



# THE IDEOLOGY AND THE IDEATIONAL MEANING PROCESSES BEHIND THE ADVERTISEMENTS OF COSMOPOLITAN MAGAZINE<sup>1</sup>

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***Abstract:** This study tried to reveal the ideology and the process of ideational meaning behind the advertisements found in a female magazine, *Cosmopolitan*. The analysis of ideology was based on four basic assumptions. They are beauty, prestige, health and others. In analyzing the processes of the ideational meaning, the writer used Halliday theory that discusses about six types of processes. They are material (doing/event) process, mental (thinking/ sensing/ feeling) process, relational (attributive/ identifying) process, behavioral process, verbal process and existential process. The results show that the advertisements are dominated by beauty ideology (45.5%) and relational process (41.4%). Based on the result, it is clear that as a female magazine, *Cosmopolitan* presents advertisements that offer beauty products/ services. Moreover, relational process (identifying) is used more because the producer and the advertiser are aware that they cannot compel the consumers to buy the products/ services offered. The use of the process is aimed to show the products/ services that will raise the curiosity of the consumers and to persuade the consumers to buy the products/ services.*

***Key words:** Advertisement's texts, ideology, processes of ideational meaning, transitivity system.*

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## BACKGROUND

In this modern era, advertisement has become a part of people's life. Every time and everywhere, people often see or hear advertisements. For example, when people go to public places, such as mall, market, public transportation station; people will easily find advertisements there. Advertisements can also be found in more private media such as TV, magazines and newspaper. In fact, nowadays, advertisements can be found in various mass media.

Through the advertisements, the producers introduce their products as well as persuading people to buy their products. The Institute of Practitioner in Advertising as cited by Jefkins (1994:5) states that "Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". This statement has triggered the writers' curiosity to analyze the factors behinds the advertisement texts such as the ideology and the processes of ideational meanings which make the advertisement's texts easily accepted by the community. 112 advertisements clauses that are taken from 3 editions of *Cosmopolitan* magazine on March, August and September 2005 were used as the representative and the source of data. By applying the Systemic Functional Grammar, that is a system which is based on the meaning, the processes of ideational meaning and the ideology will be revealed.

In this study, the writer used the data from female magazine. According to Ibrahim and Suranto (1998:117, 118):

*Majalah wanita, majalah yang mempunyai tugas khusus, yaitu menciptakan dunia yang khas untuk wanita.*

[Women magazine is a magazine that has special job, that is to create special world for women.]

*Beberapa rubrik yang selalu terdapat dalam majalah wanita, yaitu tentang resep-resep makanan, pendidikan, kesehatan, kecantikan, dan mode.*

[Some articles which are always found in women magazine, such as the food recipes, education, health, beauty, and fashion.]

It is an ideal magazine as data because the target market is women. It is very popular among people in the world, including in Indonesia. In the

discussion about *Konstruksi Identitas Perempuan dalam Majalah Cosmopolitan Indonesia*, Leiliyanti (2003:69) states that, “*Fun fearless female* adalah slogan yang selalu melekat pada majalah Cosmopolitan ....” [*Fun fearless female* is a slogan which is always attached to Cosmopolitan magazine ...]. Moreover, the layout of the magazine is very interesting with colorful cover and nice proportion in every page. The magazine is aimed for working people, with an achievable price, i.e. 29.000 rupiahs.

## RESEARCH QUESTIONS

In this article, the writer aims to answer the following questions:

1. What are the ideologies mostly found in the advertisements of Cosmopolitan magazine?
2. What are the processes found in the advertisements of Cosmopolitan magazine?

To answer those questions, the data were analyzed using the systemic functional grammar to find the ideology and the processes used in the advertisements.

## IDEOLOGY IN THE ADVERTISEMENTS

Eriyanto (2001:87-88) states that ideology is a belief system that belongs to a certain class. A group of people usually has its own vision. It cannot be changed because it has been rooted in people's mind. As the writers discuss ideology in the advertisement's texts as usually containing language or symbols, in fact ideology has relation to language as Fairclough's statement below:

One aspect of the imbrications in the social which is inherent to the notion of discourse is that language is a material form of ideology, and language is invested by ideology (1995:73).

The statement suggests that language appears because there is an *ideology* in mind. According to Fairclough:

The sociologist Harold Garfinkel has written of 'the familiar common sense world of everyday life', a world which is built entirely upon assumptions and expectations which control

both the actions of members of society and their interpretation of the actions of others (1989:77).

