THE REPRESENTATION OF MALE’S AND FEMALE’S IDENTITY
THROUGH THE ASSESSMENTS OF SEMANTIC MEANINGS AND
PRAGMATIC MEANINGS IN FASHION MAGAZINE

A THESIS

In Partial Fulfillment of the Requirements for
the Sarjana Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University

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SEMARANG
2013
The researcher states truthfully that this thesis is compiled by her without taking the results from other research in any University, in S-1, S-2, and S-3 degree and in Diploma. In addition, the researcher ascertains that she does not take the material from other publications or someone’s work except for the references mentioned in bibliography.

Semarang, September 2013

Rizki Ramanda
MOTTO AND DEDICATION

“If you cannot do great things, do small things”
(Napoleon Hill)

“It is never too late to be what you might have been”
(George Eliot)

“The best way to predict the future is to invent it”
(Alan Kay)

“Challenges are what make life interesting and overcoming them is what makes life meaningful”
(Joshua J. Marine)

“Don’t worry about failures, worry about the chances you miss when you don’t even try”
(Jack Canfield)

This paper is dedicated to
My beloved parents and
to everyone who helped me accomplished this paper.
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ACKNOWLEDGEMENT

First of all, the writer would like to express “Alhamdulillahirabbil ’alamin and to extend her greatest gratitude to Allah SWT, who has protected and guided the writer so that the writer could accomplish this thesis. On this facility, the writer would like to thank to those who have contributed to the completion of this thesis.

The deepest gratitude and appreciation are extended to Dr. Nurhayati, M.Hum – my advisor – who has given her the continuous guidance, helpful correction, moral support, patience, time and energy, advice and suggestion, without which is doubtful that this thesis came into completion.

The almost grateful also goes to the followings:

1. Dr. Agus Maladi Irianto, M.A., as the Dean of Faculty of Humanities, Diponegoro University.
2. Dra. Wiwiek Sundari, M.Hum., as the Head of the English Department Regullar II, the Faculty of Humanities, Diponegoro University.
3. Dra. Cut Puan Ellysafni, M.Ed., as the writer’s academic advisor
4. All lecturers and academic officers of the Faculty of Humanities, Diponegoro University for the valuable knowledge within years.
5. Her beloved parents, (Harry Soenaryono, S.H., M.Si and Iriani Pane, A.Md. Keb), who have always give her support, love, encouragement, advice and prayer.
6. Her brothers (Imron and Aldi) for the love and support.
7. Her sweetest friend (Yuda), for the faith, support, motivation, and advice.

8. Her seniors, Patricks (Endro, Pratama, Winda, Dana, and Taufiq) for the help, support, and prayer.

9. Her friends, Saliners (Tuty, Stephani, Gielda, Mila, Winda, Tama, Maricy, Vita, Carol, Gaby, Rima, and Kiky) for the jokes, laughing and sweet togetherness.

10. Her best friend (Denish) for the help, advice in correcting grammar, and the patience.

11. All the English Department 2009 especially Regular II class B, you all are special, guys.

12. EDSA (English Department Student Association) 2010-2012 family, who has given the writer such a gold chance to learn about organization and togetherness.

13. Wisma Anggun boarding house, (Tyas, Nova, Vivi, Heny, Sani, and Dyah) for the warm houses and togetherness.

14. Everyone who always stays in her hearts, for the contributions and assistances.

Nothing in this world is perfect and this thesis is no exception. I hope that this thesis will be useful for everyone, especially for those who have interest in the topic.

Semarang, September 2013

Rizki Ramanda
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>DECLARATION</td>
<td>ii</td>
</tr>
<tr>
<td>MOTTO AND DEDICATION</td>
<td>iii</td>
</tr>
<tr>
<td>APPROVAL</td>
<td>iv</td>
</tr>
<tr>
<td>VALIDATION</td>
<td>v</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vi</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>viii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>xi</td>
</tr>
<tr>
<td>CHAPTER I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>I.1. Background of the Study</td>
<td>1</td>
</tr>
<tr>
<td>I.2. Scope of the Study</td>
<td>3</td>
</tr>
<tr>
<td>I.3. Research Problems</td>
<td>3</td>
</tr>
<tr>
<td>I.4. Research Purposes</td>
<td>4</td>
</tr>
<tr>
<td>I.5. Significance</td>
<td>4</td>
</tr>
<tr>
<td>I.6. Underlying Theory</td>
<td>4</td>
</tr>
<tr>
<td>I.7. Research Methodology</td>
<td>5</td>
</tr>
<tr>
<td>I.8. Writing Organization</td>
<td>6</td>
</tr>
<tr>
<td>CHAPTER II REVIEW OF LITERATURE</td>
<td>8</td>
</tr>
<tr>
<td>II.1. Previous Studies</td>
<td>8</td>
</tr>
<tr>
<td>II.2. Language in Mass Media</td>
<td>11</td>
</tr>
<tr>
<td>II.3. Language and Gender</td>
<td>12</td>
</tr>
<tr>
<td>II.4. Meanings in Language</td>
<td>13</td>
</tr>
<tr>
<td>II.4.1. Semantic Meanings</td>
<td>13</td>
</tr>
<tr>
<td>Table</td>
<td>Description</td>
</tr>
<tr>
<td>-------</td>
<td>-------------</td>
</tr>
<tr>
<td>1</td>
<td>Table of semantic components in the object of clothes</td>
</tr>
<tr>
<td>2</td>
<td>Table of pragmatic components in the object of clothes</td>
</tr>
<tr>
<td>3</td>
<td>Table of semantic components in the object of perfumes</td>
</tr>
<tr>
<td>4</td>
<td>Table of pragmatic components in the object of perfumes</td>
</tr>
<tr>
<td>5</td>
<td>Table of semantic components in the object of shoes</td>
</tr>
<tr>
<td>6</td>
<td>Table of pragmatic components in the object of shoes</td>
</tr>
</tbody>
</table>
ABSTRACT

Magazine is one kind of printed media that is published periodically. Magazine has a lot of types based on its main contain and the target of reader. It can be divided as news magazine, teen’s magazine, male’s magazine and female’s magazine. Then, male’s and female’s magazines can be specified into fashion magazine. The articles in fashion magazine contain the style of clothes, shoes, bags, and also the interest scent of perfume. Male’s magazine and female’s magazine have the different submission in representing the identity between male and female. The purpose of this research explains the process to deliver the information about male’s and female’s identities in explicit or implicit way.

The writer analyzes the submission of information in Da Man, Details, and Esquire magazines for describing the identity of male. Then, the writer uses Nylon, Vogue, Glamour, and Cosmopolitan magazines to identify the identity of female. The difference of language used and the submission of information between male and female are phenomena of language that are analyzed through the writer’s point of view by using some theories. The writer uses descriptive qualitative perspectives to determine the language usage between male and female in fashion magazines. The theory of explication and implicature are used by the writer to analyze the submission of information in male’s and female’s articles through the objects of clothes, perfumes, and shoes. In the method of collecting data, the writer applies documentation method and note taking technique.

From the data analysis, the writer concludes that the components of colors do not affect the appearance of male’s identity because the colors describe neutral colors. On the other side, female has close relation with the component of colors because female has her own colors, such as pink, gold, and fuchsia to represent the identity of female as a feminine person. Then, the submission of meaning in representing male’s and female’s identity can be categorized in two ways, such as in explicit or implicit way. Both of ways have the important role to determine the influence characteristics between male and female. The kind of implicature is often used to represent the identity of male and female because the information is presented indirectly and the writer should find the implied meaning in the sentence.
CHAPTER I

INTRODUCTION

I.1 Background of the Study

Language has system of speech which is used to communicate with other people. People can use language to participate in social structure. It means that language is a main point to achieve a good conversation. In this modern era, people can apply the language usage through communication devices called mass media. Mass media can be divided into two types, electronic media and printed media.

Magazine is a kind of printed media which is favored by society. According to specialization of contents, magazines are divided into news magazine, teens magazine, female's magazine and male’s magazine. Male’s and female’s magazines usually contain about health rubrics, celebrity profiles, hairstyle articles, fashion articles, and lifestyle articles. The submission of vocabulary usage between male and female can be analyzed at the level of the sentence and phrase (Mills, 1995:83).

The forms of language usage can be shown in magazine through the vocabulary which is presented in article. People can know about the position of male or female in magazines when he/she read it. Male or female can be considered as a subject when they give inspiration to the others (Simpson, 1993:168).
The vocabulary which is represented does not always show the positive value, it relates to the meaning which contains in the sentence. In magazine, article has the function as a discourse that can shift the idea of a group which is existed. Representation in a medium becomes important when it conveys someone’s opinion through the medium. The representation analysis in discourse is used for knowing how the characters of person, group, action, and events are shown in the text (Eriyanto, 2001:113).

In fashion magazine, all of articles do not describe the fashion products expressly and briefly. For knowing the characteristics of fashion products, the reader should understand the meaning in every sentence in an article. The meaning of sentence contains the kind of explicature or implicature which has both positive and negative connotation. Fashion magazine is able to show the characteristic between male and female through the meaning of sentence. In this case, the identity between male and female can be described in explicit or implicit way.

Based on the above phenomenon, the writer is interested in analyzing the meaning of sentence that indicates the different characteristics between male and female. Therefore, the writer accomplishes this thesis entitled “The representation of male’s and female’s identity through the assessments of semantic meanings and pragmatic meanings in fashion magazine”.
I.2 Scope of the Study

There are a lot of fashion magazines for male and female that can be found in Indonesia. The scope of the study is limited on the different of vocabulary used between male and female that shows male and female characteristics in fashion magazine. The writer observes Da Man, Details, and Esquire magazine for male and Nylon, Vogue, Glamour, and Cosmopolitan magazine for female. In addition, the writer uses semantic and pragmatic meanings in Patrick Griffiths theory to analyze the data. Semantic explains the meaning of word and sentence (Griffiths, 2006:15) and pragmatic describes the meaning of utterance (Griffiths, 2006:6). The utterance which is found in articles or texts can also be analyzed by using the study of pragmatics. The writer focuses to analyze the meaning of sentence between male and female which indicates the characteristics both of them in explicit or implicit way.

I.3 Research of Problem

The problems which are intended to be analyzed in this research are:

1. What are the characters that appear in explaining male’s identity through clothes, perfume, and shoes as the object?

2. What are the characters that appear to describe female’s identity through clothes, perfume, and shoes as the object?

3. How to deliver those characters in explaining male’s identity and female’s identity, explicitly or implicitly?
I.4 Purpose of the Study

The aims of the study are:

1. To find the characters that appear in explaining male’s identity through clothes, perfume, and shoes as the object.
2. To describe the characters that appear to describe female’s identity through clothes, perfume, and shoes as the object.
3. To analyze the way to deliver those characters in explaining male’s identity and female’s identity, explicitly or implicitly.

I.5 Significance of the study

The significance of this research is to be a good research which useful for the writer, science, and society. Therefore, the results of this study are able to enrich the reference of language research, especially concerning with semantic meanings and pragmatic meanings. In addition, this research can broaden the knowledge of readers, primarily as a reference in research of semantic meanings and pragmatic meanings as assessment.

