and disseminated by people around the world, because now women do not only work at home to take of their children, but they also help their families in the economic factors, and also they could be the power of their families. The broadcasting system such as advertisement made the feminism ideology spread widely and rapidly. Walls Magnum Pink and Black was one of the advertisements that contained feminism ideology. The verbal and non-verbal signs presented in Walls Magnum Pink and Black advertisement was really related to the feminism ideology.

In this endeavor of study, the researcher tried to decipher what messages were being conveyed in the Wall’s Magnum Pink and Black Ice-cream advertisement and how to find out the verbal and non-verbal signs used in Walls Magnum Pink and Black advertisement and to analyze them as they are portrayed from the feminism perspective and semiotic theory.

II. SUBJECT MATTER AND METHODOLOGY

2.1 Semiotic

Semiotics is the study of sign or as Umberto Eco states that, as mentioned by Chandler (2007:2), “Semiotics is concerned with everything that can be taken as a sign.” Chandler further says that “semiotics involves the study not only of what we refer to as ‘signs’ in every day speech, but of anything which ‘stands for’ something else.” This means that the system of signs cannot be separated from how meanings are produced and how reality is represented. Citing de Saussure, Chandler (2007:14) stated a linguistic sign was not a link between a name and a thing, but rather a relation between a sound pattern (signifier) and a concept (signified). The signifier was the physical sign or to be consistent with the Saurrean idea it is the psychological impression of a sound, but our purpose here we would say it is the real thing or sign that people can feel with their senses. The interpretation of the signifier as material or physical form of the sign is what mostly adopted by people nowadays, including in this research. On the other hand, the signified was the hidden meaning of the signifier, and people can analyze it by their personal sensitivities, cultural experiences, or through the situation they are faced with. The relation between the signifier and the signified is shown in one simple diagram below (Figure 2.1).

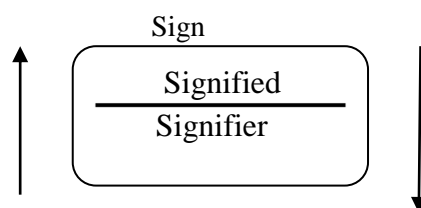


Figure 2.1 SIGN

A simple example to explain the relation between a signifier and a signified is the traffic light. The traffic light has three colors. They are RED, YELLOW and GREEN. According to the Wikipedia the three colors became the international standard for the traffic lights which were found by Lester Farnsworth Wire (1912). https://en.wikipedia.org/wiki/Lester_Wire The red light is the symbol or the signifier, and it is a signal that everybody must stop his/her vehicle. So the concept or signified of the red light is that the people are to stop their cars. Yellow is to get ready or to start very carefully; and green is to move their vehicles as the road now is assuredly clear.

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The signifier was a reflection of the signified. Between them there was the sense (the human mind or thought), which was directly related to the symbol or the physical sign and to the referent or the signified. Peirce cited by Noth (1990: 89) illustrated this relation into a semiotics triangle (Figure 2.2)

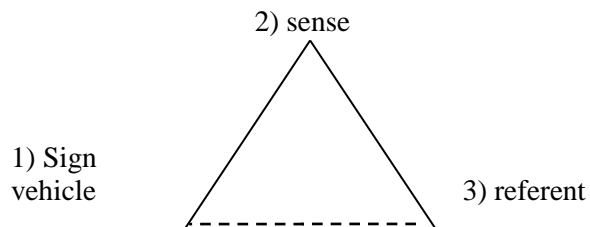


Figure 2.2 Semiotics Triangle according to Noth (1990:89)

To start with there is the sign as a physical or mental entity in (1), connected directly to the sense in the human mind or thought in (2). The mind then relays it to the referent in (3). That solid line connecting the sign as a physical entity and the sense in (1), and the sense in (2) connecting it to the referent in (3) was supposed to have a direct connection, while the dotted line connecting the sign as a physical entity in (1) and the referent in (3) indicates the indirectness of the connection.

