



**FRAMING ANALYSIS ON PRINTED BAG ADVERTISEMENTS  
USED AS COMMUNICATIVE STRATEGY  
WITH CUSTOMERS**

**THESIS**

**Written by**

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2015**



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**THESIS**

Presented to the English Department,  
Faculty of Letters, Jember University,  
as One of the Requirements to Obtain  
the Award of Sarjana Sastra Degree  
in English Studies

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## DEDICATION

This thesis is dedicated to:

1. My beloved parents Fathur Rochman, S. Pd, M. Pd and Luluk Ahsanifor their sincere love and supports. I do thank you for everything you do,
2. My beloved sisters Badi'atul Mahbubah and Sarinun Niyati who always support me and give me advices,
3. My big families who give me advices and share their experience with me. I do thank you for all your support,
4. My Alma Mater.

**MOTTO**

“If you can dream it, you can do it.” (Walt Disney)\*<sup>1</sup>



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\*) <http://www.brainyquote.com/quotes/quotes/w/waltdisney130027.html>

**DECLARATION**

I hereby state that the thesis entitled *Framing Analysis on Printed Bag Advertisements used as Communicative Strategy with Customers* is an original piece of writing. I certify that the analysis and the research described in this thesis have not already been submitted for any other degree or any publications.

I certainly certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, 15<sup>th</sup> October 2015  
The Candidate,

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## SUMMARY

**Framing Analysis on Printed Bag Advertisements Used as Communicative Strategy with Customers;** Aniq Aribah Zulfa, 080110101016; 2015; 49 pages; English Department Faculty of Letters, Jember University.

This thesis is focused on the framing analysis as a part of the linguistic elements. It also focuses on the visual elements in 5 printed bag advertisements in different brand. The purposes of this thesis are, to discover the linguistic elements described in the catalog, to discover the visual elements depicted in the catalog, and to know the message that the advertiser want to express in the catalog. It also analyzes written text, especially in five printed bag ads. In printed ads, we can find catalog. It is one of the ways to promote and publish the products. In this case, catalog is usually used to make the customer interested in the product, then they usually buy it after seeing those products. It is also has image and text.

In this thesis, framing analysis as the main theory to analyse five kinds of printed bag ads. Frame analysis has two kinds of devices: Framing devices and Reasoning devices to get the frame of the ads. Linguistic elements to analyse the text in the catalog are nominal group and metaphor. Text in the printed ads means the slogans that are put in the same page with the images. The images, colour meaning, position of images, and position of the font are used in the visual elements. Results indicates the linguistics and visual elements have the effectiveness to analyze the hidden message in the printed ads. It also can be the way to catch the customer's attention to buy the products.

The type of this research is a qualitative approach and the objects are printed advertisements which are five printed in branded bag catalogs. To gather the data, this research uses printed advertisements of printed bags branded taken from catalog.



The result of this research shows that linguistic elements are absent in five printed handbag advertisements are in Hermes Paris, Christian Dior, and Chanel handbag ads. Those elements that absent are metaphor and nominal group in Hermes Paris advertisement. In Christian Dior and Chanel advertisements, the element are absents the same as well. It indicates that the customer assumed to know those handbags very well.

In the visual elements, three kinds are analyzed: position of images, colour meaning, and position of the font are analyzed. Position of the fonts mostly used in those ads is on the left side because it is something that the readers presumably already know about this. Some products use the trend colour to produce this handbag in order to catch the customer's attention. Position of images mostly used is on the left-side. It means that it is something that has been known by the customer as the point of the message. The images are put on the left side because the buyers-to-be or the customers are expected to see this handbag before they see further information about this products.

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## CHAPTER I. INTRODUCTION

In this chapter, the overview of the thesis is provided in order to give the readers a clear description about the topic being discussed. The topic is about framing analysis in selected printed bag advertisements. Therefore, this chapter consists of background of the study, research problem, research questions, the scope of the study, the goals of the study and the organization of the thesis.

### 1.1 The Background of the Study

In printed ads, we can find catalog. It is one of printed advertisements. It is also one of the ways to promote and publish the products. According The Free Dictionary by Farlex, catalog is “ A list or itemized display, as of titles, course offerings, or articles for exhibition or sale, usually including descriptive information or illustrations” (<http://www.thefreedictionary.com/catalogue>). It can represent as a collection of products into categories to make the customer easier to select the products that they want to buy. “Catalog is a book containing a list of things that you can buy, use, etc., and often pictures” (<http://www.merriam-webster.com/dictionary/catalog>).

In this case, catalog is usually used to make the customer interested in the product, then they usually buy it after seeing the products. It usually has a good visualization and kinds of text to get attention and this enables customer remember the product because pictures without texts or words are meaningless combination. It also usually has images and text. Images in catalog, in particular the images of a product are up to date and use a unique colour combination to get the customer attention. These words and images are very unique and represent the products.

Advertisements usually contain a list of the product and often the detailed information of this picture, such as product name, product price, product quality,



procedures to order the products, and sometimes the product price. Kapferer (2008) said “by paying very high prices for companies with brands, buyers are actually purchasing positions in the minds of potential consumer”. It means that he agree brand has an important role to affect the customer’s mind because brand has a power to increase the sales promotional products.

Advertisements include not only images but text as a part in the ads as well. The function of text in the advertisements to persuade the readers to buy something and it can be as a communicating event between customer and the advertiser. We also find an images in the ads, the function of it in the ads to give something greater proportion of the written text (van Leeuwen, 2006:16). It means that images as a represent of understanding something with an interesting illustration.

In this thesis, I analyze the impact of color in printed advertisements on branded bag image. The catalogs are different in colours which make them distinctive from one to another. Therefore, printed bag advertisements in the catalog is one of the media which contain image and text. Lying within the image and text, we can find a message behind the catalog where some points are explicitly shown and the others are absent. Accordingly, I use framing analysis as a part of Discourse Analysis approach to be used to analyze the catalog.

## **1.2 The Research Questions**

Based on the background of the study above, there are three research questions that will lead in this study:

1. How are the linguistics elements described in the catalogs?
2. How are the visual elements depicted?
3. What is the message that advertiser want to express in the catalog?

## **1.3 The Scope of the Study**

In order to get a good result, the discussion will be limited. This study is restricted only on the descriptive of the framing analysis used in printed bags

advertisement. The data are taken from the book, journals and some thesis. Besides, to make the discussion clear, the relevant theories will be used to solve the problems in the discussion.

#### **1.4 The Goals of the Study**

This study is designed to achieve the following:

1. to discover the linguistics elements described in the catalog;
2. to discover the visual elements depicted in the catalog;
3. to know the message that the advertiser want to express in the catalog.

#### **1.5 The Organization of the Study**

This thesis consists of five chapters. Chapter one is introduction. It is divided into the background of the study, the problems to discuss, the scope of the study, the goals of the study, and the organization of the study. Chapter two is literary review. It consist of the theories related to the discussion. The third chapter is the research method consisting of the type of research, type of data, data collection and data analysis. The fourth chapter are analysis and discussion. The last chapter is the conclusion.

## CHAPTER II. THEORETICAL FRAMEWORK

This chapter consists of the theories used in this thesis. The theoretical framework of the thesis is provided, consisting of the previous researches and related theories which underline the topic. Previous researches are necessary to see how they analyzed the data, while the theories will provide theoretical foundations that are relevant to the data before analyzing this topic.