I.6 Underlying theory

This study uses several theories which are related with the topic, the research problem, and the objectives to be achieved in this thesis. The several theories are taken from Patrick Griffiths with the theory of Semantic Meanings and Pragmatic Meanings and Sara Mills with the theory of Feminist Stylistics. Discourse that relates with the article in magazine contains about gender representations that
shows male is more powerful than female (Mills, 1995:91). The different of gender language in magazine can indicate the different characteristics between male and female through the meaning in the sentence. Meaning has the close relation with the words because the understanding of meaning is expressed through language which contains words and sentences. The term of meaning cannot be described completely because it has a complicated definition (Pateda, 2001:79). In analyzing the data, the writer uses the theory of Patrick Griffiths about semantic meanings and pragmatic meanings.

1.7 Research methodology

The type of this research is a descriptive analysis with qualitative approach because the writer determines the characters between male and female in fashion magazines which indicate the identity of each gender. The population of this research is all of the articles which contain object about clothes, perfume, and shoes. They are used to indicate the characteristic between male and female based on the sentence meaning. Then, the writer used random sampling in choosing samples of the data.

The writer used the primary data because the data is only taken from magazines. In collecting data, the writer used documentation method because this method is done by copying the articles of fashion magazine (Mardalis, 2003:74). For male’s fashion magazines, the data is taken from Da Man magazine in October-November 2009 edition, Esquire magazine in May 2013 edition, and Details magazine in June-July 2013 edition. Then, for female’s fashion

### 1.8 Writing Organization

In writing this research, the writer creates a systematic writing outline which summarizes in five main chapters as follows:

**CHAPTER I**

**INTRODUCTION**

This chapter consists of background of the study, scope of the study, research problem, purpose of the study, significance of the study, underlying theory, and writing organization.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE**

It contains the review of previous studies and the explanation of related theories which are used to analyze the data.

**CHAPTER III**

**RESEARCH METHODOLOGY**

This chapter consists of the type of research, population and sample, method of collecting data, and method of data analysis.
CHAPTER IV  DATA ANALYSIS

This is the main part of the thesis. It contains the analysis of the data in fashion magazine which explains the difference language used between male and female. It also portrays the way of the sentence meaning describes the identity between male and female through the pragmatics theory in explicit or implicit way.

CHAPTER V  CONCLUSION

It provides the conclusion of the study based on the analysis.
CHAPTER II

REVIEW OF LITERATURE

This chapter explains the previous study and some theories which are related to this thesis. There are several theories which are used to analyze the data in this thesis. The theories are (1) semantics meaning, (2) pragmatics meaning, (3) language and gender, and (4) language in mass media.

II.1 Previous Studies

In a review of previous studies, the writer found a thesis written by Ake Andari Hesti, Diponegoro University (2010) entitled “Different Language Used between Female and Male Chatters in Undip Semarang2 Chat Room”. Her thesis discussed the differences of language used in chat room between male and female. Hesti observed Undip Semarang2 chat room in the mix – gender conversation and the same gender conversation as her data. The purposes of her research were to describe the different language between male and female in Undip Semarang2 chat room and to explain the different language that they used in mix gender conversation and same gender conversation.

Hesti used the theory from Holmes about the differences conversation between male and female when they are speaking. Quantitatively, males talk more than females. In contrast, females speak as necessary (Holmes, 2001:159). It
makes male dominate the conversation in the mix gender conversation. In her research, Hesti used quantitative and qualitative method in analyzing the data. The results of her thesis are:

a. The main language that is used by chatters is Javanese sometimes they use the Indonesian language.

b. The form of language that they used is informal or intimate language. It is shown by the usage of non standard language, such as using many abbreviations or shortness of words, symbols, and emoticons.

The writer found another thesis entitled “The Differences of Language Used in the Advertisement of Female and Male Magazine” by Irene Ayuningtyas, Diponegoro University (2011). This thesis discussed the general comparison from the form of language features between male and female. She also discussed the vocabularies usage that represents the characters of male and female. Ayuningtyas used the theory of John Lyons (1977) to analyze her data.

Lyon’s theory says that language variation is a kind of language which is used because of certain factors; one of them is different gender. Language variation in gender is shown by the form of lexical, phonological, and morphological that used only predominantly by one gender (1977:587).

In her research, Ayuningtyas used qualitative and descriptive research. The qualitative research is used to describe the form of language features which is used in the advertisements headlines of female and male magazines. It could give the description of the data systematically, precisely, and accurately for getting the
truth data. In analyzing the data, Ayuningtyas collected the data in the advertisements headline form. She classified the data based on language features according to Lakoff theory (in Mc Kay and Hornberger, 1996:232).

The results of these studies showed that:

a. Men use stronger expletive than women
b. Women are more polite than male
c. Men like to talk important topic than women
d. Men can use more neutral adjectives than women
e. Women use more tag questions than men
f. Women like to use intonation in statements to express uncertainty than men
g. Women use intensifiers more than men
h. Men use fewer hedges than women

Based on the writer’s opinion, both of these previous studies used same theories like language variation, the term of gender, and the form of male and female language features. The writer will complete both of thesis using semantic and pragmatic components as her assessment. In the first previous study, Hesti examined the different language usage in mix gender and same gender conversation. Hesti only focused on language usage between male and female. She did not explain the process of delivering the information in a conversation based on explicit or implicit way in mix gender conversation. The writer would like to describe the form of explicature and implicature meaning to analyze her thesis using the theory of Patrick Griffiths.
In the second previous study, Ayuningtyas only classified the form of language features between male and female in the advertisement. The writer wants to complete Ayuningtyas’s thesis by adding the appearance of characteristics between male and female depends on the objects, such as clothes, perfumes, and shoes. The writer also found the components of synonym, antonym, and hyponym which help the writer to explain male’s and female’s identity. The strength in the writer’s thesis is the thesis explains how the fashion articles describe the identity of male and female through their selected vocabularies in explicit or implicit way.

II.2 Language in Mass Media

Language and human have a very close relation because language is one of the ways a person communicates. The understanding of language in communication affects the understanding of meaning and information which is received by the reader. Advertising is one of the non – personal communication which has the information about the products contained in mass media. Then, it is considered as a medium to do communication activity, it must be persuasive, attractive, and creative (Leech, 1996:74).

The advertising language has an important role in conveying the information to the reader. The submission of advertising language clearly can attract the attention of consumers to buy the advertised product. The understanding of advertising language is shown based on the Dyer’s theory (1996:139) in the book of Advertising as Communication below:
Advertising language is of course loaded language. It is primary aim is to attract our attention and dispose favorably towards the product or service an offer. Advertiser uses language quite distinctively. There are certainly advantages in making bizarre and controversial advertisement in usual ways as well as communication with people using simple, straight forward language.

Advertisement in mass media as magazine, newspaper, brochure, and pamphlet always describes the message in text attractively and completely. The message of advertisement in printed media is clearer than one in electronic media. The advertiser in printed media usually gives the information in attractive briefly text based on word, sentence, and noun – phrases.

II.3 Language and Gender

The gender difference cannot be denied from social interaction which affects the social behavior in language used. The difference of gender is a phenomenon about ways of using particular language. The representation of gender in language can be realized in the form of words, phrases, sentences, and discourse (Mills, 1995:83-159).

According to Mills’s theory, the representation of gender bias shows male is more powerful than female (1995:122). Feminist stylistics has the concept to reform the way gender is represented in texts. Sometimes, a person must express taboo language in a good way. Euphemism is an expression that is used to replace the harsh words, so it could be accepted in society (Mills, 1995:117). Some people often use an indirect word to refer something embarrassing or unpleasant for making it seems more acceptable in society. For example, menstruation in many
cultures is a taboo word. In Britain, people say menstruation in other ways, such as an unwelcome visitor, red flag is up, and the wrong time of the month.

II.4 Meanings in Language

Meaning has the close relation with the words because the understanding of meaning is expressed through language which contains words and sentences. The term of meaning cannot be described completely because it has a complicated definition (Pateda, 2001:79). In understanding the meaning of language, the writer divides the component of meaning into semantic meanings and pragmatic meanings. Both of meaning components can be described below:

II.4.1 Semantic Meanings

Semantic components arise when there are both similar and different words that have a relationship with the meaning of words. The words are analyzed according to their uniqueness. Semantic is also explained as the meaning of word and sentence. It can be divided into two sections as the lexical semantics and grammatical semantics. The lexical semantics are related to the words. Then, grammatical semantics are associated with phrases, clauses, and sentences (Griffiths, 2006:15). The elements of semantic which indicate male’s identity and female’s identity are described as follows:
II.4.1.1 Synonyms

In semantics assessment, the relation of words that have the same meaning in the sentence can be identified as the synonym if the sentence meaning does not produce a change. It can occur to the relations among the meaning of words (Griffiths, 2006:26). Sometimes, the words that have the similar meanings can also be shown structurally or lexically. The words which contain the synonyms form can be indicated as follows:

The common word good has the same meanings (synonym) with the words nice, excellent, and fine.

Synonyms can be determined into three ways based on the theory of Palmer (1976:63) as follows:
1. The substitution method is used to replace the word in a particular context and it makes the meaning does not change. The example is shown below:

   Michele is a clever boy

   The word clever can be substituted with the words smart, intelligent, and brilliant.

2. The opposition method is utilized to search for the contradiction word which will create synonym when it is combined with the number of words, for example:

   The word call has the contradiction word with the word answer and reply.

   The synonyms which found in the previous sentence are the words of answer and reply.
3. The appearance of connotation method is used to determine the words which have similarities with the cognitive meanings. The example about the appearance of connotations are:

*Bathroom, toilet, WC, washroom, closet, and latrine.*

The vocabularies above refer to the same object with the different connotation.

However, synonyms have the imperfect properties because there is no language which has the same meaning exactly. It usually depends on the region of user and the form of connotations (Griffiths, 2006:26). The example which appears is portrayed by the distinction from the words *karcis* and *tiket*. The word *karcis* is usually used for the common public transportation like bus, while the word *tiket* is usually provided exclusive transportation like plane.

**II.4.1.2 Antonyms**

The opposite word in semantic learning is usually called as antonyms. It usually contains the opposite meaning with another word (Griffiths, 2006:30). It is not as much as an explanation on synonym forms. The antonym forms are divided into four types based on the number of pairs and the nature of opposition, such as:

a. The binary antonyms

The binary antonyms are predicates which appear in pairs and they cover all the relevant of possibilities (Griffiths, 2006:28). It has the different way in applying the predicate. If one predicate can be applied, so the other predicate cannot have the function, for example *true* and *false*. If the sentence has the *true* value, it cannot become *false* sentence, as well as reverse.
b. Converses

The opposition relation which has the contrary of nature can be called as the converses antonym. It can be represented as the form husband and wife, buy and sell, give and receive, parent and child, front and rear. The converses antonym is also interpreted as the relational antonyms because it has the complementary character. The examples of vocabularies above are presented as the form of relational opposition (Griffiths, 2006:31).

c. Gradable antonyms

The meaning of word which has the multilevel antonyms can be described as gradable antonyms. The type of words which is called gradable antonyms can be categorized based on the unit of measure, such as weight, length, and content (Griffiths, 2006:34). The paired samples of gradable antonyms can be shown from the words hot and cold, high and low, long and short. The form of graded is revealed by the levels of more hot and more cold, more high and more low, more long and more short.