The statement above highlights the assumptions and expectations that are familiar among people's everyday life. In relation to the ideology found in the advertisements of female magazine, there are four basic assumptions of ideology based on Fairclough's statement regarding the world as built up upon assumptions, i.e. the area of *beauty, prestige, health* and others. These four basic assumptions appear because of the influence of the society's belief. These four basic assumptions are also termed as the ideological common sense. Fairclough (1989:85,88) also states that,

ideologies in discourse are brought as the background assumptions which lead the producer and the interpreter to interpret the text by using their own way.

Ideological diversity is also called ideological common sense, which comes from differences in position, experience and interests between social grouping.

For example, when Nur (2003:122) states, "*Perempuan yang cantik harus berkulit putih, berambut lurus, bertubuh langsing, tidak berjerawat dan berbetis indah*" [A beautiful woman has to have white skin, straight hair, slim body, no acnes and beautiful calves], Nur is said to highlight the ideological common sense of a woman. Most people agree with the opinion of how women are classified as beautiful. Due to this reason, beauty products are offered to help women achieve their beauty.

## **PROCESSES OF IDEATIONAL MEANING**

According to Martin and Rose (2001:59), "Ideation is concerned with how our experience of 'reality'-material and symbolic reality-is construed in discourse". For example, the question: 'What are you reading?' is directed to a person who is indicated as having *an experience* in reading. The questioner has had a concept of reading in mind. *Reading* is understood to involve the activity of opening a book/ magazine/ newspaper, etc. and try to understand the content and the meaning of them. Eggins (1994:228) states:

Grammar of the clause is important when we look at the experiential metafunction. Whenever there is an exchange of the clause, we find there is one major system of grammatical choice involved in this kind of meaning. This is the system of TRANSITIVITY, or process type.

In this study, the writer focused on *the ideational meaning processes*. The processes makes a clause that has a certain meaning. Here, the writers use Halliday's theory to get further understanding of ideational meaning processes. According to Halliday (1994:109-142), there are six types of processes described as follows:

- a. **Material processes:** processes of doing in which every process has an actor and some processes have a second participant or *goal*. These processes have two subcategories, event and action, e.g.

The rain *stopped*. (event-happening)

She *went* to school. (action-doing)

- b. **Mental processes:** processes of sensing in which they are distinguished into three subcategories: perception (related to the five senses), cognition (related to mind) and affection (related to feeling), e.g.

She *saw* the bird. (perception)

I *forgot* her name. (cognition)

He *liked* pop music. (affection)

- c. **Relational processes:** processes of being, which are distinguished into two categories, attributive and identifying. Attributive means *a* is an attribute of *x*. While identifying means *a* is the identity of *x*, e.g.

She *is* beautiful. (attributive)

Dona *is* my sister. (identifying)

- d. **Behavioural processes:** processes of (typically human) physiological and psychological behaviour, like breathing, coughing, smiling, dreaming and staring. They are located between material and mental processes. The boundaries of behavioural processes are indeterminate; but we can recognize the following kinds as typical:

1. [near mental] processes of consciousness represented as forms of behaviour, e.g. *look, watch, stare, listen, think, worry, dream*;

2. [near verbal] verbal processes as behaviour, e.g. *chatter, grumble, talk*;
  3. physiological processes manifesting states of consciousness, e.g. *cry, laugh, smile, frown, sigh, snarl, whine*;
  4. other physiological processes, e.g. *breathe, cough, faint, shit, yawn, sleep*;
  5. [near material] bodily postures and pastimes, e.g. *sing, dance, lie (down), sit (up,down)*
- e. **Verbal processes:** processes of saying. These processes have two characteristics of mental and relation, e.g.

I'm thirsty.

I'm afraid.

- f. **Existential processes:** representing something that exists or happens. These processes have two characteristics of relation and material, e.g.

There was a beautiful princess.

'There' represents that something, i.e. a beautiful princess exists.

## THE IDEOLOGY FOUND IN THE ADVERTISEMENTS OF COSMOPOLITAN MAGAZINE

In this research, the writers focused more on the advertisement's texts as the data. As it has been mentioned in the background, the writers used 3 editions of *Cosmopolitan* magazine as representation. The data from *Cosmopolitan* magazines used English language. Each advertisement was segmented into clauses and analyzed using Transitivity System. Here are some clauses from the magazine as the example:

No.	CLAUSE
	<b>Ultima II</b>
1	It is Pro collagen for eyes face and throat
2	Get your firm, moothen, and soften skin instantly!
	<b>Felice Jewelry</b>
3	Shine your confidence.
4	When luxury appears honestly.
5	It's an imagine of a life perfection.