According to Peirce as cited by Chandler (2007:36-7) and Albert Atkin (<https://plato.stanford.edu/archives/sum2013/entries/peirce-semiotics/>) in a sign, leaving out the sense of (3), there were three “modes of relationship” (the term “modes of relationship” owes to Hawkes (1977) between the sign vehicle and the referent, or in Saussurean terms between the signifier and the signified. The three modes were symbol/symbolic as of languages, traffic light, numbers, etc; icon/iconic as of a mood of resembling to smell, feeling, tasting, etc.; and index/indexical, as of a mood in which the signifier is directly connected to natural signs such as smoke, signals such as a phone ringing, etc. (pp. 36-7)

From three modes of relationship related above it can be conveniently said that verbal signs are symbols, while non-verbal signs could be either one of the three modes. Depending on how we see it, a picture can be a symbol or an icon. While the difference between what constitute a symbol and what an icon is rather confusing, it is not so with indexical. An index like ‘clock’ unmistakably indicates time of the day. (p.42) “Iconic and indexical signs are more likely to be read as more natural than symbolic signs when making a connection between signifier and signified has become habitual.” (p.41)

2.2 Feminism

Feminism by the Oxford dictionary was defined as “the advocacy of women’s rights on the ground of the equality of the sexes. The phrase of “advocacy of women’s rights” echoes the women’s desire to be respected even in the highest part of society. Rosenstand (2006:566) stated that women and men should have the same opportunities in almost all areas of life. Rosenstand listed equality in **word**, **chance**, and **salary** in most economic factors. Women should not be discriminated based on their gender.

Feminism started with the perception of inequality of women against men in the society. One example of feminism emancipation shown in Advertising as Communication by Dyer (1982:98) was the feminism advertisement by Virginia Slims cigarettes. For Dyer the advertisement was a good example of how nowadays’ women could freely express themselves: they smoked and explored the most fashionable clothes. This advertisement even unashamedly exposed the women’s physical beauty. Since the target of the advertisement was men it was naturally advisably favorable to make a woman as the main character with sensual appearance. Moreover, women have equal chances to smoke and to fashion their life-styles to prove their feminism. .

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Some of the many perspectives of feminism are described below, as mentioned by Martha E. Gimenez, in *Radical Philosophy*, 101 (May/June 2000): 18-19, (<https://www.colorado.edu/Sociology/gimenez/work/rphil.html>): 1) **Marxist feminism**: the Marxist feminism was focused on the investigation and explanation of the ways in which women were oppressed through the systems of capitalism and private property; 2) **Radical feminism**: the radical feminism was focused on the hypothesis of patriarchy as a system of power that organizes the society into complex relationship based on men oppressing women; 3) **Liberal feminism**: this perspective was focused on the people’s occupation and education. It believed that women had the same right as men did in democratic countries; and 4) **Socialist feminism**: socialist feminism was focused on the women’s class status. Women should have power in the economic sector; they should be independent and educated to get the same job opportunities as men did. These perspectives were supposed to be able to help women to increase their statuses in their own social lives. Women should have the same right and chance as men did, because women were also endowed with the capacity to master skills to make the movement happen.

2.3 Research Method

The data source presented and analyzed in this research was in the form of an advertisement called Walls Magnum Pink and Black, which was released on 3rd of January 2014. The duration of the advertisement was 33 seconds.

The advertisement was chosen because not only did it contain verbal and non-verbal signs just like many other advertisements but it was also related to aspects of feminism. The Walls Magnum Pink and Black advertisement was selected then for it represented the power of women, supported by color comparison as its main focus of attraction.

As for the relevance, accuracy and reliability of the data, the researchers implemented documentation method and technique by the following steps: 1) The researcher watched the video over and over again from this link: <https://youtube.be/4VHPiazxN-E>; 2) The researcher took notes of every important verbal and non-verbal sign, 3) the researcher applied qualitative method in that all data found, whether the verbal and non-verbal signs as well their relation with feminism, were explained descriptively. The first step taken was to describe the verbal and non-verbal signs found in the Walls Magnum Pink and Black advertisement according the semiotic theory. The second step is analyzing the connection between these verbal and non-verbal signs with feminism movement.