According to Palmer (1981:94), the gradable antonyms have the marked properties and the others have unmarked properties. The unmarked properties are used to represent the quality level of an object, for example the use of the word high, long, and wide. The quality level of an object is shown from the questions how tall is the person?, how long is the trouser?, and how wide is your living room?
d. Contradiction

The types of antonyms that include the part of contradiction also can be called non–binary antonyms. It has a parallel relation with contradiction because it produces two related antonyms. If the word has the X value, so it will have the relation with the Y value. The explanation before can be exemplified as follows:

If an entity is said to be die, so that entity is definitely said does not live. At the same time, if someone is said as a male or masculine, so he is certainly not female or feminine.

Non–binary antonym is antonym which has more than two members, for example the words *hot* and *cold*. Both of words have the scale of other members, such as *warm* and *cool*. The sequence from the above words can be shown below:

- Hot
- Warm
- Cool
- Cold

II.4.1.3 Hyponyms

Hyponyms can be interpreted as the relation between general meaning and specific meaning. Hyponyms are usually described as words, but it can also be phrase or sentence (Griffiths, 2006:47). The general word which appears can be called as super-ordinate or hypernym. The form of hyponyms is represented below:

The hypernym of the word *vehicle* is divided into *bicycle, pedicab, airplane, train,* and *car* as hyponyms.
II.5  Pragmatic Meanings

The study about pragmatic is usually associated with the meaning of utterance (Griffiths, 2006:6). The utterance which is found in articles or texts can also be analyzed by using the study of pragmatics. Text is a unit of expression and the function of pragmatics is used to understand the text (Griffiths, 2006:133). Another explanation about pragmatics can also be described as the study of implication, presupposition, speech act, and the aspects of discourse or texts.

II.5.1  Explicature

Explicature is a part of pragmatics and it is described as the elaboration form of literal meaning because it can give the contextual information and world knowledge to explain the hesitate expressions (Griffiths, 2006:6). The meaning which is obtained explicitly in the speech or text can be explained as the kind of explicature. The example of explicature can be shown below:

The material of *Manarchy* perfume is combined with woody and leather touches in the latter notes.

The sentence above explains the perfume materials which are combined with woody and leather for getting the perfection. The information about the incorporation of ingredients is portrayed explicitly.
II.5.2 Implicature

The meaning which implies different things with the real meaning can be discussed as the kind of implicature. Structurally, implicature has the function as a bridge that connects the informed meaning and the implied meaning (Griffiths, 2006:7). Implicature that is used in communication is declared as the submission of meaning indirectly. Sometimes, implicature is hidden to make the implied meaning is not seen prominently. It marks a difference between what is uttered and what is implied. The example of implicature can be seen below:

_The weather is very hot here._

The implied meaning from the example above can be described that the speaker gives order to turn on the air conditioner (AC) indirectly. The information of understanding the meaning is emphasized implicitly to get the real meaning.

II.5.3 Presuppositions

The relationship between two opinions which are explained in different conditions can be referred as presuppositions. The placement of assumption appropriately is used to understand the sentences in a text. A sentence with the X symbol is declared presuppose another sentence with the Y symbol. It can be happened if both of sentences can be proven as true sentences (Griffiths, 2006:143). The example from the explanation above can be seen below:

X: The officer’s wife is beautiful

Y: The officer has a wife
The sentence in Y is a presupposition from the sentence in X. The sentence in X can be described as the correct meaning if the officer has a wife. However, if the officer does not have a wife, so both of sentences cannot be determined as the truth sentences.

The emergence of assumption in facts causes the appearance of a conclusion which is considered logically and correctly. The conclusions that appear based on logical decision and circumstantial evidence can be called as inference in a text (Mills, 1995:132). For example, the head of advertisement, the writer found a sentence with the title “are you happy with your looks?”. The presuppositions from the text are:

1. You are not happy with your looks
2. You are happy with her looks
3. You have had surgery.

From the presuppositions above, the writer can conclude that the inference is if you want to be happy with your looks then you will need surgery.
CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the writer explains the methodology of the research, how the research is done and what kinds of techniques are used. This chapter consists of (1) the type of research, (2) data source, (3) population and sample, (4) method of collecting data, and (5) method of data analysis.

III.1 Type of Research

According to the previous explanation, this research used descriptive qualitative perspectives. The qualitative method is used to determine the characteristics of identity between male and female in fashion magazines. The difference of language used between male and female is described as a phenomenon of language that is analyzed through the writer’s point of view by using some theories.

The writer used semantics meaning and pragmatics meaning theory to identify the aspects of meaning related to the gender. Furthermore, the writer applied explicature and implicature theory to analyze the difference of gender when it represented through the meaning of sentence.
III.2 Data Source

Data sources are the materials that the researcher need when the researcher conducts a research. It can be divided into two types; those are the primary data source and the secondary data source. The writer used the primary data because the data is only taken from magazines. The magazines that are used by the writer in her research are fashion magazines. The writer collected some articles that related with fashion with the objects clothes, perfumes, and shoes. The types of fashion magazines that are analyzed can be divided into male’s fashion magazine and female’s fashion magazine. The kind of male’s fashion magazines are *Da Man* magazine in October-November 2009 edition, *Esquire* magazine in May 2013 edition, and *Details* magazine in June-July 2013 edition. Then, for female’s fashion magazines, they are *Nylon* magazine in October 2010, November 2012, and April 2013 edition, *Vogue* magazine in January 2013 edition, *Glamour* magazine in May 2013 edition, and *Cosmopolitan* in May 2013 edition.

III.3 Population and Sample

III.3.1 Population

The important components to analyze this research are population and sample. The population of this research is all of the articles that show the differences of identity between male and female. The types of fashion magazines that are analyzed can be divided into male’s fashion magazine and female’s fashion magazine. The kind of male’s fashion magazines are *Da Man* magazine in October-November 2009 edition, *Esquire* magazine in May 2013 edition, and
Details magazine in June-July 2013 edition. Then, for female’s fashion magazines, they are Nylon magazine in October 2010, November 2012, and April 2013 edition, Vogue magazine in January 2013 edition, Glamour magazine in May 2013 edition, and Cosmopolitan in May 2013 edition. The writer only analyzed the articles of advertisement in fashion magazine and did not insert the advertisement on television, radio, and others media. The writer also found 180 articles in nine magazines as the population.

III.3.2 Sample

After having the population, the writer took the sample since the data can be composed in generalizing the result of the population. The writer used random sampling in choosing samples of the data. From the 180 articles that have been found in nine magazines, the writer took 10% as the sample. The writer took the articles randomly, so there are 18 samples that are researched in nine magazines. The writer also limited the objects of this research in fashion styles of clothes, perfumes, and shoes.

III.4 Method of Collecting Data

In collecting data, the writer used documentation method. The documentation method is done by copying the articles of fashion magazines (Mardalis, 2003:74). The strength of this method is the data cannot be changed so the writer will get the accurate data. The data of this research were collected by reading the articles in male’s and female’s magazines which appropriate with the objects. The writer distinguished the articles based on the objects of clothes, perfumes, and shoes
between male and female. In this case, the writer also used the note taking technique. The writer took a note to analyze every sentence which is related to the explicature, implicature, and presuppositions (Sudaryanto, 1993:135).

III.5 Method of Data Analysis

Techniques of analyzing data are the last step in this research. In this step, the writer tried to get the accurate data and the maximum results. The writer used descriptive qualitative perspectives because the writer explained the identity of male and female through each sentence in male’s articles and female’s articles by using Patrick Griffiths approach as her theory. There are several ways used to analyze the data from fashion magazines, such as:

a. Grouping all of male’s and female’s articles based on each object. It is divided into three objects, such as clothes, perfumes, and shoes.

b. Giving the number on each sentence throughout the articles.

c. Identifying every sentence uses explicature, implicature, and presupposition based on the theory of Patrick Griffiths.

d. Understanding the sentence again, whether it contains the kind of synonym, antonym, and hyponym.

e. Making conclusion from three of texts which are related to one object in one gender. For example, making conclusion from three articles in female clothes.

f. Comparing the things that affect the identity between male and female based on the same object.
g. Taking conclusion based on the result of the analysis.

The analysis of an article is shown below:

**Text 2**

*Nylon magazine, page 84, October 2010 edition*

**Tycoon Neckwear**

(i) Tycoon Neckwear bow ties are for the empowered woman. (ii) Created from recycled men’s ties, with a dash of feminine flair, they are some symbols of confidence, individuality, and style. (iii) Tycoon’s bow ties are all one of a kind and handmade by Madelyn Somers in Los Angeles, California. (iv) Tycoon also donates a percentage of its profits to Women for Women International. (v) For more information, visit tycoonneckwear.com.

Tie is usually worn by male to make him becomes formal and handsome. (i) sentence explains that tie can also be worn by female to make her equal with male. Female who wears a tie is considered as a person who has a power and she is regarded as a person with the highest status in her society. Therefore, the writer emphasizes that (i) sentence can be categorized as implicature because the meaning which appears does not match with the real meaning in (i) sentence.

The emergence of female identity can be shown in (ii) sentence. Although a tie is more identical with male, it can be recycled with the best material which gives the impression of feminine nature for female. The design of tie can represent female in confidence, individuality, and stylish way. The explanation about tie in (ii) sentence shows explicature because the meaning is conveyed contextually.

The kind of explicature indicates that (iii) sentence has the meaning contextually. Tie which is used by Tycoon shows the identity of female. It is made
from Madelyn Sommers in Los Angeles, California. Indirectly, (iii) sentence would like to introduce the handmade ties by Madelyn Sommers.

The sentence of (iv) tells about Tycoon which also donates a percentage of its profits to help Women for Women International. (iv) sentence contains the presupposition because the sentence presupposes another sentence and it can be used in fallacious condition. The presuppositions in (iv) sentence are:

a. Tycoon is a volunteer.

b. Tycoon has a sense of high caring to the women organization.

The last sentence in (v) sentence discusses explicature because that sentence contains short information about the way to gain female’s tie. The way to purchase a female’s tie can be seen in Tycoon’s website, so the people can get the female’s tie easily.
CHAPTER IV

DATA ANALYSIS

In this chapter, the results of the data analysis are presented by using the concept of semantic and pragmatic meaning by Patrick Griffiths. The writer analyzes the vocabularies used in article between male magazine and female magazine. There are three objects that describe different characteristics between male and female. These objects consist of (1) clothes, (2) perfumes, and (3) shoes.