### 2.1 The Previous Researches

The related researches that contribute to my research one as follows:

First, Jensen did a research entitled *A Framing Analysis of Online Newspaper Articles and Weblog Articles*(2010) from San Jose State University. The problem that she discussed was the difference of framing analysis in online newspaper as compared to weblogs. She showed the relationship between difference in framing of articles and the publication type of the articles. She proposed that it takes the approach of a framing analysis to identify possible differences in the framing of weblogs and online newspaper because blogging has become a mainstream phenomenon globally. She analyzed it by consulting existing literature on framing to show their relevance for the media research field as a whole. Then she concluded it into two things in particular : 1. Differences in framing exist, 2. Differences in framing do not depend on the publication type. It means that the way the authors frame depends on the individuals background and interest rather than on his/her educational and professional background. In this case, framing cannot be used as an indicator for possible differences in the production and publication of news articles in weblogs and online newspaper. This research helps me to understand how to analyse the framing analysis, especially in the printed bag advertisements.

Second, a research entitled *The Impact of Ad Background Color on Brand*

*Personality and Brand Preferences* (2005) by Gonzales from California State University, Long Beach explores the impact of background color in print advertisements on brand image/personality and brand preferences. It expects that viewers perceptions of a brand images reflect the image associated with the advertisements background color. He wants to reveal that under high motivation, the use of ad color and the extent to which an ad and its claims demand resources to process and to substantiate, thus influence consumers attitude. The problem in his thesis is to reveal background color impacting brand personality and brand attribute beliefs. Also a different set of brand personality and brand attribute beliefs will emerge as significant predictors of brand attitudes for print ads with different color backgrounds. The conclusion of his thesis was: 1. It may not have measured the most important personality and attribute beliefs, 2. The other factors (not accounted for) are important in attitude formation. He used an experiment to analysis the demand characteristic of the questions. He used 73 undergraduate students from California State University, Long Beach to assigned randomly to the diferent conditions. In this case, females and males have different color preferences. This research helps me to analyse the meaning and the impact of the colour in their catalog.

Third is the thesis from Brunel Business School, Brunel University entitled *Luxury Designer Handbag or Couterfeit? An Investigation into the Antecedents Influencing Women's purchasing Behaviour of luxury Designer and Counterfeit Brands* (2009). The writer, Joshie Juggessur analyze the appeal of luxury designer products has fulfilled consumer desire for luxury designer brands and their counterfeit versions. She focused on women in London, which has been ranked at number one in relation to demand levels of fashion handbags. The goal of his research was: 1. Social consumption factors which incorporates an investigation into brand meaning and social meaning, 2. Attitudinal factors, 3. Individual factors which looks at the brand luxury index and materialism, 4. Post consumption emotions. She investigates identical antecedents in both luxury designer and counterfeit commodities even in specific product category and also examined the consumen by evaluating criteria of luxury desaigner handbags and



counterfeit handbag versions. She used the quantitative data collection and cross-analyzed. The main of his research was based on data collected from a sample of 353 respondents in London. She tries to identify contemporary associations among women in London. The result in this research provided general support in understanding consumer decision-making and offers a comprehensive understanding of the effect of consumer evaluation and attitudes in luxury designer handbags and imitation handbag versions. This research also helps me to analyse the design of the handbag to get the customers' interest in their catalog.

Those researchers mentioned above uses a framing analysis. Those help the writer to do research of the same field to find the relation between framing and other media (catalog, newspapers, television, etc) to attract the customers. Those researchers have different objects, problem of the study, and the goal of the study.

## **2.2 Advertisements**

### **2.1.1 Branding**

Brand is a part of advertisement. In the ads, brand has a relationship between company and customer. The success of the brand are only in the customer's mind because only the customers can choose the brand that they like. It also has a relationship between the buyer and the seller. The kinds of ads are among other electronic media and printed media. Newspaper and television are kinds of media. If we are reading newspapers, watching television and passing along the street, our eyes will catch advertisements. In the newspapers, advertisements appear in form notices or pictures. In television broadcast, advertisements are in the form of dialogues, simple dramas, jokes, etc. In the street, advertisements can be in the form of billboards, banners, pamphlets, etc.

Advertisements or advertising becomes part of our cultural atmosphere that can be found in our daily life. Cook (2001:9) 'the promotion of goods or services for sale through impersonal media'. It means that advertisements can be transformed in a character and media, it can be out of context, and everything will be purely commercial.

Advertisement is a means of selling ideas, goods and services. The advertisers want to be as the sellers or the owners of something. Advertisers will be able to persuade customers to buy goods that are being advertised. Ads are designated to specific people as desired by the characteristics of the products. Weilbacher (1984:1) defines advertisement viewed from its function. He states:

“advertising consists of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believe as the advertiser wishes them to behave or believe”.

From the definition above, I conclude that advertisement is a form of communication usually paid for a promotion of the product and it can be a way of persuasion about goods and services to influence audience and customers. Williamson (1978) stated “advertisements are selling us something else besides consumer goods: in providing us with a structure in which we, and those goods, are interchangeable, they are selling us to ourselves”. Briefly, in advertisements, we can sell anything for the customer and we can announce those products with any media to get it sold.

Keller (2011:2) thought a brand as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition”. It means that the advertiser create a brand to get a successful appropriate of their products and they also use the elements of brand, such as logos, names, eventhough the slogans that can control people’s mind to buy that product. The impact is a brand image bringing up a strong link of marketing program and providing a unique opinion to the brand in memory. It plays a vital role in the brand positioning in the company.

Actually, brand serves to promote the brand internationally for tourist and promote it in domestically to people in the country. According to Moriarty, et.al. (2012:3) “Brand is a build and maintain distinctive brands that your customers love”. It means that brand plays an important positions and communications between advertiser and customer.



## 2.2 Framing Analysis

Framing is an understanding of the structures that used by a person when constructing the message and interpret it with their own words to be easily understood. Entman (1993:55) considered that “frames have four locations in the communication process: the communicator, the text, the receiver, and the culture”. In the communicator process, frames organize the system of customer’s beliefs and also to make a judgment consciously or unconsciously. The text in framing process consists of frames that are manifested by certain keywords, phrases, or certain images that support by collecting facts into the reader’s mind, and influencing their perspective upon a certain issue, fact, or event.

Framing is usually used by the media to organize the content. According to Bateson (1972) “a frame has the relationship between several connected elements in a text”. He specifies this relationship that leads to a better understanding of the issue or topic that is covered in the text. Therefore, those messages contain two elements: first is the specific content and second a frame that shows how the message as a whole should be interpreted. There are two starting points in the approach of framing. The first one is the implementation of framing, which is always done when the information is put into the text. The frame discussed in media studies serves the same function. The shape and color of a frame suggests a tone for viewing the isolated material, which can be a picture, a photo, or any other piece. The same is happening with the framing of messages, where frames suggest a certain way of interpretation. Frames in communications serve as the organizing idea of a message. The important note of framing is basically connected with persuasion, bias, and audience perception.

Eriyanto in his book “Analysis Framing” (2010:225), agrees that the existence of package is a container of data structure which organize some information, and helping the communicator to explain the contents behind and issue or events. This concept supported by some devices, such as words, sentence, the use of images or graphics, etc.