III. RESULT AND DISCUSSION

3.1 Findings

In line with the theory, the signs were divided into two categories. They were verbal and non-verbal signs. In this study the two types found were the main foci, with the verbal signs further subdivided into written verbal signs and spoken verbal signs. The non-verbal signs appeared in six different typical forms of body movement, situation around the model, expression of the model, colors, camera movement, and music. The signs that portrayed feminism were the Signifier. They were firstly displayed in the table below. Then, the interpretation of the Signifier which were designated as the Signified discussed in the discussion section that followed.

A. Verbal signs

1) Written Verbal Sign

- The word ‘Magnum’ and the letter ‘M’ in gold color.
- ‘#MagnumPinkID’ and ‘#MagnumBlackID’ were twitter hashtags.
- ‘Magnum Pink Pomegranate’ and ‘Magnum Black Espresso’.
- ‘Dua Es Krim Berbeda’ and ‘Untuk Dua Momen Yang Berbeda’.

2) Spoken Verbal Sign

- Baru! Magnum Pink Pomegranate dan Magnum Black Espresso.
- Dua Es Krim Berbeda
- Untuk Dua Momen... Yang Berbeda
- Magnum... For Pleasure Seekers

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B. Non-verbal Signs

- The pink pomegranate ice cream, the black espresso ice cream, and melted chocolate.
- The model’s underestimate expression when she saw a party.
- The model turned from pink outfit into the black one, and that outfit was fulfilled with sparkling trinkets. Her ice cream turned too from pink into black.
- The model walked through the crowded while she held black ice-cream. Then, she made a pose in the red carpet in front of the hall. Everyone focused on her, took her picture, and two bodyguards stood up both in the right and left side of her.
 - The model came into the party. As no one looked at her, she turned from black outfit into the pink one. The situation changed from a boring into a cheerful party.
- The light in the room turned into pink. The model enjoyed the party while she was holding a pink ice cream.
- She stopped a taxi. Being dissatisfied with the appearance of the driver, She smirked then she turned from pink outfit into the black one as her ice cream also changed followed the color of her outfit. The taxi turned into a luxury car and the driver also turned into a handsome man. Then they smiled to each other.
- She got into the car smiling. The model looks happy with the man, as the pink light came.

3.2 Discussion

The pictures captured from the commercial advertisement Wall’s Magnum Pink and Black ice-cream advertisement released in Indonesia in 2014. Therefore, the text used in this advertisement was more in Indonesian rather than English.

3.2.1 Verbal Signs

Verbal signs are divided into two sections: written verbal signs and spoken verbal signs

3.2.1.1 Written Verbal Signs



Figure 3.1

- The word ‘Magnum’ and the letter ‘M’ in gold color in figure 3.1 which were circled, flanking the girl. The word ‘Magnum’ also appeared on the right bottom of the advertisement all the time. The word ‘Magnum’ derived from the Latin word to mean "great" which then conveyed the idea of the incredibility of the ice-cream, more so than other ice-creams. It signified satisfaction, bringing an exciting feeling when we ate it, and aroused a desire to have it more. The word was written in gold color in order to signify the work of a masterpiece, elegance, luxury, pride, or something of high value, pricy and purity. The model’s facial expression is an outcome of that great feeling as marked by the word signs. She smiles with happiness and satisfaction for the ice-cream. Her appearance revealed an aura of undeniable confidence after having visited the ice-cream store. The ad made it really clear by circling the word ‘Magnum’ and ‘M’ in red in the background. Magnum, according to Avelina (2013, para. 10) was something that ‘Blow Me Away’. Magnum ice-cream was created for us to understand the people's desire to enjoy a more classy ice cream. Magnum’s motto was to give people a more satisfying ice-cream, and something that could follow the trend. The concept “Blow Me Away” shown in this advertisement was an image with women always looking beautiful, classy, and elegant. The only reason why women always became the main character in Magnum ice cream advertisement was that women were related with something that represented desire, satisfaction, or something that gentlemen always wanted.