IV.1 Texts about Clothes

Clothes are very important thing for humans. People wear clothes to protect their bodies from the weather and give them comfortable feeling. Clothes can also describe the different characteristics between male and female through the color, material, and appearance. The explanation about clothes can be shown in the texts below:

Text 1

*Da Man* magazine, page 22, October/November 2009 edition

**Color Therapy**

(i) From Kelly Green, Canary Yellow, Electric Blue to Tomato Red...adding dashes of solid colors is the exciting and, probably, most pleasant way to accentuate the darker shades of fall winter fashion. (ii) Get in the zone and feel the optimistic, happy go lucky attitude with this style with collections by **Hermes, Dsquared2, and Louis Vuitton**. (iii) Unlike the wild neon of the 1980s, these solid colored items are handled in more elegant way with quirky plays of layering and other subtle toned pieces. (iv) Get a fashionable quick fix with this striking style, which conveys a sense of freedom and brightens up the spirit.
In (i) sentence, implicature relates to the colors. The element of solid colors which consists of green, yellow, blue, and red are believed to give the attractive feeling for human and they are usually used in fall winter season to provide the bright shades in fashion. The writer also found hyponym form in the first sentence. Solid colors can be determined in the colors of green, yellow, blue, and red as a hyponym form. The components of solid colors which are explained in (i) sentence do not show the different identity between male and female. It is caused by the component of solid colors can be used both of genders.

Next, in (ii) sentence, the solid colors which are combined by those famous brands give optimistic impression to people who wear it. It can also portray the feeling of happiness. On (i) sentence and (ii) sentence, they have the correlation as a presupposition because (ii) sentence is a presupposition from (i) sentence. The sentence of (ii) explains solid colors give the positive impression when it relates to the famous brand, such as Hermes, Dsquared2, and Louis Vuitton. In other explanation, when the solid colors are not associated with the famous brand as in (i) sentence, it still gives the positive impression for human, so the meaning will not change although one of the sentences is negated.

Later, in (iii) sentence, the emergence of antonym happens in different situation between in 1980 or old era and modern era. In modern era, the solid colors are also considered as the attractive colors which can give the elegant impression for human. It is also equipped with the material of soft accents in every pattern. Therefore, the writer emphasizes that (iii) sentence is explained as
explicature because the characteristics of solid colors in elegant way are explained clearly.

Last, (iv) sentence indicates explicature because the message in that sentence is conveyed explicitly. Colors are considered to able to describe the characteristics of a person. The identity which appears is used to explain the appearance of a person with freedom and spirit way. The striking colors in (iv) sentence can give the stylish appearance for the wearers.

Text 2

*Da Man magazine, page 32, October/November 2009 edition*

**Ties that Bind**

(i) One of the crucial must have items for urbanite gents, or guys in general, is a handsome up to date set of ties to complete a variety of formal and semiformal looks. (ii) Whether it’s for your daily office wear or evening cocktail gigs, ties with solid colors can complement your crisp shirts and stylish jacket/blazer. (iii) Welcoming the fall – winter season – and moving away from summer’s floral prints and neon hues – the solid colored ties available this season are relatively safe and can go well with whatever else is in your closet this season.

(i) sentence explains the style of urban communities which is identical with wearing tie are considered as modern people. Tie is regarded as a thing which should be worn by male in formal or semiformal events. It can portray male's identity as a handsome and fashionable person. Therefore, in this sentence, it contains the kind of implicature because all the explanation is presented implicitly.

The writer found hyponym in (ii) sentence because the common word for clothes can be divided as jacket, blazer, office wear, and shirts as the hyponym.
Tie with the solid colors is very suitable for the additional accessories when it is combined with jacket, blazer, and shirts. The meaning in (ii) sentence represents the kind of explicature because the reader can understand the information clearly.

The sentence of (iii) contains a synonym or has the similar meaning with (i) sentence in text 1 because both of sentences reveal that the solid colors can be used in fall winter season to become fashionable. Tie with the solid colors can be easily combined with all kinds of clothes, so the solid colors are considered to have a relation with the season.

Text 3

<table>
<thead>
<tr>
<th>Details magazine, page 59, June/July 2013 edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Details Guide to Modern Summer Style</td>
</tr>
<tr>
<td>(i) Trending Now: The updated linen suit.</td>
</tr>
<tr>
<td>(ii) If you thought linen was a material worn only by Sun Belt retirees, this exquisite Tom Ford suit is here to make you reconsider. (iii) With its patch pockets, peak lapels, cheerful color, and crisp construction (it’s woven with silk and light wool for extra structure), it’s the epitome of contemporary summer elegance and proof of the power of a fashionable reimagining. (iv) For other ways to elevate your warm weather style – including more must have linen pieces – read on.</td>
</tr>
</tbody>
</table>

In (i) phrase, the material of suit becomes the famous subject in modern summer style. It is made from linen. Linen can be interpreted as a fabric woven with fibers from the flax plant (Hornby, 2005:895). The purpose of (i) phrase is used to introduce the new model of suit which made from linen. The meaning of that phrase is explained implicitly because the information is conveyed as the implied meaning.

Then, (ii) sentence has the implied meaning that suit with linen’s material also looks well for male if it is designed properly. Linen’s material has the cold
texture and it can saturate male’s sweat. Clothes which are made from linen will provide the element of luxurious. Therefore, the writer emphasizes that this sentence has the implicature because the information implies the famous designers which make a change about the design of suit indirectly.

Next, in (iii) sentence, the display of suit has the form which is adapted to the appearance of male with the elegant and fashionable impression. The writer also found hyponym in (iii) sentence because the common words of fabric can be divided as silk and wool. Color also has an important role in this sentence because the writer found cheerful colors are the suitable color to express male’s style in summer season. The meaning in (iii) sentence is explained as the kind of implicature.

Last, the (iv) sentence contains the presupposition because the sentence presupposes another sentence and it can be used in fallacious condition. For example in (iv) sentence, people will look stylish in summer season by wearing a linen material. The presuppositions in (iv) sentence are:

a. People wear a linen material in summer season
b. A linen material relates to the appearance of person

From the three texts above, the writer concludes that text 1 represents the identity of person in elegant way and the expression of people’s identity related to the color which can be seen in (iii) sentence. The solid colors can also give the feeling of optimistic, happy, and lucky for the wearers as in (ii) sentence.
Therefore, the writer concludes that each sentence in text 1 does not show the characteristic of gender.

Then, text 2 reveals the identity of male and it relates to the gender. The gender expression is shown in (i) sentence because tie refers to the appearance of male in formal or semiformal occasion. The way of male combines a tie with other clothes shows male as a fashionable person.

Last, the text 3 describes a suit for male. The identities of male are associated with the suit’s material and the design of suit. Male will look elegant and fashionable by wearing linen’s suit. The materials which appear in text 3, such as silk and wool are neutral materials which do not represent gender. The illustration of male’s identity appears because suit is identical with male.

The writer also compares texts about clothes for male with the texts about clothes for female. The explanation about female’s texts can be seen below:

**Text 1**

*Nylon magazine, page 84, October 2010 edition*

**Night Vision**

(i) The holiday season is just around the corner, and any girl with the social agenda is going to need some new outfits. (ii) Enter H&M’s 20 pieces capsule collection “By Night” which is full of short, sexy party dresses. (iii) The frocks, draped mostly in black and gold with pops of teal and pink chiffon, hit the perfect note between pretty and tough, with ruffles, fringe, lace, and metallic beading. (iv) Specifically designed to show off a killer back and set of stems, we’ve definitely found our next LBD or two or three or four.

(i) sentence can be interpreted as the appearance of female activist who needs a new outfits to attend her important events. Outfits can be identified as a
set of clothes which is worn by female, typically for a particular occasion (Hornby, 2005:1076). That sentence can be categorized as presuppositions because the sentence has a presumption or supposition underlying an action. The presuppositions in (i) sentence are:

a. The appearance has an important role for female’s activist.

b. Identically, female always wears new outfits to attend the events.

In (ii) sentence, that sentence can be explained as explicature because the meaning can be revealed explicitly. The famous brand, H&M, offers the collection of dresses which is identically used at the party. The dresses have a short appearance and make the wearer looks sexy.

The concept of implicature appears in (iii) sentence because the meaning is explained implicitly. The implicature in (iii) sentence explains the design of the skirt affecting female to perform gracefully. The skirt’s design relates to the material and good fabric because the best design of skirt can give the impression of feminine and mature way for female. The writer also found two forms of hyponym which relate to the color and the accessories of clothes. Colors as common word can be identified with the hyponym of black, gold, and pink. Then, the common word of accessories of clothes can be divided in lace, metallic beading, and ruffles as hyponym.

The meaning of (iv) sentence is revealed implicitly. It means that the dress is regenerated in order to make the quality of old product still alive. Moreover, By
Night builds another branch to make the product is known by many people in various places. Therefore, the product will become well known.

**Text 2**

*Tycoon Neckwear*  

(ii) Tycoon Neckwear bow ties are for the empowered woman. (ii) Created from recycled men’s ties, with a dash of feminine flair, they are a symbol of confidence, individuality, and style. (iii) Tycoon’s bow ties are all one of a kind and handmade by Madelyn Somers in Los Angeles, California. (iv) Tycoon also donates a percentage of its profits to Women for Women International. (v) For more information, visit tycoonneckwear.com.

Tie is usually worn by male to make him become formal and handsome. (i) sentence explains that tie can also be worn by female to make her be seen parallel with male. Female who wears a tie is considered as a person who has a power and she is regarded as a person with the highest status in her society. Therefore, the writer emphasizes that (i) sentence can be categorized as implicature because the meaning which appears does not match with the real meaning in (i) sentence.

The emergence of female identity can be shown in (ii) sentence. Although a tie is more identical with male, it can be recycled with the best material which gives the impression of feminine nature for female. The design of tie can represent female in confidence, individuality, and stylish way. The explanation about tie in (ii) sentence shows explicature because the meaning is conveyed contextually.

The kind of explicature indicates that (iii) sentence has the meaning contextually. Tie which is used by Tycoon shows the identity of female. It is made
from Madelyn Sommers in Los Angeles, California. Indirectly, (iii) sentence would like to introduce the handmade ties by Madelyn Sommers.

The sentence of (iv) tells about Tycoon which also donates a percentage of its profits to help Women for Women International. (iv) sentence contains the presupposition because the sentence presupposes another sentence and it can be used in fallacious condition. The presuppositions in (iv) sentence are:

c. Tycoon is a volunteer.
d. Tycoon has a sense of high caring to the women organization.

The last sentence in (v) sentence discusses explicature because that sentence contains short information about the way to gain female’s tie. The way to purchase a female’s tie can be seen in Tycoon’s website, so the people can get the female’s tie easily.

Text 3

Vogue magazine, page 116, January 2013 edition

The Side – Slit Pencil Skirt

(i) The skirt is back, and this time it means business. (ii) Unlike the feminine, whimsical shapes of seasons past – blossoming tulip silhouettes or gently puffed – up cocoon impressions – it’s now harder edged, grown up and wholly arresting: knee length (or longer), straight, slit up to there and seriously sexy. (iii) Provocateurs include Donna Karan, Burberry, and Oscar de la Renta, whose racy boardroom styles are so thrilling they’re likely to score a promotion. (iv) Be as audacious with print and color as your heart desires; anything goes. (v) Whatever you decide to wear on top – a neat sweater, sleeveless shirt, T-shirt or blouse – tuck it in to make legs look slimmer. (vi) One more thing, prep your pins and brave the pre-spring chills, this is bare legged moment.