Framing package can be described as:

<b>Frame:</b> Central organizing idea for making sense of relevant events, suggesting what is issue	
<b>Framing Devices</b>	<b>Reasoning Devices</b>
<b>Metaphors:</b> Imagery or supposition	<b>Roots:</b> A causal analysis of frame.
<b>Catchphrases:</b> An interesting phrase, contrast, stands out in a discourse. It is generally used in the form of jargon or slogans.	<b>Appeals to principle:</b> The basic premise, moral claims.
<b>Exemplaar:</b> Uniting the frame with samples, descriptions ( it can be theory, comparison) which clarifies the frame.	<b>Consequences:</b> Effects or consequences derived from the frame.
<b>Depiction:</b> Depiction or representation of a connotative issue. This depiction is generally in the form of vocabulary, lexicon to label something in the frame.	
<b>Visual Images:</b> An images or photos, graphics,or imagery that support the whole framing. It could be images, cartoons, or graphic to emphasize and support the message.	

Table 2.1 1 Framing Analysis by Eriyanto (2010:225).

### 2.2.1 Linguistic Element

Here the elements of linguistics those are Nominal Group and Metaphor. Here the following explanation of nominal group which is stated of M.A Halliday.

### 2.2.1.1 Nominal Groups

I summarized an explanation of M.A Halliday in his book entitled *Functional Grammar Second Edition: 179-189*. I just focused on the Nominal Group. A nominal group is a grammatical unit or group that can be used as a noun in the English language. A noun is typically bounded by other words that describe or reflect the character of the noun itself, which can make up a noun phrase. It cannot be a whole sentence, they are just a part of a sentence only. A nominal group usually made up of three different functional elements, that is:

1. Interpersonal element explained how the effect of the clause in the interaction between two speaker, reader, or writer in certain situations.
2. Ideational element explained the meaning inside the clause.
3. Textual element explained the structure of the words inside the clause in the surrounding text. Those three elements works together to create the general meaning of the clause.

The function of nominal group is as the complement of preposition in the prepositional phrase. In “Functional Grammar” (Halliday, 1994: xiv), there are three functional grammar based on functional rather than a formal. The three functional elements above related with some sense, that is:

1. Interpretation of text, it is analyzed how the language is used. In the text, language as the way to organize the functional analysis with respects, and also everything can be explained eventually with language.
2. Interpretation of the system analyzing the fundamental components of meaning in language. Languages are organized with two kinds of meaning, the ideational or reflective, and interpersonal or active. Those components are commonly called as metafunctions which are manifested in linguistics system in general purposes in all uses of languages.
3. The elements of linguistics structure explained in the reference of the whole functional in the linguistics systems. The functional grammar consists all of the units of language such as clauses, phrases, and other configuration of functions. It also explained the whole of each part in the elements of

linguistics systems.

When a nominal group is used as a noun, it might be used in a sentence of the clause. It must be attached as a determiner, such as “the” or “every” in a sentence. The logical function of the nominal group noun called as the Head of noun. The nominal phrase or noun phrase has the noun or pronoun as the head. There are six experiential structures that are realized in the Nominal Groups, these are the Deictic, Numerative, Epithet, Classifier, Thing, and Qualifier.

**a. Deictic**

Deictic is a term for a word or a phrase which directly relates as a reference to a place or person. In nominal groups deictic is realized by determiners: demonstrative such as ‘**this, that, these and those**’. And also by the articles ‘a, an, the’. It can be possessive nouns or pronouns, such as **my, your, our, his, her, its, their**, one’s. For example ‘**my**pen, **your** book.

**b. Numerative**

Numerative is a word of a phrase that refers a number or the quantity of the head noun. It can be realized by expressions such as **many, several, few, lots of**, e.g. *many planes*. Those items functioning as numerative are quantitative and ordinative. The quantitative is related to numbers, like **one, two, three etc**. For example, **two** trains, **three** cars, etc., whereas the ordinative is like **first, second, third etc**, e.g. *the second train*.

**c. Classifier**

Classifier is a word of a phrase that puts the modifiers into a particular subclass of the thing in a question. Classifier usually consists of noun or adjective, e.g. *passager trains*, the Classifier *passage* puts the item of *trains* in a subclass of a trains. The other examples are *toy planes, electric cars*.

**d. Epithet**

It indicates some quality or characteristics of the subset. This can be an object of that thing itself, e.g. *wonderful, fantastic, silly*. Sometimes, those words have functions as Epithet or Classifier, in certain of different meaning, e.g. *fast*



*cars* means car that go fast. The word *fast* as Epithet, and the word *cars* that expresses as Classifier.

#### e. Thing

Thing is “the semantic core of the nominal group. It may be common noun (e.g. ), proper noun, or (personal) pronoun” (Halliday, 1994:189). So, Thing refers to the main item in the nominal group or as a Head. Proper noun can be as particular persons, individually or group, all of the institutions, and places e.g. *London is a metropolitan city*, and other example *BNI is merger*. Personal pronoun is the word represent to the speaker. The basic role of personal pronoun is *I, you, he, she, it, they*, and *one*(as the generalized personal pronoun).

#### f. Qualifier

It is described as an attribute of the noun head. A qualifier is usually a prepositional phrase. In qualifier, the words explained the head noun further by providing more information. The prepositional phrase can function as:

Qualifying adjective refers to the permanent characteristics of the noun head, ex: *an electric cars cannot be a more electric cars*, therefore electric is qualifier, but a fast car can be faster cars because it can be as comparative form.

### 2.2.1.2 Metaphor

In Merriam Webster Dictionary metaphor is “a word or phrase for one thing that is used to refer to another thing in order to show or suggest that are similar” (<http://www.merriam-webster.com/dictionary/metaphor>). Metaphor compress words in a sentence, metaphor actually makes one thing become something very different by renaming something. Metaphor sometimes use word such as **is, are,** or **was** (and other word) to signal that a metaphor is present. However, a metaphor never uses the words **like** or **as** to compare. For example:

You**are** my angel.

The moon**was** a lamp.

The example in the first underlined word is actually renamed by the second underline word. The bolded words are bold to show that the second underline word has something else.

Lakoff and John (1980:3)assumed:

“metaphor is for people a device of the poetic imagination and the rhetorical flourish-a matter of extraordinary rather than ordinary language. Moreover metaphor is typically viewed as characteristic of language alone, a matter of words rather than though or action”.

According from above, they assumed that metaphor is a part of linguistic device, it helps the way of people think and act with the pseudo words. According Merriam Webster Dictionary “pseudo words is a word that use friendliness of a salesperson to sell you something” (<http://www.merriam-webster.com/dictionary/pseudo>). It also used in ads to catch the customer's attention.

### 2.2.2 Visual Element

Here is the detail explanation about visual elementsin this thesis, that are position of images and colour meaning.

#### 2.2.2.1 Position of Images

I sum up the theory of Kress & van Leeuwen (2006:181), in that book. The position of images in such pages is very important to attract the customers. In advertisement, the elements that are placed on the left are presented as Given, the elements placed on the right as New.

No.	Element of Ads	Function
1.	Given	Represents something that has been known by customers as the point of the message. It also known as <b>Left-side</b> . Left-side means something that the reader assumed to know already, as part of the culture, or at least as part of the culture of the magazine.



2. New	Represents something that is not yet known of the customer, and its requires special attention to the reader. It is known as <b>Right-side</b> . It seems to be of information that the reader must pay attention of the message whether it is the identification of the role model in catalog or not.
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Table 2.1.2 Element of ads by Daniel Chandler (2007:112)

According to Lakoff and Johnson (1980) in Chandler (2007:112) the vertical composition divided into two that are up and down. The definition are given in the following table:

No.	Composition of Images	Function
1. Up		It is represented of goodness, virtue, happines, consciousness, health, life, future, high status, having control power, and the rationality.
2. Down		It is represented of badness, depravity, sickness, death, low status, being subject to control power, and emotion.