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Figure 3.2#MagnumPinkID

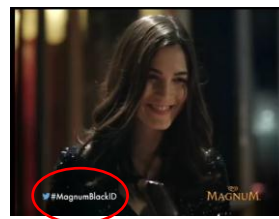


Figure 3.3#MagnumBlackID

#MagnumPinkID, a twitter hash tag with a twitter sign. This hash tag appeared in 00:03, 00:08 – 00:10, 00:19 – 00:22 in the advertisement. #MagnumBlackID, a twitter hash tag with a twitter sign. This hash tag appeared in 00:12 – 00:14 and 00:26 in the advertisement. Both of those two hash tags appeared on the left bottom corners in Figure 3.2 and Figure 3.3, respectively, with (3.2) showing the model biting the tip of pink ice cream in cheerful expression and (3.3) showing the model smiling in a black dress and holding a Black Magnum ice-cream on her left hand. The nightly background with the glow of light seemed to tell the audience that to be one’s self wherever she was and whoever she was, and being confident for what she was.

Hash tags on social media such as twitter and instagram were not only important to promote the product to the public, but they also showed things that were up to date, things which were fresh and close to the netizens. Social media was also related to prosperity of life, because to access a social media such as twitter or instagram someone at least had to have a gadget and an internet access. The appearance of hash tags in Magnum ice-cream’s advertisement also indicated that Magnum ice-cream was always up-to-date and pricey. Up-to-date women showed the freedom for women to express and develop themselves. The relation between feminism and thing up-to-date could be clearly seen in women’s social media activities.

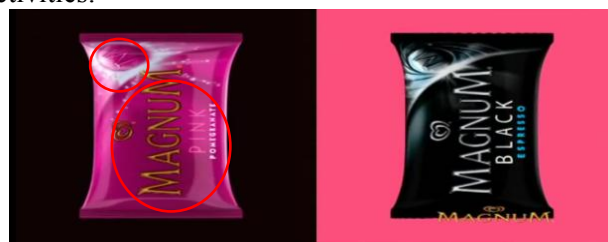


Figure 3.4 Magnum Pink Pomegranate dan Magnum Black Espresso

Figure 3.4 showed two types of ice-cream, one—the Magnum Pink Pomegranate—was wrapped in pink with black background and, the other—the Magnum Black Espresso—was wrapped in black with pink background. The three words in the expression ‘Magnum Pink Pomegranate’, each was written with a different color: gold for Magnum, pink for Pink and white for Pomegranate. The three words in the expression ‘Magnum Black Espresso’, on the other hand, were written different colors as well. Each was given a special focus by encircling with a red line. A smaller circle was also applied to the letter ‘M’ above it which in turn had this shimmering light over the larger circle. The symbolical aspect was quite obvious here that the world ice-cream of the audience was being shone from the ‘M’ above. The ‘M’ is the sun for one’s choice of either one of the ice-cream package.

According to Bourn (2010) black was a mysterious color that was typically associated with the darkness, sorrow or negative thing. The color black represented strength, seriousness, power, and authority. It is a formal, elegant, and prestigious color. Being authoritative and powerful, the black color could evoke strong emotions. A woman associated with the color black was that who had a calm and strong character, not easily affected by other people instead she tended to dominate his/her environment and controlled the situation.

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- Dua Es Krim Berbeda---Untuk Dua Momen Yang Berbeda

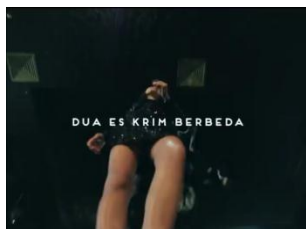


Figure 3.5



Figure 3.6

Each of the two expressions “Dua Es Krim Berbeda” and “Untuk Dua Momen Yang Berbeda” appeared in two different contexts, one when the model looks in a state of relaxation yet sensually attractive and black, while the other is gaily pink and cheerful. The verbal expression seems to be meant invite our desire for the ice-cream through the power of beauty and sensuality. It is the model’s legs and the dark night which would give strong attraction to men’s desire and it is the cheerful pink of night light that would neutralize that desire.

There was another phrase which reads ‘For pleasure seekers’ which actually was very easily associated with the image of the model and a man in a car.