In (i) sentence, the writer found explicature because the information is told briefly. Skirt is a part of female’s clothes which show the feminine element.
Female wears skirt for her business activities. Therefore, it can represent that female’s clothes relate to particular occasions.

Implicature can occur because the emergence of different meanings with the real meaning and the implicature form can be shown in (ii) sentence. The implied meaning relates to the design of skirt. Female can determine the design of her skirt based on the ongoing season. Female is always identified with a knee length skirt because it can make female as a sexy person.

The sentence in (iii) also shows explicature because it states the meaning explicitly. The design of the skirt displays skirt with knee length model and it is promoted by Donna Karan, Burberry, and Oscar de la Renta. The skirt is designed according to the models of office clothes. Therefore, it can be worn by female to attend the meeting.

Colors are not significant part for determining female’s identity in fashion clothes because (iv) sentence describes that female can choose various color depends on her heart. Female should performs in striking colors because it can make female becomes trendsetter. The statement above in (iv) sentence can be categorized as implicature because the statement is presented indirectly.

The sentence in (v) explains that skirt can be combined with all various of shirt, such as a neat sweater, sleeveless shirt, T – shirt, and blouse. The explanation before can be categorized as explicature because the message in (v) sentence is submitted clearly. Furthermore, the writer found hyponym in (v)
sentence for the common word of clothes. The hyponyms are neat sweater, sleeveless shirt, T-shirt, and blouse.

Last sentence, (vi) sentence tells that the spring season will come soon, so the preparation is needed to make your leg warm. The explanation before can be called implicature because the information which tells about warning is conveyed implicitly.

From the three texts above about female’s clothes, the writer concludes that text 1 is a text that shows a gender. It is proved by the information in (i) sentence and (iii) sentence. (i) sentence tells that outfits are identical as female clothes and female wears it in particular occasion. Female has a specific color to determine her identity, such as gold and pink as in (iii) sentence. Female also has the identical fabric, such as chiffon. Chiffon is a type of fine transparent cloth made from silk or nylon, it is usually used especially for making female clothes (Hornby, 2005:256). Female which wears dress has the characteristics of elegant and pretty way.

Then, text 2 also portrays gender identity because it represents the character of female in feminine way which can be seen in (ii) sentence. Another identity which emerges in female shows the characteristics of female as confidence, individuality and mature way. Female is portrayed as someone who does not like to depend on the other. The identity of female relates to the design of tie. Therefore, the writer emphasizes that text 2 relates to the gender.
Last, text 3 still contains gender identity because it portrays the character of female as sexy and feminine person which can be seen in (ii) sentence. The characteristic of female is represented by the material of skirt and it is not based on the color as in the (iv) sentence. Therefore, the writer concludes that color does not have the important role to describe the identity of female.

IV.1.1 The Comparison between Male and Female clothes in text

The comparison of the text is influenced by the difference explanation about the determination of gender identity. The writer emphasizes that the emergence of male’s identity is affected by the characteristics of design and material which can be seen in (i) sentence on text 2 and (iii) sentence on text 3. On the other side, female is described as the feminine person based on the color of pink and gold which can be seen in (iii) sentence text 1.

Male and female have the specific clothes to maintain their identity. Male wears suit to express the element of luxurious, stylish, and elegant which can be seen in (i) sentence on text 3. In the other side, female wears dress and skirt to make her feel comfortable, pretty, and sexy in the particular occasion as in (i) sentence on text 1 and (iv) sentence on text 3.

IV.2 Texts about Perfumes

Perfume is a mixture of oil which is used to give a fragrant odor for our bodies. For the most part, male and female use perfume to boost their confidence. The emergence of identity between male and female based on the object of perfumes
are explained through the characteristics of aroma, material, and the bottle design of perfume. The explanation about the identity between male and female which relates to perfumes are as follows:

**Text 1**

*Da Man magazine, page 37, October / November 2009 edition*

**Marc Jacobs Men**

(i) Marc Jacobs Men by Marc Jacobs is a woody floral musk fragrance for men. (ii) Marc Jacobs Men is a startling scent with original, modern style that creates a feeling of understated luxury. (iii) This green – woody scent is layered with Italian bergamot, lush spices, fig leaves, and masculine floral aromas, soothed with Indonesian patchouli and moss.

(i) sentence can be identified in the form of explication because (i) sentence already shows the brand of perfume explicitly. The sentence of (i) explains the ingredients in *Marc Jacobs Men* which associates with woody floral is used to represent the characteristics of male.

The opposite of explication is the kind of implicature. The sentence of (ii) indicates implicature because the writer looks for the implicit meaning in that sentence. The writer analyzes that male uses perfume with the high prices and famous brands. The expensive perfume can give the impression of luxury and male is considered as a modern man. Therefore, the explanations before emphasize that (ii) sentence contains implicature.

Then, the last sentence in (iii) sentence talks about presuppositions because the emergence of knowledge which is based on the expression or action can be considered as the implicit expression. The presuppositions are explained below:

a. The perfume of male is synonymous with the scent of herbs.
b. The scent of herbs still creates the impression of masculine. Furthermore, (iii) sentence also provides an element of hyponym. The general word which relates to the perfume ingredients can be categorized based on bergamot, lush spices, fig leaves, floral aromas, patchouli, and moss as hyponym. The particular vocabulary (hyponym) can be used to describe the common words (hyponym). For additional information, bergamot has the meaning as the material which is used to make a perfume comes from the skin of small orange (Hornby, 2005:131). Then, patchouli is explained as plants which have the scent of mint is used as the mixture of oil because it has the heavy and strong scent (Hornby, 2005:1109).

Text 2

Da Man magazine, page 36, October/November 2009 edition

Manarchy

(i) Dirty English fragrance from the Men’s division of Juicy Couture, was created with the boys in mind; guys that are worldly wise, daring, adventurous, and mysterious. (ii) Called “Manarchy” in a bottle, this fragrance is inspired by an actual 1976 music review of a Sex Pistols show at the El Paradise in Soho, London. (iii) With its hot tagline, “Live hard, live fast, live loud, and live now. (iv) It’s all Dirty English, the fragrance for men. (v) This is one edgy scent. (vi) It has a spicy woody aroma with sparkling citrus nuances and daring fresh spices. (vii) That is combined with woody and leather touches in the latter notes. (viii) Available at Glow Living Beauty, Plaza Indonesia and leading department stores.

The form of explicature is shown in (i) sentence because all of information about male’s identity are described clearly in (i) sentence. The writer of this thesis does not look for the hidden meaning in (i) sentence. The scent of perfume gives some positive elements for male. The scent is suitable for male who likes a challenge and brave.
The second sentence in (ii) sentence also shows explicature because the conclusion which is obtained in the writer’s mind does not change the real meaning in (ii) sentence. The kind of explicature which appears in (ii) sentence is the bottle design in perfume relates to the rock music in 1976 era.

The slogan which appears in (iii) sentence indicates presupposition because the existence of phrase which has the meaning is intended to convey the message impliedly. The presupposition of (iii) sentence can be seen below:
a. The harsh lifestyle appears in modern era.
b. Life gets loud and demands us to work harder.

The explicature is still found in (iv) sentence because the meaning is inferred explicitly. The sentence of (iv) describes all perfumes in Dirty English have the same scent which are identical used to describe the identity of male.

In (v) sentence, it has the meaning which still associates with the sentence in (iv). The kind of meaning which is used to describe (v) sentence is explicature. The meaning which emerges in (v) sentence can be interpreted as the feeling of anxiety. The scent of male’s perfume contains the strong scent, so it makes male has the feeling of anxiety.

The presupposition appears again in (vi) sentence because the assumptions emerge implicitly and the message conveys briefly and clearly. The presuppositions from (vi) sentence are:
a. The scent of perfume is made specifically for male.
b. The scent of male’s perfume associates with traditional herbs.
c. Male prefer the scent of perfume with spicy aroma because it represents the element of brave person.

The meaning in (vii) has the meaning relation in (vi) sentence because the perfume materials which contain in (vi) sentence can be combined with woody and leather for getting the perfection. The explanation in (vii) sentence can be categorized in the kind of explicature because the writer found the contextual information about the incorporation of ingredients to make perfume explicitly.

The sentence in (viii) explains that meaning as explicature because the meaning in (viii) sentence is already described expressly, so the message in (viii) sentence can be understood clearly by the reader. The explicit meaning which is found in (viii) sentence contains brief information about the way to gain male’s perfume. The way to purchase a male’s perfume can be found on Plaza Indonesia on the counter of Glow Living Beauty, so people can get the male’s perfume easily.

**Text 3**

*Da Man* magazine, page 37, October / November 2009 edition

**Burberry / The Beat For Men**

(i) This is a fresh woody fragrance contained in a metal and glass bottle with classic **Burberry** check motifs. (ii) According to the creative director of Burberry, Christopher Bailey, The scent captures all the characteristics of “The Beat Man”. (iii) It’s masculine, effortless, and distinctive with a modern, original identity. (iv) The result is a fragrance with notes of leather, vetiver, bourbon, cedar, black pepper, and violet. (v) The Beat for Men was inspired by music, specifically the music of “beat” bands like Razorlight, the Fratellis, Arctic Monkeys and Kasabian.
(i) sentence is explained kind of implicature because the simplification meaning appears as the influence for getting the brief information implicitly. The sentence in (i) defines the description of Burberry perfume based on the scent and the bottle design. Both of the descriptions can represent the identity of male. The bottle design of Burberry perfume portrays male in classic way.

Then, the sentence in (ii) contains the presupposition because the assumptions emerge based on the supposition and the opinion from Christopher Bailey about Burberry perfume. The presuppositions which show the characteristics of male appearance can be explained below:

a. The creative director of Burberry perfume already uses that perfume, so he knows that the Burberry perfume is identical for male.

b. The scent of Burberry perfume has the strong and striking aroma. Therefore, the scent of Burberry perfume can describe male as a brave and strong person.

In (iii) sentence, the Burberry perfume brings some characteristics out relates to the identity of male. The scent of perfume still illustrates the masculine element with the modern style. The writer emphasizes that (iii) sentence tells about explicature because the identity of male has been described clearly in that sentence.

Next, the kind of hyponym is recently found in (iv) sentence. The common word from the material of perfume is divided into leather, vetiver, bourbon, cedar, and black pepper as hyponym. The hyponym in (iv) sentence clarifies the explicature which is contained in that sentence. The writer emphasizes that the
material of perfume is already explained briefly in (iv) sentence. Therefore, (iv) sentence defines explicature.

Last, in (v) sentence, it describes presuppositions again in that sentence because the previous presumption in (v) sentence is formed based on the supposition of the writer. The presuppositions that appear based on the opinion on (v) sentence are as follows:

a. The male’s identity which appears in perfume can be connected with rock music.

b. Kinds of rock music group are divided into Razorlight, the Fratellis, Arctic Monkeys, and Kasabian. They can be assumed to have an important role as an advertising model in *Burberry* product.