Table 2.1.3 Composition of images by Lakoff and Johnson (1980)

### 2.3.2.2 Colour Meaning

In analyzing printed bag advertisements colour mostly used in every page in the catalog. In the advertisements colour as a part which can influence the the customer attention of the products.

Kress and van Leeuwen (2006:229-230), thought colour is used metafunctionally, and it create ideational, interpersonal and textual meaning. In ideational function, colour clearly can be used to denote people, places and things as well as classes of people, places, and things, and more general ideas. Its usually used as characteristics and unique identities of the products. Colour as interpersonal meaning used to acts and to impress or intimidate through power-dressing. Colour also used by people to present themselves to say in the context of

social situations. The last is colour as textual functions distinguish in some departments. For example, in some house there are different colours in the wall and other features, it creates the coherence of these departments. The further explanation will give as follow.

a) Value

Kress and van Leeuwen (2006:233) stated “the scale of value is the grey scale, the scale from maximally light (white) to maximally dark (black). The basic fundamental experiences in the lives of all human being are light and dark. It means that the colour of the human being have are light (white) and dark (black).

b) Saturation

“The scale from the most intensely saturated or pure manifestations of a colour to its softest, most pale or pastel, or dull and dark manifestations, and, ultimately, to complete desaturation, to black and white” (Kress and van Leeuwen, 2006:233). In this context, he differentiate saturation into two aspects. First, high saturation may be positive, exuberant, adventurous, but also vulgar or garish. Second, low saturation may be subtle and tender, but also cold and repressed, or brooding and moody.

c) Purity

“The scale of purity runs from maximum ‘purity’ to maximum ‘hybridity’. It is already suggest something of the meaning potential of the colour aspects” (Kress and van Leeuwen, 2006:234).

d) Modulation

“This is the scale that runs from fully modulated colour to flat colour” (2006:234). The modulated colour perceived as subtle and doing justice to the rich texture of real color, or as overly fussy and detailed. It is a spesific colour that attempts to show the color of people, places and things as it is actually seen, under spesific lighting condition. It means that this modulated depends on the time of day and the weather. So this colour called as naturalistic, perceptual

truth. The flate colour perceived as simple and bold in a positive sense, or as overly basic and simplified. It is called generic colour which expresses colour as an essential quality of things. It is known asan abstract truth.

e) Differentiation

According Kress and van Leeuwen (2006:234), “differentiation is the scale that runs from monochrome to the use of maximally varied palette, and its very diversity or exuberance is one of its key semiotic affordances, as is the restraint involved in its opposiote, lack of differentiation”. The differentiation means ‘adventurousness’ and low differentiation ‘timidity’, but its clear that in another context restraint might have more positive value.

f) Hue

“Hue is the scale from blue to red. Red cannot be establish, the red end of the scale remains associated with wramth, energy, sallence, foregrounding. Whereas the blue end with cold, calm, distance, backgrounding” (Kress and van Leeuwen, 2006:235).

In Goethe’s theory (1840), Goethe assumed that colour has prominent philosophers and physicists. All of the meaning has a meaning, the description are:

No.	Colour	Description/Meaning
1.	Yellow	The highest purity it always carries with it the nature of brightness, and has a serene, gay, softly exciting character.
2.	Red-yellow	Gives an impression of warmth and gladness, since it represents the hue of the intenser glow of fire. It is also increasing in energy, and appears in red-yellow more powerful and splendid.
3.	Yellow-red	The agreeable, cheerful sensation which is the red-yellow increases to an intolerable powerful impression in bright yellow-red. The other meaning of this colour is actually to penetrate the organ. It produces an extreme excitement, and

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		still acts like darkened.
4.	<b>Blue</b>	Has a peculiar and almost indescribable effect on the eye. As a hue it is powerful, but it is on the negative side, and in its highest purity is, as it were, a stimulating negation. Its appearance is a kind of contradiction between excitement and repose. It gives us an impression of cold and reminds us of shadows.
5.	<b>Red-blue</b>	This color is a blend of red and blue, but red is very dominant in this colour. Red has an active character. This colour is also familiar with the name of the purple, but in this case the meaning of it has something to live without joy. It means that it a color which is very suitable for women.
6.	<b>Blue-red</b>	Has increases as the hue progress, and it may be safely assumed that a perfectly pure deep blue-red would be intolerable.
7.	<b>Red</b>	The effect of that colour is as peculiar as its nature. It conveys an impression of gravity and dignity, and the same time of grace and attractiveness.
8.	<b>Green</b>	It represents dark, neither warm nor cool, modest.

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Table 2.2 Colour Meaning by Goethe's theory.

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No.	Colour	Meaning
1.	<b>Amber</b>	It is something that helps to inspire greater confidence and self esteem. It can promote a degree of arrogance. It is also indicates individual strength and courage.
2.	Gold	This colour represent of success, achievement and triumph. It also looks luxury and quality, prestige and sophistication, value and elegance, and also extravagance.
3.	Silver	It can be glamorous, sophisticated and distinguished if we wear it. It does not have the warmth like gold colour, its

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reflecting a coolness. In this handbag, it looks elegant and intelligent.

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Table 2.3 Colour meaning taken from <http://www.empower-yourself-with-color-psychology.com/color-gold.html>





## CHAPTER III. RESEARCH METHODOLOGY

This method of research is very important since it is a procedure how to conduct the research and will help the researcher to achieve the purpose of the research. In this chapter, I present the method of the research to discuss the topic of this study. The chapter consists of type of research, type of data, data collection, and data analysis. Each of those sub chapters will be discussed as below:

### 3.1 The Type of Research

In research study, the type used is qualitative study. Denscombe stated “a qualitative research tends to be associated with words or images as the unit of analysis” (2007:257). In this thesis, the research conducted is a qualitative approach, whereas the objects are printed advertisements which are printed in branded bags catalog. In addition, it is the way to know why the advertisers use that persuasive texts and images in one paper to catch the attention of customers.

### 3.2 The Type of Data

The type of data in this thesis is qualitative. According to Mc Millan (1992:9), “qualitative data are based on a research that focused on understanding and meaning through verbal descriptions and narrative observations rather than through numbers”. A qualitative research is “research using methods such as participant observations or case studies which result in narrative, descriptive account of a setting or practice” (Parkinson & Drislane, 2011). The data which can analyzed are text, images, and sounds. The data analyzed in this study is in the form of images and texts that appeared in printed bag advertisements especially in

the catalog, newspaper, and other printed advertisements classified as qualitative data.

### **3.3 The Data Collection**

In collecting the data, the researcher takes the data from internet and some journals which are related to my thesis. The data collection in this thesis collected in the form of written material. The document which is used in as the data in this thesis are printed advertisements of printed bags branded. The writer only takes those data from catalog. The first step is finding and reading the data. The next step is doing the analysis of the data by using a discourse analysis. The last step is doing library research (from the internet, journal, thesis, and the text book). In this case, I choose 5 printed bags advertisements with different brands. Those are Sophie Martin, Channel, Oriflame, Hermes, and Christian Dior. I took two latest handbag products in the Sophie Paris that I analyze. The reason why I choose those handbags is because the prices of those cover both for lower, middle, and upper class customers.