Table 1:  
Ultima II and Felice Jewelry

System	Feature	N	%
IDEOLOGY	Beauty	51	45.5%
	Prestige	41	36.6%
	Health	9	8.0%
	Others	11	9.8%

Table 2:  
Ideology found in the advertisements

The result presented in the table above shows that beauty ideology is used more frequently in *Cosmopolitan* magazine. From the table, beauty ideology dominates 45.5% of all ideology categories. As it has been discussed before, *Cosmopolitan* magazine is a female magazine. Women do care about their beauty. Due to this reason, it is not surprising that the advertisements here offer products/services to promote the beauty of women, e.g.

**Kose**

	Participant	Process	Goal	Circumstance
a	Moisture Skin Repair	is born		
b	It	is	Rice Power Extract no. 11	
c		Improves	skin's ability	to retain moisture

Table 3:  
Kose

The prestige ideology is also found a lot in the advertisements of *Cosmopolitan* magazine. From the data, the writer found 36.6% of them. Prestige is an important thing for women if they want to be accepted in social intercourse, e.g.

**BMW**

	Participant	Process	Goal
a		Experience	the next level
b	It	Is	the new BMW 3 series

Table 4:  
BMW

Therefore, it is very clear that besides caring about their beauty, women also like to show their prestige.

Table 2 also shows that the lowest percentage 8.0% of ideology is found in health. Yet health is very important for all people. Even it has become a lifestyle for modern people. However, in *Cosmopolitan* magazine, the advertisements that reflect health ideology are just a few. It happens because *Cosmopolitan* magazine is a female magazine, it is not a health magazine. Suppose, *Cosmopolitan* is a health magazine, the advertisements that reflect health would be dominant. However, *Cosmopolitan* is a female magazine, so everything concerning with health is not discussed very often, i.e. just 9 clauses from 112 clauses.

Based on the explanation above, it proves that *Cosmopolitan* magazine is a female magazine that tries to exploit women's needs. It can be seen from the table that most of the advertisements in the magazine offer beauty and prestige products, as those two things are very important for women. In addition, producing women's products are very profitable for the producer. According to Ibrahim and Suranto (1998:317),

Para produsen menganggap perempuan cenderung punya tradisi konsumtif yang tinggi ... Mereka berbelanja, mulai dari keperluan sehari-hari, seperti bahan makanan dan minuman, sampai pada belanja barang untuk kecantikan dan kemewahan.

[The producers assume that women tend to have high consumptive tradition ... They shop, from daily needs, such as food and drink, to beauty and luxury products.]

Chaney (1996:62) also states that, "... pusat-pusat perbelanjaan kian tergantung pada para pelanggan wanitanya ..." [... the shopping centers are depending more on their women customers ...]. Therefore, there are more and more female magazines presenting women product advertisements.



**THE PROCESSES OF IDEATIONAL MEANING FOUND IN THE ADVERTISEMNETS OF COSMOPOLITAN MAGAZINE**

Process	N	%
Material	32	28.8%
Mental	9	8.1%
Relational	66	59.4%
Behavioural	2	1.8%
Verbal	2	1.8%
Existential	1	0.9%

**Table 5:**  
**The Processes of Ideational meaning**

System	Feature	N	%
MATERIAL-TYPE	doing-active	23	20.7%
	doing-passive	6	5.4%
	Event	3	2.7%
	Thinking	3	2.7%
MENTAL-TYPE	Sensing	3	2.7%
	Feeling	3	2.7%
RELATIONAL-TYPE	Attributive	20	18.0%
	Identifying	46	41.4%

**Table 6:**  
**The Features of the Processes of Ideational meaning**

According to table 6 above, the relational process (identifying) gets the highest percentage, i.e. 41.4%. Here are the explanations why the kind of process gets the highest percentage. The producers are aware that they cannot compel the consumers to buy the products/ services they have. Even though the advertisers have a lot of ways of persuading the consumer to buy the products, yet the decision of buying still becomes the consumers' authority. Therefore, the function of advertisement's texts is to show the products/ services offered. In other words, advertisements are used as a way to promote. Here, relational process (identifying) is appropriate if it is used

in advertisement's text because the process is aimed to show the products/ services offered. By knowing the new products/ services, it is hoped that the consumers will be attracted and buy the products/services.