The writer concludes that from the three texts above, text 1 is categorized as a gender text because the emergence of character from the ingredients of perfume show the identity of male in luxury way as modern man which can be seen in (i) sentence and (iii) sentence. Then, text 2 still relates to the scent of perfume. It can be categorized as gender text because (i) sentence shows the identity of male with the positive element as a brave person and someone who likes a challenge. Last, text 3 describes the identity of male from the different sides. The identity of male is indicated not only based on the scent of perfume but also from the bottle design of the perfume. Male is portrayed as someone who likes things with the classical appearance and he is represented as modern man. The writer emphasizes that the three texts above have a relationship as a gender text.
The writer compares male’s texts with female’s texts about perfumes for knowing the different identity both of them. The explanation about female’s texts can be seen below:

**Text 1**

<table>
<thead>
<tr>
<th>Best Ladies Luxury Fragrance</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) This is a fresh, feminine and fruity fragrance but it develops into a richer scent as the day goes on. (ii) Playful, but still sophisticated and perfect for everyday wear. “Being a working mum, I don’t always feel as glamorous as I should. (iii) <strong>Viktor and Rolf Flowerbomb</strong> lifts my spirits and gives me lots more confidence!</td>
</tr>
</tbody>
</table>

The freshness of perfume which is offered in the advertisement above creates an element of perfection in feminine way for female. The emergence of female’s characteristics in (i) sentence is associated with the fruits aroma on **Viktor and Rolf Flowerbomb** perfume. The explanation in (i) can be categorized as explicature because it is affected by the development of original expression which has the information explicitly.

The sentence in (ii) contains the kind of presuppositions because the writer found the assumptions and inferences in (ii) sentence which are explained implicitly. The presuppositions which are found in (ii) sentence can be described below:

a. **Viktor and Rolf Flowerbomb** is identical as the perfume used by career women.

b. The feeling of not confident appears when career woman does not use perfume during the activity.
c. **Viktor and Rolf Flowerbomb** has a long lasting freshness because it can be used during the activity to look fresh.

The **Viktor and Rolf Flowerbomb**’s perfume gives a positive scent for the wearer. The female’s characteristics which appear from **Viktor and Rolf Flowerbomb**’s perfume can be shown as sophisticated, perfect, and confidence person without eliminates the element of feminine. That explanation can be found in (iii) sentence as implicature because the implied meaning emerges when it is compared with the real meaning.

**Text 2**

<table>
<thead>
<tr>
<th>Scents of Design, “Desire”</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Opulent bottles and seductive, intoxicating fragrances channel your inner femme fatale. (ii) This season, perfume bottles are as VIP as the notes inside them. (iii) “Just by looking at the design of a bottle or color of its juice, you get a strong sense of how it’s going to smell,” says Dawn Goldworm, scent director for 12.29, a branding firm that designs custom scents for hotels, events, and more. (iv) Want something super sensuous? (v) Look for amber liquids and trendy black and gold packaging. (vi) More cues: green colored juices typically smell fresh and clean; pink accents signal a floral, feminine fragrance; and bright bottles indicate unique, playful vibe. (vii) “We’re also drawn to bottles that reflect our styles,” Goldworm says. (viii) “So, displaying them offers a glimpse into your personality.”</td>
</tr>
</tbody>
</table>

In the first sentence in (i), it shows the design of perfume with a luxurious appearance and it has a seductive aroma for female. The illustration about the design of perfume in (i) sentence can be portrayed as implicature because the concept of understanding the meaning in (i) sentence is emphasized implicitly to get the real meaning.
(ii) sentence has the opposite concept from (i) sentence because (ii) sentence uses explicature to explain the meaning. The real meaning is already explained explicitly in (ii) sentence. The explicature meaning in (ii) sentence tells about the bottle design of perfume become a favorite design among the important people.

The third sentence in (iii) defines presuppositions because the emergence of action in (iii) sentence is affected by the assumptions which appear implicitly. The presuppositions in (iii) sentence are as follows:

a. **Desire** is a kind of perfume that has an expensive price.
b. The **Desire** perfume has the impression of luxury in the bottle design.
c. The wearer can smell the scent of perfume through the bottle with the luxurious appearance.

The sentence of (iv) has the kind of explicature because the real meaning in (iv) sentence has been described explicitly and the reader can understand the meaning briefly. The explicature which is formed in (iv) sentence are as follows:

a. The question about the concept of sensual items which is desired by female will be fulfilled through the scent of perfume.
b. The notification about sensual items is offered through the **Desire** product.

The sentence in (v) sentence has the implicature because it refers to the real meaning implicitly. The element of implicature in discourse can be represented through the interpretation at the level of the meaning. The implicature that arise in (v) sentence can be interpreted as the design and characteristics which are shown
in **Desire** perfume show a perfect appearance. Furthermore, the writer also found hyponym in (v) sentence. The common words of colors can be divided as black and gold as hyponym in (v) sentence.

The form of presuppositions appears on (vi) sentence because the sentence presupposes another sentence and it can be used in fallacious condition. The presupposition in (vi) sentence can be explained below:

a. The **Desire** perfume has a various selection about the preferred scent of female’s perfume.

b. The emergence of color specification which associates with the scent of perfume is assumed to indicate the identity of female.

Another analysis in (vi) sentence, the writer found hyponym in that sentence. Hyponym has a function to describe the specific types of word from the common word. The common word for colors can be distinguished as green and pink as hyponym.

People can be portrayed as a stylish person based on their stuffs. They are assumed always follow the up to date information about style to look fashionable. The bottle design of perfume can represent the characteristics of female relates to her style. The explanation about the meaning sentence in (vii) sentence can be categorized as implicature because all the explanation is presented implicitly.

Last sentence, in (viii), the writer defines that (viii) sentence has the kind of explicature because the real meaning in (viii) sentence has been described explicitly and the reader can understand the meaning clearly. The explicature in
sentence consider that the scent of perfume displays the personal identity of female.

Text 3

<table>
<thead>
<tr>
<th>Minimalist</th>
<th>Cosmopolitan magazine, page 245, May 2013 edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Streamlined designs and light scents keep you rooted in your Zen space. (ii) <strong>Channel Chance</strong>, everyone falls for this perfect blend of lemon and musk. (iii) <strong>Givenchy Dahlia Noir</strong>, sprits this when you want to smell sexy without trying too hard. (iv) Citrus scented neroli keeps things casual. (v) <strong>Just Cavalli</strong>, that pink python accent hints at the feisty, feminine combo of the spicy wood base and tiare flowers within. (vi) <strong>Agent Provocateur Petale Noir</strong>, leather and musk mingle with rose and lily for a scent as naughty and nice as the brand’s lingerie.</td>
<td></td>
</tr>
</tbody>
</table>

In (i) sentence, the meaning can be described based on implicature because the meaning explains about kinds of perfumes with a mild scent and give a comfortable feeling for female. In discourse implicature, the information is determined based on the speech which is revealed.

The meaning in (ii) sentence is explained as presuppositions because those assumptions are inferred according to the implied meaning contained in (ii) sentence. The function of concluding a sentence implicitly is intended in understanding the meaning which is informed briefly. The presuppositions are:

a. Sometimes, lemon and musk have the unpleasant smell when they are combined.

b. The combination of lemon and musk does not produce the striking smell when they are mixed with some materials for making perfume.

The writer also found implicature again in (iii) sentence. It is called implicature because it has a concept in revealing uttered meaning and implied
meaning. The implicature in (iii) sentence is intended that sexy is not only seen through physical but also it can be seen through the scent of perfume. In general, female likes perfume which contains an element of sexy because it gives the special comfort.

The kind of explicature recently looks in (iv) sentence. The sentence in (iv) is called explicature because the meaning in (iv) sentence is conveyed briefly and it provides the information clearly. The kind of explicature portrays the scent of citrus which contains a fruit aroma can give the casual identity for female. It also provides a relaxed feeling for female when she feels stressed.

The sentence of (v) is categorized as a kind of implicature. The sentence in (v) has the implied meaning as the kind of expression from female identity. It is expressed through the color and material which contains on perfume with the feminine way. As additional information, a tiare flower which is used as a material to make a perfume can be described as a flower with white colors. It is usually used by female in the back of her ears (Hornby, 2005:1603).

The last sentence has the implicature because the scent of flowers is always used as favorite materials for female and it can make female feels as a naughty and sexy person. The writer chooses implicature in (vi) sentence because the meaning can be obtained based on the grammatical structure and the implied meaning.

From the three texts above about female’s perfume, the writer concludes that text 1 is associated with gender and it can represent female identity based on
the scent of perfume. The identity for female which is shown in text 1 reveals female in sophisticated, perfect, and confidence way. Then, in text 2, the representation of female identity is revealed through the bottle design of perfume. Female likes a bottle of perfume with a unique shaped. Female is portrayed as a person with a luxury and fashionable style. Female will look perfect when she chooses a design of bottle with expensive price. Last explanation can be explained in text 3 about the representation of female identity. Female is illustrated as a sexy and casual person based on the materials which contains in perfume with fruits aroma.

The conclusions of three texts above are all texts relates to the gender. The representation of female identity is shown in different way. Text 1 tells the identity of female based on the scent of perfume. Then, in text 2, the representation of female identity is portrayed based on the design of bottle. Last, in text 3, the characteristic of female identity appears through the material of the scent. All texts show the identity of female in positive way.

IV.1.2 The Comparison between Male and Female Perfume in text

The comparison both of texts between male and female have a function to show the different identity based on the object of perfume. According to the characteristics of material, male likes perfume with the material of forest element. The material of forest element can be divided as woody, leather, and spicy elements. The material of forest element can represent the characteristics of male as a modern and brave man. Then, the contrast differences appear on the material
of female perfume. Female likes perfume with the material of fruit and floral. Both of material can give the element of feminine and the long lasting freshness for female.

On the other side, the submission of information between male and female in the text of perfume is also seen in different ways. The information of male’s perfume is conveyed directly because the producer mentions the brand of perfume at the beginning of sentence afterwards the scent of perfume. The material which reveals the identity of male is described clearly in the middle and behind of the sentence so the writer concludes that texts which promote male’s product is described not long winded or directly.

On the text 2, the brand of female’s perfume is not mentioned, but the information about the content of materials and the design of bottle are described in long winded way. Those explanations include the content of pink flower, the scent with the feminine element, and the color of the bottle design. The writer emphasizes that whole of the texts contain the elements of gender but it is described in different situation.

**IV.3 Texts about Shoes**

Shoe is a part of the overall fashion item which must be owned by male and female. Nowadays, more footwear is designed stylish in order to improve the wearer’s appearance. Shoes can also be a dominant appearance when they are suitable paired with our clothes. They can look attractive and fascinating because they emerged with the unique design, complex details, and striking colors.
The meaning which emerges in (i) sentence can be explained as the introduction of new products from Pedro shoes with a flashy color. The kind of implicature which implied the meaning is caused by the hidden information which disclosed through (i) sentence. The kind of implicature is shown by the change of seasons which gives effects on the formation of male’s identity. Male is portrayed as a person who always looks luxurious in every style with Pedro shoes. The (i) sentence also represents the hyponym from the common word of seasons. It can be categorized as spring, summer, fall, and winter as a hyponym.