### **3.4 The Data Analysis**

The data of this research are taken from printed bag advertisements from catalog, newspaper, and other printed advertisements. The data which is going to be analyzed is using qualitative method. Blaxter et.al., "Interpretation is the process by which you put your own meaning on the data you have collected and analyzed, and compare that meaning with those advanced by others" (2006:219). This thesis gives description about frame analysis in printed advertisements especially in branded bag advertisements. It also analyzes the meaning of colours of each printed bag in order to know the reasons why the advertiser used those in the printed media to influence the customer buying their products.

Furthermore, I calculate and classify the data that I analyze of those handbags. Then I analyze it by using framing analysis. I also use nominal group and

metaphor as a linguistics element to analyze part of the text in that printed ads. While for the images, I use the position of images and color concept as part of visual element. At the end, I make a conclusion after having completed analysis and finding the relation of the selected data.



## CHAPTER 4. RESULT AND DISCUSSION

This chapter presents the result of the analysis of the use of framing analysis in printed bag advertisements. In this chapter, the analysis of the data is in line with the formulated problem of the study. The discussion are divided into two steps. First is the analysis of framing of printed bag advertisement. Second is the analysis of nominal group, the last is the analysis of position of the images in the catalog.

### 4.1 The Result of Framing Analysis in the Printed Bag Advertisements

The analysis of framing analysis is divided into three elements: framing analysis, linguistic elements, and visual elements. Framing analysis divided into to elements: Framing devices and reasoning devices. First framing devices consists of metaphors, catchphrases, depiction, exemplaar and visual images. Reasoning devices consists of roots, appeals to principle and consequences. Second linguistic elements consists of nominal groups and metaphor. Last is visual elements consists of position of images, colour meaning and position of the font. Every advertisement has all the elements of those. For knowing in detail, see the following table:

No.	Printed Bag Advertisements	Visual Elements in the advertisements	Linguistic Elements in the advertisements	Frame
1.	Sophie Paris Handbag Ad	The position is in the right-side (picture and figure). The colour is red-blue which is the one of the trend colour that used in various products. Position of the font is on the left side and the image is naturalistic, simple and detail. The style of the text is natural.	“PURPLE” is a qualifier (it is modifier the word “in arm”). The word “in ARM also qualifier that explains the head noun that provides the further information. The metaphor PURPLE in ARM is a woman handbag of which colour is purple and mostly woman usually hold it in their arm.	The style of this handbag is modern, luxurious, its handbag is represented a female, and the price is very affordable for the middle class customer.
2.	Hermes Handbag Ad	The name is on the left-side. They used red-yellow colour. The position of the font is on the left side.	-	The luxurious design and western brand is usually expensive.



3.	Orilame Handbag Ad	The position of the image is in the center of the page (highlighted/prominent). The dominant colour in this hand bag is deep-blue colour. The position of the font is on the left-side.	The word “Natural Swedish” is epithet, the “Cosmetics” is deictic. The metaphor is this brand does not make only the cosmetics, it also produce the handbag.	A simple product but international quality has an achievable price.
4.	Christian Dior Ad	The position of the image in on the left-side. The colour is silver. The position of the font is on the right-side.	-	A brand influence the customer.
5.	Channel Handbag Ad	The image is on the left-side. The colour is amber. The position of the text is on the right-side.	-	A brand influence the customer.

Table 4.1 Framing Analysis, Linguistic and Visual Elements in the Printed Bag Advertisement

Table 4.1 above shows that visual elements occur completely in all advertisements analyzed. On the other hand, there are some linguistic elements which are absent, there are metaphor and nominal group. In Hermes Paris,

Channel and Christian Dior, metaphor and nominal group are absent because those printed are a popular bag in the world. In my analysis, I found that visual elements and frame analysis occurs in all the advertisements that I analyzed. It means that those are one of the important elements in this printed bag advertisements.

#### 4.2 The Discussion of Framing Analysis in the Printed Bag Advertisements

The analysis of framing is divided into two: framing devices and reasoning devices. Framing devices consist of Metaphors, Catchphrases, Depiction, Exemplar, and visual Images. Meanwhile, reasoning devices are Roots, Appeals to Principles, and Consequences. In five brand of handbag advertisements, I analyze each of those brand of handbags. To know the detail, see the following table.

##### 4.2.1 Sophie Paris Handbag Advertisement

Here is the printed advertisement of Sophie Paris handbag:



Figure 4.1 The Analysis of Sophie Paris handbag advertisement.

The following is the details of frame analysis, linguistics and visual elements in the catalog.

#### 4.2.1.1 Frame Analysis of Sophie Paris Handbag Ad

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**Frame: The style of this handbag is modern, luxurious, its handbag is represented a female, and the price is very affordable for the middle class customers.**

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Framing Devices	Reasoning Devices
<p><b>Metaphors:</b> Most of fashion including bags is France oriented. They use French as a role model of the fashion in the world including Sophie Paris. They commonly use the models of France and its things (names of brand and the models). Actually this brand is originally from Indonesia but the owner of this company are a French couple. The original name of this brand is Sophie Martin, it is taken from the wife's name owner. They renamed the name of this brand become Sophie Paris, but now they use Sophie Martin's name in one of their products. Sophie Paris is an Multi Level Marketing (MLM) office established by a French couple who came to Indonesia. This brand was launched in 1995. They mostly use a white women figure in their</p>	<p><b>Roots:</b> The advertiser in this handbag brand use the cheerful colour in their products in order to attract the customer because the colour trend in 2013 are bright and cheerful. So, they make the handbags with a cheerful colour with an affordable prices.</p>

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catalog because the white women represents the luxurious. Sophie sounds French and its models are white women and white men.

**Catchphrases:** “Purple in Arm” is a slogan which is used for this handbag. This word means something in arm which is purple in colour and this ‘in arm’ thing is a handbag.

**Depiction:** The advertiser use the slogan of the French language in their catalog to deceive the customer. The price tag is put on the left at the top of the ads in order buyers-to-be/customer easily see it.

**Exemplaar:** For the lady handbag, the advertiser usually uses white women figures because the colour represents the women.

**Visual Images:** In this product, the advertiser used this colour to attract the customer. They are using a red-blue colour which is a colour that women like. It is soft colour that acquires an active character. If the women use this colour, they seem to have an active character with exciting power. The advertiser also uses soft colour that are reflecting women.

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**Appeals to Principle:** This colour is at trend at that time, and women can get easily interested in certain colour, especially in that trend colour.

**Consequences:** When readers see the catalog of the handbag definitely they will see the price at first then the product image, after that they will definitely buy this handbag after seeing that catalog.

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They also use a white western figure to attract the customer to see this catalog, it is because when the white women brings the handbag, this handbag looks luxurious. The position of the model in this catalog is in the right position, it means that they give a new face in this catalog.

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#### **4.2.1.2 The Discussion of Linguistic Elements in the Catalog**

The discussion of linguistics elements in this catalog are nominal group and metaphor. Here is the further explanation of those elements:

##### **a. Nominal Group**

The words “PURPLE” picture as a classifier, because this word is the modifier of the word “in arm”. The word “in ARM” is a Qualifier which is described as an attribute of the noun head. It also explains the head noun that provides the further information. The missing word in this slogan is ‘bag’, so the complete slogan is “Purple bag in your arm”. The word “bag” in this slogan is as the head. It modifies the thing (bag).

##### **b. Metaphor**

Considering the ideas “PURPLE in ARM” metaphor does not mean we just think of the arm is purple. In this case that metaphor has a relationship between the ideas and intellectual needs. PURPLE in ARM is a woman handbag of which colour is purple and mostly woman usually hold it in their arm. The advertiser uses the white women as a figure in this handbag because the white women seem to be stylish, modern, and faithful.