- Magnum, For pleasure seekers, Magnum, For pleasure seekers,

In whatever the situation was this Magnum ice-cream was signified for those people to enjoy. What matters was the ice-cream which gave light to whatever color or situation. The tagline sounded 'naughty'. Indeed this ice cream was made for the pleasure seekers or for everyone who sought for the pleasure. But pleasure here referred to eating an ice cream. It was moreover not enough just to eat the ice-cream. A pleasure seeker could also sensationally be more relaxed in the company of a confident and beautiful lady in an egalitarian way. Yet this was where the company exploited its power and knowledge for its own benefit. When it said ‘pleasure seeker’ the audience unconsciously associated it sensually with the female model.

3.2.1.2 Spoken Verbal Signs: the Spirit of Freedom

The spoken verbal signs were phrases and sentences spoken in Indonesian. They were accompanied by the sound of an electric guitar, which then made the atmosphere lively. The spoken verbal signs in the Magnum advertisement could be seen in the following description.

The first monologue took the minutes of 00.04 until 00.08. The monologue was: “Baru! Magnum Pink Pomegranate dan Magnum Black Espresso”. The way the narrator pronounced the text sounds just like an announcement. He just liked announcing that something new had been produced to satisfy the consumers' desire to enjoy. This situation could be attributed to feminism and those images. Magnum resuscitated people’s awareness that there was a new form of feminism. Previously feminism had always been associated with women's freedom and about getting an education. But now the women, who had escaped the oppression and got rid of the problems of education, had been able to develop themselves into an independent figure. Women today for example did not always have to look feminine and wore women's clothes. They could put on men’s clothes if they wanted. They could do as many things as they like.

In the minutes of 00.15 until 00.20 we heard these monologues: “Dua Es Krim Berbeda” and “Untuk Dua Momen Yang Berbeda”. Since the two phrases in their written forms were already discussed above, the spoken forms just added a different dimension to the emancipation aspect of the kind of feminism movement. A woman could have such a confident attitude in spite of being different. To be one’s self should be part of one’s attitude in order to be an individual person.

The message being sent to audience was that the Magnum here wanted to make an ice-cream that could be enjoyed and adjusted to the character in the ad and the taste and mood of the consumers. The consumers were expected to be able to customize the ice-cream with the atmosphere they faced and the

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clothes that they were wearing. The advertisement showed that the model changed her clothes for the changing atmosphere at a party for which her ice-cream also changed. Adaptability and flexibility seemed to be a role that the woman character had to master as a model and to be at the top of attraction, thus controlling the party’s atmosphere as she want. Therefore, a woman here could adjust her character to the situation that she faced, but she was also the one who determined whether she wanted to face the situation or not. No one can force her, and she was also free to control the situation.

The last monologue was “Magnum... For Pleasure Seekers” took the minutes of 00.27 until 00.30. The tone of the male speaker when he said the phrase left no doubt that he was emphasizing the phrase which also had its written form. The spoken part, though, was more forceful in its auditory image as it stroke right to the ears as opposed to that written visual image which passed very quickly that the audience might missed it. The speaker’s deep echoing voice symbolized the depth of the spatial spectrum it could permeate, the depth of satisfaction one could enjoy. It was an invitation for the audience to not miss the Magnum. The man’s voice of "Magnum" followed by "For Pleasure Seekers" could imply that that seemed to be pointing to the fact that there was the image of a beautiful woman with the ice-cream. The advertisement seemed to illustrate that Magnum ice-cream itself is a symbol of womanhood, luxury lifestyle, a woman desirable to everyone. "For Pleasure Seekers" here could be interpreted as a woman who could be obtained by people who were looking for happiness, especially worldly satisfaction and enjoyment by those people who had money on them.

3.2.2 Non – Verbal Signs

The following pictures and explanation focused on the non-verbal signs that especially portrayed feminism.

- Melting ice-cream

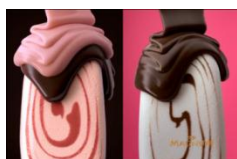


Figure 3.7

The melting ice-cream and the different outline and colors seem to symbolize that ice-cream is as interesting as life itself. The black ice cream was set slightly differently from the pink ice-cream. The melting black was coffee chocolate and dark chocolate. It came to cover the inside vanilla of the ice-cream. The inside vanilla was to give the main flavor for the ice-cream. The strong flavor of the black chocolate and coffee could be neutralized by the sweetness of vanilla. This was the portrayal of a strong minded woman with a beautiful and pure heart—the core for the feminism movement. A woman who had a firm and strict character always looked strong and difficult to achieve. But she was still a tender woman.