The modern elements in Pedro shoes can provide the formal impression when the modern elements are combined with block colors. As additional explanation, block colors which contain in (ii) sentence have the meaning as the colors which create an outfit by associating and complementary, bold and bright, blocks of colors together. The sentence in (ii) tells about presuppositions because the assumptions are able to convey the meaning to the reader obviously. The presuppositions which appear can be represented below:
a. Male often uses the neutral colors to get the formal impression.

b. The characteristics of shoes bring the effect to describe male’s identity.

Furthermore, the writer found the synonym in (ii). It relates to the characteristics of male. The modern man is usually identical with the formal style because the modern man associates with business man and he always looks formal in important situation.

In (iii) sentence, it can be defined as implicature because the information is conveyed implicitly to get the best results. The meaning in (iii) sentence can be interpreted as information about the purchase of shoes to make the buyer had no difficulty in finding the Pedro shoes. The hyponym form is also found in (iii). The common word of color can be categorized as black, gray, and white as the hyponym.

The kind of explicature appears in (iv) sentence because the reader can receive the information explicitly about the display of Pedro shoes. The line components and perforated details in Pedro shoes give the special convenience for male to look as a modern man.

These shoes are also equipped with lace at the top of shoes. The Pedro shoes are presented by the leather material with the best quality. The previous explanation in (v) sentence is categorized as explicature because the meaning tells the additional information about the characteristics of Pedro shoes.

The sentence of (vi) appears as a short sentence because the sentence only completes the information in (v) sentence which relates to the characteristics of
**Pedro** shoes. (vi) is categorized as explicature because the meaning is already delivered clearly. The explication is marked by the appearance of certain colors which give the refined element for **Pedro** shoes. The kind of hyponym form is also looked in (vi) sentence. The common word of colors can be divided as black, tan, and white as hyponym.

The meaning in (vii) sentence can be categorized as implicature because the emergence of hidden meaning affects the acceptance of information when it is understood by the reader. The kind of implicature in (vii) sentence can be interpreted as the invention of new products from **Pedro** shoes which give the impression of extraordinary products can represent the elements of masculinity for male. The kind of antonym is also found in (vii) sentence because the emergence of the *ordinary* word has the antonym with the *extraordinary* word. Both of the words lie in the same sentence.

**Teks 2**

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*Esquire magazine, page 54, May 2013 edition*

**The New Way to Wear White Shoes**

(i) The first thing you want to do is relax your definition. (ii) White need not mean the color of a brand – new piece of chalk or celebrity dentistry. (iii) In fact, it’s probably better if it doesn’t. (iv) Instead, look for a shade that has a hint of brown and some depth to it. (v) You might also consider looking beyond your classic low – cut lace – ups. (vi) **Billy Reid**, the designer of these here kickers, calls them shoe boots, a hybrid of the inherently formal lace – up and the casual skewing ankle boot. (vii) Stake out the middle ground and walk far.

The explication which looks in (i) sentence is explained as the satisfaction that people needed to make his mind becomes relaxed. The explication has the function in the submitted information which is conveyed contextually. Therefore,
the writer emphasizes that the messages can be understood clearly without making any assumptions in (i) sentence.

The description of white color in (ii) sentence is not related to the color of shoes. The disclosure of meaning in (ii) sentence is also portrayed based on explicature. It is caused by the understanding of meaning contextually and the meaning relates to the common comprehension.

The meaning which appears in (iii) sentence is also categorized as the kind of explicature because the meaning in (iii) sentence is still associated with the sentence in (ii). The sentence that appears is also a short sentence which contains the clear meaning. The kind of explicature is interpreted based on the refusal of common knowledge which states that the white color is not always related to the color of new chalk or teeth.

In (iv) sentence, it tells presupposition. The common meaning which emerges is associated with the color of brown. It becomes a favorite color for male because it is declared as dominate color when it is combined with white color. The presuppositions are:

a. The emergence of brown color which is mixed with white color as a neutral color.

b. The white color as a neutral color is interpreted not a dominate color when it is mixed with brown color, so it is required a little effort to find the elements of white color in the shoes.
The representation of male’s identity appears in (v) sentence. The characteristic of classic is always considered as a form that has a low price by a modern man. Male always liked stuff that gives a luxury element because it has a high price. The producer of shoes provides the modern elements with a piece of lace because it can give the high value when it is sold. Those explanations can be categorized based on the kind of implicature. The writer is also found the antonym from the word low and up in (v) sentence.

The sentence in (vi) also contains the kind of antonym for the word formal and casual. (vi) sentence also explains implicature because the writer gives the brief conclusion which can be understood by the reader. The implicature describes the designer of shoes. Billy Reid as the designer provides two characters for his artificial shoes. The formal impression is marked by the components of lace and the casual impression is created by the form of skewing ankle boot.

The last sentence in (vii) shows the kind of explicature because it portrays the simple sentence with the clear information. The Billy Reid’s shoes can be used for near and long journey.

**Teks 3**

*Details magazine, page 65, June/July 2013 edition*

**Trending Now: Upscale Espadrilles**

(i) With their flat jutes soles and easy slip – on construction, Espadrilles are as suited to summer as flip-flop, only they’re a hell of a lot more refined. (ii) Look for high – end details like the pebbled – leather uppers that replace the usual canvas on this pair from Billy Reid. (iii) “I like them with shorts” “the designer says, “or with a very casual look, with linen pants and a jacket”.
The first sentence in (i) shows the promotion of Espadrilles product as the product of flip – flop which is used in summer season. Male likes simple things which can give the special comfort in organizing his activities. (i) sentence can be categorized as explicature because the meaning in (i) sentence can be represented clearly to the reader.

The meaning in (ii) sentence is explained as the kind of implicature because all details from the flip – flop are already conveyed completely and (ii) sentence has the implied meaning. This slipper has the characteristics with the high value. It has the perfect detail although it is used in a street full of pebbles. This slipper uses the base material which is made from leather because it can give the special comfort for male.

The kind of hyponym appears in last sentence of (iii) sentence. The hyponym is shown by the word of shorts, pants, and jacket. They are divided as the common word of clothes. For determining the meaning in (iii) sentence, it can be described as presuppositions because the emergence of assumptions is not yet known about the truth. The presuppositions are:

a. Slippers can be combined with various types of clothes.

b. Slippers give the impression of casual style for male based on the convenience which is given.

The conclusions for all of the texts about male’s shoes are related to the gender which can give the representation of male’s identity. Text 1 shows the element of masculine which is associated with male’s identity as in (vii) sentence.
It is caused by the rediscovery of **Pedro** shoes with the modern characteristics. Then, text 2 also represents the identity of male with formal and casual way. It can be stated as in (**vi**) sentence. Last, text 3 also portrays male as a person with casual style. It has the similarity with text 2. The casual identity of male can be shown in (**iii**) sentence.

The writer also compares texts about shoes for male with the texts about shoes for female. The explanation about female’s texts can be seen below:

**Text 1**

<table>
<thead>
<tr>
<th><strong>Nylon magazine, page 66, April 2013 edition</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sneak Easy</strong></td>
</tr>
<tr>
<td>(i) Nylon market director, Rachael Wong, breaks down how the super versatile <strong>Puma Sneaker Wedge</strong> cooly caps off any look. (ii) The characteristics is update a classic preppy look with a sporty flash. (iii) The perfect statement shoe for the girl who loves to borrow from the boys. (iv) Add an urban twist to a sweet and feminine ensemble.</td>
</tr>
</tbody>
</table>

The first sentence in (**i**) is explained as the form of presuppositions. It is caused by the emergence of background events which is associated with female’s sneaker in any appearance. The presuppositions can be shown as follows:

a. Many people already prove that sneaker can be worn with any appearance.

b. People tend to choose sneaker shoes than any other types of shoes.

The meaning in (**ii**) sentence explains the new display of female’s sneaker with the sleek appearance, classic, glossy, and sporty. It contains presuppositions form because the existence of expression that can be accounted for right or wrong. The presuppositions are:

a. The emergence of new female’s sneaker brings a big revival with the perfect characteristics.
b. The old sneaker has the different characteristics with the display of new sneaker.

The kind of presuppositions also appears in (iii) sentence because the writer found the hidden meaning about female’s sneaker which like the design of male’s sneaker. The presuppositions are:

a. Male likes to use sneaker

b. Male’s sneaker gives the inspiration to create the female’s sneaker.

The last sentence, in (iv) sentence, the meaning can be represented as explicature because the emergence of literal meaning which can be understood by the reader explicitly. The Puma Sneaker Wedge has the modern appearance which gives the urban twist. It also provides the feminine elements with a sweet display although the sneaker shoe is identical with male’s shoes.

Text 2

_Nylon magazine, page 54, April 2013 edition

Now Kick It

(i) Not like we require a reason to bring in the spring with a fresh pair of sneakers, but this Converse ♥ Marimekko collab is especially worthy. (ii) The brand’s classic silhouettes have been constructed in nine funky prints from the Finnish textile brand, and prices range from $70 to $90 a pop.

Text 2 is a simple text because it only consists of two sentences. However, it already reveals the female’s identity based on the characteristics of female’s shoes. The meaning in (i) sentence is explained as the presuppositions form because the sentence has a supposition which is not known the truth of (i) sentence. The presuppositions are:
a. Many people wear sneakers in the spring season.

b. The sneaker of Converse ♥ Marimekko has a striking color because it has the fresh appearance.

The first sentence does not show the gender sentence. It still explains the general meaning about the products of Converse ♥ Marimekko.

The (ii) sentence describes implicature because the writer must find the hidden meaning in (ii) sentence implicitly. The appearance of female’s sneaker shoes has nine funky prints. Female likes stuff with the complete details and the striking design with the beautiful display. Therefore, the writer emphasizes that the explanations before is categorized as the kind of implicature.

Text 3

Nylon magazine, page 53, November 2012 edition

FOOT LOOSE

(i) Melissa and Alexandre Herchcovitch celebrate their six year partnership with the Melissa Troupe. (ii) Combining the classic oxford with a wedge heel and a retro toe provides a character of absolute modernity. (iii) The Melissa Troupe is destined to be a success among fashionistas. (iv) The Mellisa Troupe has won over Brazil and also the world for being extremely stylish. (v) This lovely version of the Oxford which adds romanticism to a typically female shoe is back for the coolest women in the colors black, fuchsia, and green. (vi) And for women wanting a more classic look, the bicolor style in black and white completes the launch.

The kind of explicature is in (i) sentence because the meaning is already described in detail. The meaning in (i) sentence tells the celebration of cooperative relation between Melissa and Alexandre Herchcovitch with Melissa Troupe. The first sentence does not explain the identity of gender. It only describes the general overview from the relations between the two of companies.
The combination of wedge heel and retro toe bring new characters of female’s identity out. That explanation about the meaning in (ii) sentence is portrayed as the kind of implicature because the real meaning has not been revealed by the author of Nylon magazine. The implicature in (ii) sentence can be explained as the representation of wedge heel and retro toe is used as a symbol in determining of female’s identity. Both of the forms provide the classic style for female.

The sentence in (iii) sentence tells the successful of Mellisa Troupe in promoting her product of shoes. The Mellisa Troupe becomes famous among the fashionista. The meaning which appears in (iii) sentence can be described as explicature because the information has been delivered explicitly.