### 4.2.1.3 The Discussion of Visual Elements in the Catalog

In order to sell the product, the advertiser persuades the readers or customers to buy their products. The handbag advertisements, for example, have a power to persuade the customer with their unique and catching colors. Most of the ads usually contain both illustrations and text. It gives large sums to test consumers' response to different colors, shapes, and layouts.

The position of images in advertisements is divided into two elements that are Left-side presented as Given and the Right-side presented as New. The discussion of visual elements in this catalog are position of images, colour meaning, and position of the font. Here is the further explanation of those elements:

#### a. Position of the Image

In Sophie Paris ads, the left-side is the detailed information of the product and it contains slogans and the detailed prices of this handbag. The right-side contains of the pictures and the model. It seems to be of information that the reader must pay attention about this product.

#### b. Colour Meaning

In this printed ad, the advertiser uses the red-blue colour which is the combination between red and blue. This is also known as Hue. Hue is the scale from blue to red. In 2013 this colour became one of the most preferred colour and it is widely used in various products.

#### c. Position of the Font

Figure 4.1 declares the text and image of the product, the image will help the customer of what they already know, also it will help them to associate the word with the object. The image of the product is naturalistic, simple and detail. The style of the text is natural and no shadow in the text. The position of the text itself is on the left, it means that it is given by the advertiser, meaning that readers presumably (reasonable assumption) already know this. This image is something that is highlighted in this catalog.

#### 4.2.1.4 The Final Analysis of Sophie Paris Printed Ad

**Problem Identification.** As we know, the foreign brand usually known with the high prices according with the high quality as well. The foreign brand has an original with the luxurious design, so that the customer will be interested to buy that handbag even though the price is very expensive.

**Causal Interpretation.** Then Sophie Paris appears with the local products but the design and the quality is the same as those of the foreign handbag brands and the most important is they make the product with an affordable price for customers. The price of this handbag is around IDR100.000 until 900.000.

**Moral Evaluation.** Sophie Paris is an Multi Level Marketing (MLM) office established in Jakarta by a French couple who came to Indonesia. This brand was launched in 1995. The basic of this product is designs and distributes fashion accessories with an original touch. Sophie Paris not only produces handbags but also outfits, watches, and accessories for men and women. The original name of this brand is Sophie Martin, it is taken from the wife's name owner. They renamed the name of this brand become Sophie Paris, but now they use Sophie Martin's name in one of their products. The advertiser uses white women and men figure who are mostly western because products with them look luxurious. Indonesian people are mostly interested in the product which has western taste because they believe something that the western wear its actually suitable for them. This brand uses a colour trend to make their product so that the customer get interested to see and buy that product. Sophie Paris use bright and cheerful colour for the handbag that they make in 2013 (source : <https://id.linkedin.com/jobs2/view/4374164>).

**Treatment Recommendation.** Indirectly Sophie Paris offers international quality products with an affordable price.

### 4.2.2 Hermes Handbag Advertisement

Here is the printed advertisement of Hermes handbag:



Figure 4.2 The Analysis of HERMES Paris advertisement.

The following is the details of frame analysis, linguistics and visual elements in the catalog

#### 4.2.2.1 Frame Analysis of Hermes Paris Handbag Ad

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**Frame: The luxurious design and western brand is usually expensive**

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**Framing Devices**

**Reasoning Devices**

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<p><b>Metaphors:</b> Hermes brand is a strong brand which has proven the luxury brand industry. Hermes was established in Paris in 1837. Hermes is an old brand originally from Paris. It is a Grand Brand which are still known and popular for very restricted women of those of upper-</p>	<p><b>Roots:</b> Upper class women know this brand well.</p>
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class. The logo of Hermes is a horse with carriage. Its mean that the advertiser want buyer-to-be or customers will always remind that Hermes is now the most aspire luxury brand in the world. Nowadays, this logo has become a signature, a status symbol that not everyone can afford to have.

**Catchphrases:** The advertiser only use the name of this brand that the customers already know.

**Depiction:** They only put the name of HERMES in their handbag product.

**Exemplaar:** They do not use the figure in this handbag because the customers already know this brand.

**Visual Images:** In this product, the advertiser used the red-blue colour with the red-yellow strap. This red-blue colour acquaired an active character. The red-yellow colour gives a warmth and gladness impression which can increase the energy. So, this colour could reflect

**Appeals to Principle:** This stuff is only for the high class customer, because its price is around US\$68,000 or in Indonesia currency is around IDR660.000.000 that only high class women can definitely afford to buy it.

**Consequences:** Hermes has their own customer who can affod to buy those US\$68,000 dollar bags.

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the warmth with tenderness of a woman for their high-class customers. In this catalog, the advertiser does not use the model/figure, because without model this brand can show the luxury of this bag itself. So, only high-class customers definitely can buy it.

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#### **4.2.2.2 The Discussion of Linguistic Elements in the Catalog**

The advertiser in this handbag just put the the name of this brand. The name Hermes is put in the left top right. It means this brand has the market level area itself which is a high-class customers (high-class means people can definitely buy very expensive products). Hermes is originally made in Paris. So, the style of this handbag are adopted from French taste.

#### **4.2.2.3 The Discussion of Visual Elements in the Catalog**

The discussion of visual elements in this catalog are position of images, colour meaning, and position of the font. Here is the further explanation of those elements:

##### **a. Position of Images**

In this catalog, the advertiser just put the name of the brand. The name is on the left side. It means that the customer has known the point of the message inside the name. They use logo of the brand over the name of the brand in this catalog. They also put the name of this brand on top of a picture of the bagto highlight the high status of this brand.



### b. Colour Meaning

In this handbag, they are using **red-yellow** colour. It gives an impression of warmth and gladness, and it represents the hue of the glow of fire. According to **red-yellow** colour meaning, when we are wearing this colour it can increase our energy and make us feel more confident.

### c. Position of the Font

Figure 4.2 declares the text (name of the brand) and image (the picture of handbag) of the product, the image will help the customer of what they already know, also it will help them to associate the word with the object. The image of the product gives the energy and powerful impression. The position of the text itself is on the left side (given), it means the advertiser assumed that the customer already know the brand of this handbag.

#### 4.2.2.4 The Final Analysis of Hermes Printed Ad

**Problem Identification.** Hermes was born in French which is the center of the fashion in the world. The advertiser made this product only for the high-class especially for women. They make this handbag according the taste, the quality and design preferred for the high-class women. Eventhough the price of this handbag is very expensive, they could buy it for the sake of satisfaction in terms of fashion.

**Causal Interpretation.** The reason why the advertiser make these products to fulfill the customer satisfaction, especially in terms of fashion. So, they make a handbag which is suitable only for the high-class women. Hermes has their own customer who can afford to buy those US\$68,000-dollar bags.

**Moral Evaluation.** Hermes brand is a strong brand which has proven the luxury brand industry. Hermes was established in Paris in 1837. Hermes logo is horse with carriage. This logo means the people will always remind Hermes brand and now Hermes is the luxury brand in the world. Nowadays, this logo has become a signature, a status symbol that not everyone can afford to have. People,

especially women who wears/brings this bag will feel more confident. (source : <http://www.therichest.com/expensive-lifestyle/fashion/hermes-the-175-year-old-french-fashion-empire/>).