Relational process (identifying) usually contains Token and Value. According to Halliday as cited in Eggins (2000:259-260), "... the Token will be a 'sign, name, form, holder or occupant' of a Value, which gives the 'meaning, referent, function, status or role' of the Token." For example in a HP advertisement:

No.	Token	Process	Value
1	It	Is	the new J200i

Table 7:  
The new J200i

According to Halliday above, the word it in the advertisement is called "Token" and *The New J200i* is called "Value". It means that the word *it* has the same meaning with *The New J200i*.

The material process (doing-active) is also used a lot in the advertisements of *Cosmopolitan* magazine. According to Table 6 above, the writer found 20.7% for the process of all the data. Material process (doing) in advertisements is used to make the consumers realize that to reach something, they have to do something. For example, if a woman wants to have a fair skin, she has to do some efforts, such as undergoing skin treatment or using a certain skin product. Here is the example of a skin product advertisement's text:

No.	Process	Goal	Circumstance
1	Get	your firm, smoothen and soften skin	Instantly

Table 8:  
Get

By using the process in the advertisement's text, the producer persuades the consumers to buy the services/products offered. Hence, besides showing the products/services, most of the advertisement's texts are made in order to

make the consumers undertake the process of buying. Here is the example of Felice jewelry advertisement's text:

No.	Actor	Process	Goal
1		shine	your confidence

Table 9:  
Shine

The example of the advertisement's text above uses a word *shine* as the process. Using the word, the advertiser would like to persuade the consumer to do something, i.e. buying the jewelry if they want to get confidence. This idea is supported by Eggins (1994:230) who states that, "The basic meaning of material processes is that some entity does something, undertakes some action."

The existential process is rarely found in the data. The existential process in the advertisements indicates that the new products have been produced. Even though relational (identifying) and existential processes have the same aim, that is to show the product offered, both of them give different effect to the consumer. The existential process in the advertisement's text is used to show the product to the consumer without giving any direction to do the next action toward the product. Here the use of process is just to give information that certain product exists. Butt *et. al.* (2000:81) states that, "Existential processes are used to introduce the reader to people, places and things in the story world." Here is the example of the advertisement's text which uses the process:

No.		Process	Existent
1	There	is	no string attached

Table 10:  
No string

The clause above is a part of a glasses advertisement's texts. Reading the clause above, people will easily understand that the advertisement introduces a new glasses product that does not use string. Sometimes, people do not give attention more if they are being introduced by something new or something which has not been too familiar. Due to the reason, using

the process gives unprofitable effects to the producers because the curiosity of the consumers to buy the services/ products is not awakened.

Meanwhile as it has been discussed before, relational process (identifying) shows the point of referent. Here the product is shown directly to the consumers through the process. By showing off the product directly, the curiosity of people to know more about the product is bigger. Next, the curiosity will motivate the consumers to buy the services/ products offered. Based on the explanation above, it may be clear that existential process gets the lowest percentage, i.e. 0.9%.

## CONCLUSION

After classifying the data based on the processes of ideational meaning, the writer concludes that most of the advertisement's texts in *Cosmopolitan* magazine use relational process. There are two reasons why relational process is used more in the advertisements. Firstly, the relational process is used by the advertiser to show or promote the products or services offered. By showing the products/ services, it is hoped that the consumers are curious and then buy the products/ services offered. Secondly, the advertiser and the producer are aware that they cannot compel the consumers to buy the products/services they have. The decision of buying still becomes the authority of the consumers. Therefore, relational process is appropriate if it is used in the advertisement's texts.

The writer also concludes that most of the advertisements in the *Cosmopolitan* magazine reflect the beauty ideology. Besides presenting the advertisements that reflect beauty ideology, the magazine also presents a lot of advertisements that reflect prestige ideology. Since *Cosmopolitan* magazine is a female magazine, it is no wonder that most of the advertisements in the magazine discuss more about women's needs. As most people would believe, women always care about their physical performance. In addition, the perfect physical performance must be supported by beauty treatments. This is why beauty products/ services are offered through the magazine: cosmetics, perfume and beauty clinic. Similarly, prestige is also important for people in their social intercourse. Seeing this condition, people prefer to wear or use popular goods because

they can increase people's prestige. Products/ services that are offered through the magazine and can raise people's prestige are jewelry, car, and mobile phone.

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**APPENDIX**

**Transitivity System**