The meaning which appears in (iv) sentence can be interpreted as the successful of Mellisa Troupe which is known all over the world especially Brazil. It can be classified as presuppositions. The presuppositions are:

a. The achievements of Mellisa Troupe are used to improve the quality of products.

b. The achievements of Mellisa Troupe are able to show the identity of female as a person in modern style.

The most recent side from the shoes of Mellisa Troupe can give the romanticism element for female. It also represents female in elegant way with the specific color of black, fuchsia, and green. That explanation before in (v) sentence indicates the kind of explicature. It is caused by the emergence of contextual
meaning with the complete information in (v) sentence. On the other side, the writer found hyponym as the common word of color. It can be identified as black, fuchsia, and green as the hyponym. As additional information, the fuchsia color is interpreted as a vivid purplish shade of red (Hornby, 2005:627).

Last explanation, the sentence in (vi) is defined as the form of presuppositions because the emergence of two suppositions which are still doubted the validity values. The general meaning of the sentence in (vi) is explained about the fusion of black and white color which gives the new display and it can show the classic style of female. The presuppositions in (vi) are described as follows:

a. The emergence of new product from Mellisa Troupe shoes can give the newest design to be exhibited.

b. The neutral colors can give the impression of classic way when they are combined each other.

The writer also found the hyponym form for the common word of color. It can be divided as black and white color as hyponym.

From three of the texts above, the writer concludes that all of the texts consist of the characteristics of gender. In the text 1, the sneaker shoes which are usually worn by male can represent the identity of female. She can wear sneaker shoes with any appearance without eliminating the feminine elements as in (iv) sentence. Then, in the text 2, the flashy color represents the identity of female with the fresh appearance. Female likes the specific detail from the design of shoes. Last, the sentence in text 3 is identical with the characteristics of wedge
heel and retro toe. The female’s element is also explained in elegant way which is related to the characteristics of female.

**IV.3.1. The Comparison between Male and Female Shoes**

The comparison both of text above has a function to show the different identity between male and female based on the object of shoes. The characteristic of male is formed based on the color and the material which is used. Male likes the neutral color because it looks suitable when it is combined with any color shirt.

Then, the characteristic of female’s identity is influenced by the display of design and the detail design. For color, female likes the bright and striking colors because it gives the impression of modern style for female. Sometimes, female has the special color which was never worn by male. For example, the colors are divided into pink and fuchsia. Female also has the special design for her shoes. For example, female wears high heels or wedge heel in the important events.
<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Synonyms</th>
<th>Antonyms</th>
<th>Hyponyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td>• Period of Time (old era and modern era)</td>
<td>• Component of colors (green, yellow, blue, and red)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 2</td>
<td></td>
<td>• Kinds of clothes (jacket, blazer, office wear, and shirts)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td></td>
<td>• Kinds of fabric (silk and wool)</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Text 1</td>
<td></td>
<td>• Components of colors (black, gold, and pink)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td></td>
<td>• Kinds of accessories (lace, metallic, beading, and ruffles)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Kinds of clothes (sweater, sleeveless shirt, T-shirt, and blouse)</td>
<td></td>
</tr>
</tbody>
</table>
## Table 2. Table of pragmatic components in the object of clothes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Explicature</th>
<th>Implicature</th>
<th>Presuppositions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td>• Explaining the elegant impression for male.</td>
<td>• Giving the attractive feeling.</td>
<td>• Giving the happiness feeling.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Explaining the appearance of male with freedom and spirit way.</td>
<td></td>
<td>• Giving the optimistic impression.</td>
</tr>
<tr>
<td></td>
<td>Text 2</td>
<td></td>
<td>• Explaining male’s identity as a handsome and fashionable person.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td></td>
<td>• Describing the element of luxurious.</td>
<td>• Explaining male’s identity in stylish way.</td>
</tr>
<tr>
<td>Female</td>
<td>Text 1</td>
<td>• Describing the characters of female as a sexy person.</td>
<td>• The design of clothes gives the impression of feminine and mature way.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 2</td>
<td>• The material components give the impression of feminine nature.</td>
<td>• Explaining female as empowered person.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Describing female in confidence, individuality, and stylish way based on the design.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td>• The design of clothes can determine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>female as a sexy person.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Female likes the striking colors</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 3. Table of semantic components in the object of perfumes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Synonyms</th>
<th>Antonyms</th>
<th>Hyponyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td></td>
<td></td>
<td>• The ingredients of perfume (bergamot, lush spices, fig leaves, floral aromas, patchouli, and moss)</td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td></td>
<td></td>
<td>• The components of material (leather, vetiver, bourbon, cedar, and black pepper)</td>
</tr>
<tr>
<td>Female</td>
<td>Text 2</td>
<td></td>
<td></td>
<td>• Components of color (black, green, pink, and gold)</td>
</tr>
</tbody>
</table>
Table 4. Table of pragmatic components in the object of perfumes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Explicature</th>
<th>Implicature</th>
<th>Presuppositions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td></td>
<td>• Giving the impression of luxury and modern man based on the scent of perfume.</td>
<td>• The scent of herbs creates the impression of masculine.</td>
</tr>
<tr>
<td>Male</td>
<td>Text 2</td>
<td>• The scent of perfume gives the positive elements for male as a challenge and brave person.</td>
<td>• The spicy aroma represents the element of brave.</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>Text 3</td>
<td>• The scent of perfume illustrates the masculine element with the modern style.</td>
<td>• The bottle design of perfume portrays male in classic way.</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Text 1</td>
<td>• The scent of perfume with the fruits aroma creates an element of perfection in feminine way.</td>
<td>• The scent of perfume gives positive value as sophisticated, perfect, and confidence person without eliminates feminine element.</td>
<td></td>
</tr>
</tbody>
</table>
| Text 2 | • The design of perfume gives a luxurious appearance for female.  
• The bottle design of perfume represents female’s style. |
|--------|-------------------------------------------------------------|
| Text 3 | • Kinds of perfume with a mild scent can give a comfortable feeling.  
• The scent of perfume gives the sexy impression for female.  
• The color and the material which contain on perfume give the feminine way for female. |
### Table 5. Table of semantic components in the object of shoes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Synonyms</th>
<th>Antonyms</th>
<th>Hyponyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td>• The antonym between ordinary and extraordinary word.</td>
<td>• Component of seasons (summer, fall, and winter) • The component of colors (black, tan, gray, and white)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 2</td>
<td>• The antonym between low and up.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Text 3</td>
<td></td>
<td></td>
<td>• The component of clothes (shorts, pants, and jacket)</td>
</tr>
<tr>
<td>Female</td>
<td>Text 3</td>
<td></td>
<td></td>
<td>• The component of colors (black, fuchsia, white, and green)</td>
</tr>
</tbody>
</table>
Table 6. Table of pragmatic components in the object of shoes

<table>
<thead>
<tr>
<th>Gender</th>
<th>Kind of Text</th>
<th>Explicature</th>
<th>Implicature</th>
<th>Presuppositions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Text 1</td>
<td>• The design of shoes give special convenience for male as a modern man.</td>
<td>• The change of season gives the effects for luxurious style for male.</td>
<td>• Male always uses the neutral colors to get formal impression.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The new products of shoes represent the element of masculinity.</td>
<td>• The change of season gives the effects for luxurious style for male.</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Text 1</td>
<td>• The new display of female's sneaker with sleek appearance, classic, glossy, and sporty.</td>
<td>• Describing the feminine elements with</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The simple things give the special comfort for male.</td>
<td>• The perfect detail give the special comfort for male.</td>
<td>• The impression of casual style based on convenience style.</td>
</tr>
<tr>
<td></td>
<td>Text 2</td>
<td>• The writer gives the brief conclusion which can be understood by reader.</td>
<td>• The element of luxury related to the high price.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The design of shoes gives the casual impression.</td>
<td>• The design of shoes gives the casual impression.</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Text 1</td>
<td>• The new display of female's sneaker with sleek appearance, classic, glossy, and sporty.</td>
<td>• Describing the feminine elements with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>a sweet display.</td>
<td>• A striking color explains the fresh appearance for female based on the design of shoes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Text 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The own design about female’s shoes with the combination of wedge heel and retro toe determine female’s identity as a sexy and feminine person.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Text 3</strong></td>
<td></td>
<td>• The romanticism element explains female in elegant and modern way.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER V
CONCLUSION

In this chapter, the writer presents the conclusion and the suggestion based on analysis done toward the fashion articles between male and female which contain explicature, implicature, and presuppositions to represent male’s and female’s identity based on the objects clothes, perfumes, and shoes. The conclusions from the whole chapters of this thesis are explained below.

V.1 Conclusion

After analyzing the data, the writer concludes:

a. Male is represented as formal and fashionable person when he wears tie. The components of colors do not affect the appearance of male’s identity because the colors describe neutral colors. The way of male combines a tie with other clothes become an element of male’s identity formation. In other explanation based on the clothes as the object, the design of suit and the material of suit also become components of male’s identity formation because they show male as an elegant and fashionable person.

b. The formation of male’s identity through the perfumes as the object can be analyzed in three ways, they are the ingredients of perfume, the scent of perfume, and the bottle design of perfume. First, the ingredients of perfume show male in luxury way as a modern person. Second, the scent of perfume creates male in adventurous, brave, and mysterious way. Last, the design of
bottle also portrays male as someone who likes things with the classical appearance.

c. For the object of shoes, the identity of male is shown through its design. Male likes the simple design because it gives the comfortable feeling. Male often chooses the neutral color, such as black, white, or tan because it gives the classic masculinity elements. On the other side, the identity of male is formed based on the design of shoes because it portrays male in casual way.

d. Based on the object of clothes, female has her own design to describe her identity. For example, female has a design of skirt and dress which cannot be used to describe the identity of male. The design of skirt and dress give mature and sexy impression for female. According to the characteristics of color, female has her own colors, such as pink, gold, and fuchsia to represent the identity of female as a feminine person.

e. The explanation of female’s perfume has the same description with male’s perfume. The identity of female is represented based on the scent of perfume and the materials which are contained in it. Female likes the sweet aroma with the floral and fruit materials. Female feels confidence when she uses a perfume which contains both materials.

f. The identity of female is described based on the component of colors. Female likes to wear the flashy color because it portrays female with fresh appearance. Female also has her own design for showing her identity. The design of wedge heel and retro toe become the special design to represent female’s identity as feminine and sexy person.
The submission of meaning in representing male’s and female’s identity can be categorized in two ways, such as explicit and implicit way. Both of ways have the important role to determine the influence characteristics between male and female. The kind of implicature is often used to represent the identity of male and female because the information is presented indirectly and the writer should find the implied meaning in the sentence.

V.2 Suggestion

In this research, the writer takes the data from fashion magazine and analyzes them by using semantic meanings and pragmatic meanings theory. Therefore, the writer wants to recommend to readers who are interested in semantic meanings and pragmatic meanings theory for expanding the reader’s knowledge about this theory. In the other word, the writer hopes the next writer can analyze more deeply about semantic and pragmatic meanings in the other sources.