**Treatment Recommendation.** The high class women has an international taste about fashion, so Hermes make a product that reflect themselves. So, they make these products that are intended for those of high-class customers who can buy high-price bags.

#### 4.2.3 Oriflame Handbag Ad

Here is the printed advertisement of Oriflame handbag:



Figure 4.3 The Analysis of Oriflame advertisement.

The following is the details of frame analysis, linguistics and visual elements in the catalog.

#### 4.2.3.1 Frame Analysis of Oriflame Handbag Ad

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**Frame: A simple product but international quality has an achievable price**

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##### Framing Devices

##### Reasoning Devices

**Metaphors:** The metaphor of “Oriflame: Natural Swedish Cosmetics”. It is brand slogan of their products. It seems like showing their ability that Oriflame can act as other luxurious brands do. They use this slogan to symbolize the unique and innovative products which are inspired by nature. They also use natural ingredients from nature to develop their product using the latest scientific technology. They also use a deep-blue colour which gives an impression of being powerful.

**Catchphrases:** The advertisers only put the name of the brand in the catalog, because the customers know it and know the features of this brand.

**Depiction:** This brand uses the picture of this handbag.

**Exemplaar:** The designs of the products are up-to-date and the prices are reasonable.

**Roots:** The middle upper class needs the up- to-date products that can make them proud to have it.

**Appeals to Principle:** The customers know this brand very well.

**Consequences:** The customer definitely know the brand, the product and they will buy this handbag after seeing that catalog.

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**Visual Images:** In this product, the advertiser make a handbag with the blue colour combined with gold. The blue has a peculiar and almost indescribable effect on the eye. It gives us an impression of cold and reminds us of shadows. It also looks luxury and quality, prestige and sophistication, value and elegance, and also extravagance. It also gives us a new and high idea of this colour. The picture of Oriflame handbag and the slogan of that handbag.

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#### **4.2.3.2 The Discussion of Linguistic Elements in the Catalog**

The discussion of linguistics elements in this catalog are nominal group and metaphor. Here is the further explanation of those elements:

##### **a. Nominal Group**

This brand is usually a cosmetics brand but they produce the handbag to make their customer increase in number. That slogans included in qualifier because it has further information about this product which is based on nature that let the customer know the product and it is also as a characteristics of this brand.

“Natural Swedish” is an epithet because it indicates some quality of cosmetics which is an object of this slogans and the Swedish reflects naturalness in their products. The “Cosmetics” is a deictic because it refers to oriflame which is from Swedish that has natural innovative products.

##### **b. Metaphor**

When we are seeing in this product, we only think about the cosmetic. But this brand does not make only the cosmetics, they also produce the handbags.

They claim that those metaphor (“Natural swedish cosmetics”) based on nature so that they feel safe to buy it.

#### 4.2.3.3 The Discussion of Visual Elements in the Catalog

The discussion of visual elements in this catalog are position of images, colour meaning, and position of the font. Here is the further explanation of those elements:

##### a. Position of Images

The position of the name of Oriflame is on top of the handbag. It means that they want show the high status of this brand in the public. The image of the handbag itself is in the center of the page. It means this design is highlighted/prominent.

##### b. Colour Meaning

The dominant colour that they use in this handbag is deep blue. Deep blue means something that can give a powerful impression for the person that wears it. It is also one of trust, honesty and loyalty. It also makes a person confident to wear it.

##### c. Position of the Font

The image of the product gives the energy and powerful impression. The position of the text itself is on the left side, it means that the advertiser wants the customer read the text which describes the handbag in detail.

#### 4.2.3.4 The Final Analysis of Oriflame Printed Ad

**Problem Identification.** As we know, the foreign brand usually is known with the high prices according with the high quality as well. The foreign brand has an original as well as luxurious design, so that the customer will get interested in buying that handbag eventhough the price is very expensive. Then, Oriflame



make products that break the people assumption that foreign brands are always expensive. Then, Oriflame produce a handbag which a design is simple and looks luxury.

**Causal Interpretation.** Then Oriflame appears with the foreign products with the design and the quality is the same as those of the foreign handbag brand and the most important is they make the product with an affordable price for customers. The price of this handbag is around IDR250.000 until 900.000. The advertiser make a handbag with a powerful colour, such as blue and yellow colour. So, they make a handbag with the blue colour combined with gold. The blue has a peculiar and almost indecible effect on the eye. It gives us an impression of cold and reminds us of shadows. The gold colour means perfectly unmixed state, especially when the effect of polish is superadded. It gives us a new and high idea of this colour this colour also represent of success, achievement and triumph. It also looks luxury and quality, prestige and sophistication, value and elegance, and also extravagance (source: <http://www.empower-yourself-with-color-psychology.com/color-gold.html>).

**Moral Evaluation.** Oriflame was firstly made in 1967 in Swedish. This is wide portofolio of Swedish, nature-inspired, innovative beauty products. They use the slogan “Oriflame: Natural Swedish Cosmetics”, to symbolize the products as unique and innovative which is inspired by nature. They also use natural ingredients from nature to develop their product using the latest scientific technology. The advertiser do not use a trend colour in this handbag. They use a blue colour in this product because blue reflecting confidence and creating a sense of calmness (source: [http://in.oriflame.com/about-oriflame/?\\_requestid=2244305](http://in.oriflame.com/about-oriflame/?_requestid=2244305))

**Treatment Recommendation.** Oriflame make products that break the people assumption that foreign brands are always expensive.

#### 4.2.4 Christian Dior Ad

Here is the printed advertisement of Christian Dior handbag:



Figure 4.4 The Analysis of Christian Dior advertisement.

The following is the details of frame analysis, linguistics and visual elements in the catalog.

##### 4.2.4.1 Frame Analysis of Christian Dior Handbag Ad

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**Frame: A brand influence the customers**

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##### Framing Devices

**Metaphors:** The reason why the advertiser used and put this “Dior” name to make the customers want to buy this product. Dior is a brand exploded into the Paris fashion scene with designs that flew in the face of wartime restriction and they introduced a femininity and focus on luxury to women’s fashion. At that time, Dior make a handbag which has special for young women to

##### Reasoning Devices

**Roots:** The advertiser make these products to satisfy the customers who are mostly from high class.

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introduce them about that handbag (source: <http://www.biography.com/people/christian-dior-9275315#early-work-in-fashion>).

**Catchphrases:** In the catalog they put the pretty model and the pretty handbag.

**Depiction:** This brand shows the background of the city and a beautiful model.

**Exemplaar:** the design of the products are up-to-date and the prices are reasonable for the high class.

**Visual Images:** The picture of Dior handbag and the landscape of the country also the white woman figure holding this handbag nicely. The model and handbag depicts how the handbag suits to the model or the one who holds it. The colour that advertiser uses is white. It is something that has most complete and pure, and it shows the perfection of the product. It also shows the purity, innocence and completion.

**Appeals to Principle:** the advertiser wants their customer have the market itself.

**Consequences:** Christian Dior has their own customer who can afford to buy those US\$87,9 until US\$203.150 dollars.

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#### 4.2.4.2 The Discussion of Linguistic Elements in the Catalog

In this brand the advertiser only shows the name of this brand and the picture of this handbag. They also use a western model with the background of a metropolitan city to show that this handbag is suitable for metropolitan women and indicates luxury.

#### 4.2.4.3 The Discussion of Visual Elements in the Catalog

The discussion of visual elements in this catalog are position of images, colour meaning, and position of the font. Here is the further explanation of those elements:

##### a. Position of Images

The position of the images is on the left side. It means that it is something that the reader assumed to know because it is a part of the catalog. They also use a western model with the background of metropolitan city to show that this handbag has a high class style.