The following pictures showed a scene when the model, while holding an ice-cream, saw a lavish party where everybody were wearing black clothes and walking on a red carpet, an indication that they were VIP class people. The Magnum advertisement wanted to give an impression that someone holding one could join in with dignity.



Figure 3.8



Figure 3.9

There was no doubt, looking at the model facial expression that she was very confident or even she could become the center of attention and change the atmosphere around her, as it was shown in Figures (3.12) and (3.14), the advertisement could make people believe that the luxury of the

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Magnum ice-cream could be a hell of a brand for VIP people. And the aloofness of the model’s expression was quite telling here. She looked very confident and condescending. She looked straight. The positive impact of women’s emancipation was that women became much bolder and stronger.

Figure (3.10 to 3.12) happened on the way to party hall. On the scene of Figure (3.10) the camera took a vertical rotating image from the head of the model’s image to the feet and ended on a medium long shot from the front of the model’s body. What a ghostly pretty look! This gave a pretty image for a transformation to a black outfit as shown in (Figure 3.11). The model turned from a pink outfit into a black one.



Figure 3.10

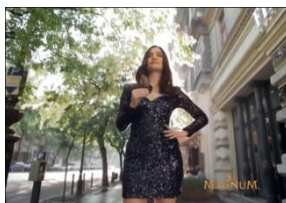


Figure 3.11



Figure 3.12

The black outfit was filled with sparkling trinkets. Her ice-cream turned too from pink into black. This scene happened when the model saw a lavish party held and everybody wore black clothes, so she also changed for the occasion to fit with the others. Then, she walked into the red carpet. The changing of the pink outfit into the black one was a sign that she could adjust with the atmosphere around her. She was changing from a simple pink outfit to a glamorous black dress. That scene gave an evidence of flexibility and confidence of a woman who could change from an unnoticeable, simple girl to an elegant woman that everybody looked at. Her ice-cream fit them all.

Those images above reveal that as a woman one could be an agent of change in order to get the best of her choice. She could change herself to make the person she is. She changed herself and her outfit according to the dating style that she wanted too.

IV. CONCLUSION AND SUGGESTION

From the findings and discussions in the III it was obvious that some features of the verbal and non-verbal signs such as the body movement, the situation, the expressions, the colors, the camera movement, and the musical sounds, found in the ad were of significant values for basing them on their relationship with feminism. The company’s use of the two main colors, pink and black for the ice-cream and the model the company used to promote it dominated the ad. The feminism aspect in the ad came from how the model was represented, her profile, actions, relation to the ice-cream and the world around her. It was suggestive of women’s emancipation for equality of the sexes especially that a woman could make her own choice.

For the second problem, the writer found that both verbal signs and non-verbal signs indeed reflect feminism traits. The way how the model was presented in the advertisement no doubt portrayed feminism, especially her courage and freedom of act and choice. The characteristics and effects of feminism were visibly presented in the model’s femininity and elegance in a hearty and flexible manner. Yet equality did not necessarily mean that a woman did not need a man in spite of the independence its ideal pursued. It was quite the opposite. Feminism also needed partner on equal ground that each should fulfill the other’s need.

Controlling the moment and facing up for the future seemed to be the aim of the feminist movement. Deciding what to do at the moment of need and how to do it was revealed when the model to the party where she had to change and when she was waiting for a taxi, which she immediately dismissed as she was approached by a more personal car-rider. Yet, at the same time, companies like Unilever with its Wall’s as its under-branch had ways to exploit woman’s beauty and sensualities as shown through the model’s way of dressing which seemed to be part of the company’s ways for attracting the audience. All of these made women look like that they were more concerned with wealth and a luxurious lifestyle.

**VERBAL AND NON-VERBAL SIGNS PORTRAYING FEMINISM AND ITS EXPLOITATION IN
“WALL’S MAGNUM PINK AND BLACK ICE-CREAM ADVERTISEMENT”
(I Wayan Sidha Karya; Ni Kadek Widiastuti; Kartika Dewi Maharta)**

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