##### b. Colour Meaning

The colour that they use is silver. It can be glamorous, sophisticated and distinguished if we wear it. It does not have the warmth like gold colour, its reflecting a coolness. In this handbag, it looks elegant and intelligent.

##### c. Position of the Font

The position of the font is on the right side. It means something that the reader must pay attention of the whole information in this catalog.

#### 4.2.4.4 The Final Analysis of Christian Dior Printed Ad

***Problem Identification.*** Christian Dior born in Paris during the wartime restriction and it became the luxurious handbag at that time. The advertiser made this product only for the high class especially for women. They make this handbag according to the taste, the quality and design preferred for the high class women. Even though the price of this handbag is very expensive, they could buy it for the sake of a satisfaction in terms of fashion.

***Causal Interpretation.*** The picture of Dior handbag and the landscape of the country also the white woman figure holding this handbag nicely. The model and handbag depicts how the handbag suits to the model or the one who holds it

***Moral Evaluation.*** The reason why the advertiser use and put this “Dior”



metaphor to make the customers want to buy this product. Dior is a brand exploded onto the Paris fashion scene with designs that flew in the face of wartime restriction and they introduced a femininity and focus on luxury to women's fashion. They also want the young women at that time look fashionable while it is a wartime (source: <http://www.biography.com/people/christian-dior-9275315#early-work-in-fashion>).

**Treatment Recommendation.** Dior wanted to create a product that the buyer-to-be/customer use this product they look elegant and luxurious impression although the price is very expensive.

#### 4.2.5. Chanel Handbag Ad

Here is the printed advertisement of Chanel handbag:



General information  
 Style code: A28600  
 Size: 12" x 8" x 3"

Prices

United States:	\$4,800 USD	Malaysia:	\$16,240 MYR
Canada:	\$4,779 CAD	Singapore:	\$6,970 SGD
Europe:	€3,742 EUR	Thailand:	159,990 THB
UK:	£2,996 GBP	Hong Kong:	\$40,301 HKD
Switzerland:	4,517 CHF	Australia:	AU\$5,890 AUD

Figure 4.5 The Analysis of Chanel advertisement.

The following is the details of frame analysis, linguistics and visual elements in the catalog.



#### 4.2.5.1 Frame Analysis of Channel Handbag Ad

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##### Frame: A brand influence the customers

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##### Framing Devices

##### Reasoning Devices

**Metaphors:** In that printed ads of this brand, they only put the picture and the available prices in some countries. Channel is a brand which was established in 1923 and handbag in these year is still seen as a landmark purchase for women of inceasingly younger ages. They assumed younger women has a curiosity about something new in fashion. So, Chanel produce this handbag to give an appreciation of their curiosity (source: <http://www.vogue.co.uk/person/coco-chanel>).

**Catchphrases:** The advertiser does not put the slogan of this product, but they put the prices of this handbag in some countries.

**Depiction:** The advertiser only use the product and also the general information about it.

**Exemplaar:** It gives a detailed list on prices of this product as well as its size using the general information that the buyer knows.

**Roots:** The upper classes require the latest handbag design.

**Appeals to Principle:** The advertiser provides prices on the list so that the customer easily buy this products.

**Consequences:** The customer will search the information about the price in the country that they want.

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**Visual Images:** The picture of Channel handbag along with general informations and the prices of this handbag around the world in order the customer know the prices of this brand around the world. The colour that they used is amber. It is something that helps to inspire greater confidence and self esteem. It can promote a degree ao arrogance. It is also indicates individual strength and courage.

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#### **4.2.5.2 The Discussion of Linguistic Elements in the Catalog**

In Channel handbag advertisements, they only show the image and the detail of this product and the prices around the world.

#### **4.2.5.3 Discussion of Visual Elements in the Catalog**

The discussion of visual elements in this catalog are position of images, colour meaning, and position of the font. Here is the further explanation of those elements:

##### **a. Position of Images**

The image of this product is on the left side. It means something that has been known by the customer as the point of the message. They put the image on the left side because they want the buyers-to-be or their customers see this handbag before they see further about the price around the world.

### **b. Colour Meaning**

The colour that the advertiser use in this handbag is amber. It is something that helps to inspire greater confidence and self esteem. It can promote a degree of arrogance. It also indicates individual strength and courage.

### **c. Position of the Font**

The image of the product gives the energy and powerful impression. The position of the text itself is on the right side, it means the advertiser give a further information about the prices around the world, so it grabs special attention of the buyer-to-be or customers.

#### **4.2.5.4 The Final Analysis of Chanel Printed Ad**

***Problem Identification.*** Chanel is a brand which was established in 1923 and handbag in these year is still seen as a landmark purchase for women of increasingly younger ages. They assumed younger women has a curiosity about something new in fashion. So, Chanel produce this handbag to give an appreciation of their curiosity (source: <http://www.vogue.co.uk/person/coco-chanel>).

***Causal Interpretation.*** The colour that the advertiser uses in this handbag is amber. It is something that helps to inspire greater confidence and self esteem. It can promote a degree of arrogance. It also indicates individual strength and courage. Chanel has their own customer who can afford to buy those US\$21,96 dollar bags.

***Moral Evaluation.*** In that printed ads of this brand, they only put the picture and the available prices in some countries. They use this method in their catalog in order to make the customer easier if they want to buy his handbag. It looks an exclusivity of the product itself so that only people from certain circle who can afford it.

***Treatment Recommendation.*** The advertiser makes and produces this product in order to fulfil the young women's curiosity about fashion especially handbag at that time.



## CHAPTER 5. CONCLUSION

This is the final chapter of this thesis. It is the conclusion of what have been analyzed and discussed in the previous chapter. The results of analysis elaborated in this chapter are presented to answer the problems to discuss in chapter one.

The first answer of this research concerns about linguistic elements described in the catalog. Some linguistic elements are absent in five printed handbag advertisements are in Hermes Paris, Christian Dior, and Channel handbag ads. Those elements that are absent are metaphor and nominal group in Hermes Paris advertisement. Similarly, in the Christian Dior and Channel ads, the elements are also absent. It indicates that the customers are assumed to know those handbag very well. The linguistic elements emphasized in the Sophie Paris and Oriflame printed ads are qualifier because it can provide some information about the product.

Second, it concerns about visual elements depicted. In visual elements, three kinds are analyzed: position of images, colour meaning, and position of the font are analyzed. Position of the fonts mostly used in those ads is on the left side because it is something that the readers presumably already know about this. Some products use the trend colour to produce this handbag in order to catch the customer's attention. Position of images mostly used is on the left-side. It means that it is something that has been known by the customer as the point of the message. The images are put on the left side because the buyers-to-be or the customers are expected to see this handbag before they see further information about this products.

The third question deals with the hidden message expressed in their catalog. I use frame analysis to answer this question. In five kinds of printed handbag ads, I find different hidden messages in each printed advertisement. The



hidden message of Sophie Paris and Oriflame ads is the luxurious handbag can be very affordable for the middle class customer. While, in Hermes, Christian Dior, and Chanel ads, the hidden message is the luxurious design is usually expensive. It is because those three brands are the internationally wellknown brands.

Finally, this article is expected to give contribution in understanding the problem of framing analysis. Hopefully this study is useful for others as the reference of the study about framing analysis which focuses on the printed handbag advertisements and also can help further analysis in the same study.



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