
The Representation of an Ideal Man and an Ideal Woman in the Books Entitled “Memikat Pria Idaman” and “Memikat Wanita Idaman”

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Abstract

In this study, the writer wants to know the representation of ideal men and women in the self-help books *Memikat Pria Idaman* and *Memikat Wanita Idaman* based on corpus linguistic point of view. This study aims to find out the representation of women in the book *Memikat Pria Idaman* and representation of men in the book *Memikat Wanita Idaman* from the words and phrases. The writer believes that there are differences in the representation of men and women through their typical vocabulary. The representation of men and women is analysed by using concordance lines and collocations. The writer uses a qualitative method design to interpret the representation in the text by using concordance lines. The result shows that women are represented as weak, unassertive, showing physical appearance, extra polite, showing household roles, having doubt and fear, intimate relations, and attentive. On the other hand, an ideal man is represented as assertive, having a sense of freedom, attentive, having doubt and fear, having physical appearance, and protective. Based on this result we can find that ideal woman and man have similarities in their representation such as attentive, having doubt and fear, and concern about physical appearance. While, the differences of their representation is an ideal woman is commonly associated with politeness, household roles, and intimate relations. While, an ideal man shows as a freedom and being protective. This study concludes that there are similarities and the differences in the words and phrases used to represent ideal women and men.

Keywords: language ideology, self-help books, collocation, typical vocabulary, gender, content words.

Introduction

The term ‘representation’ is generally used to refer to language ideology. The study of language ideology involves examining the texts and practices in which languages are represented not only spoken and written but also what is contained inside (Cameron, 2003, p.448). Based on that statement, the term ‘representation’ is more preferable to use than ‘beliefs’ because ‘beliefs’ is commonly assumed to denote mental construction while ‘representation’ is assumed as social construction (Cameron, 2003, p.448). Mental construction essentially belongs to the individual itself, while social construction emerges from interaction of public representation that can be analysed through examining written text or spoken.

One of the approaches to see the different representation between men and women is from a self-help book. A self-help book is a book that usually written in the certain fields such as personal growth, business, recovery, sport, hobby, crafts, and health (Stine 2002, p.1). Sometimes, self-help books are created by experts in such areas as stated before where they can share interesting topics with others through the books. A self-help book usually gives suggestion on how to solve a particular problems or how to behave appropriately. In this case, the writer found two interesting self-help books which give suggestions on how men and women should behave. The first book is *Memikat Pria Idaman* and the second is *Memikat Wanita Idaman*.

In *Memikat Pria Idaman*, we can identify how a woman is trying to become an ideal woman in order to get a man. This book is written for women readers because it contains suggestions for women. The second book, *Memikat Wanita Idaman*, is talking about how to become an ideal man in order to

get a woman. Therefore, the target market of this book is for men. Even though the target market for these books are different, both of them have same topic that is how to behave in order to attract the different gender.

In terms of socio-cultural problems, men and women are different in their linguistic behaviour because men and women are raised from different background. Therefore, the words used in the books that are intended for female readers must be familiar with female readers. On the other hand, the book that is intended for male readers should also have the words which are familiar with male readers. Regarding to the issue of language and gender, the writer thinks that the selection of language used in men and women's self-help books are interesting to be analysed.

In investigating language that is addressed to different genders in written text, we can use the corpus linguistics perspective. Corpus linguistic has been applied to language description in language variation studies (Baker, Hardie, & McEnery, 2006 p.16). With the corpus linguistics perspective we can determine the language variation that is used by different authors.

There are two studies that closely related with this research. In connection with the representation of men and women, Wang (2009) evaluated gender stereotypes on a gossip-filled entertainment column in a tabloid. The result of her study showed that female artists as portrayed in the tabloids were commonly associated with belligerence, money worship, and social pressures with respect to marriage and sexuality. In contrast, portrayals of male artists focused on personal defects in physical appearance, love affairs, and invariably involved manipulation of how the private lives of these artists were viewed. In addition, Newman (2008) also analysed gender differences of language used in written text sample using a computerized text analysis tool. The analysis showed that women tend to use the words which are related to psychological (e.g. mad, uneasy, remember, nervous), social processes (e.g. sister, friends), and verbs (e.g. watching, taking, talking, and thinking). While, men tend to use words which are related to object properties and impersonal topics (e.g. assignment, music).

In this study, the writer focuses on typical vocabulary used in the self-help books, *Memikat Pria Idaman* and *Memikat Wanita Idaman*, based on Corpus Linguistic point of view. According to McEnery and Wilson, corpus linguistics is a relatively recent branch of linguistics to study the language based on examples of real life language use (cited in Baker 2010, p.5). The quantities of data allow us to extrapolate linguistic frequencies and tell something about linguistic norms. It means that the corpus becomes the main source to make analysis and interpretation in the research.

Based on the background of the study, the writer thinks that there are three objectives of this study. The first, to investigate the representation of an ideal woman in the book entitled *Memikat Pria Idaman*, to investigate the representation of an ideal man in the book entitled *Memikat Wanita Idaman*, and to identify similarities and differences of the representation of an ideal woman and an ideal man in those two books.

Literature Review

Gender Stereotypes

Stereotypes can be regarded as a form of general judgment toward a particular group that provides a way to account the behaviour of others (Healey 2003). This definition can be described further as generalization about particular group of people in which we attribute a defined set of characteristics whenever they are depicted or portrayed in such a way that all its members appear to have the same characteristics and attitude. This condition appears to be derived from the construction of traditional gender roles in which men are figured as rational, strong, protective, and decisive while women are depicted as emotional, irrational, weak, nurturing, and submissive (Tyson 2006, p.85).

Actually, men and women sometimes have different stereotype in the society. Women tend to be associated with the positive stereotype dimension of warmth and men have positive stereotype of potency (White & Gardner 2008 p.249). Cristensen (Cristensen 1987 cited in Vogel et al 2003 p. 519) also stated that women are more expressive of certain emotions and are more concerned about

maintaining intimacy in their close relationships than are men. Men in contrast, are better at controlling their nonverbal expression, are more instrumental or task-oriented. In the dealing with express emotion, women are more often than men are thought to express their emotion freely, discuss relationship problems, and request changes in their relationships (Christensen et. al cited in Vogel et al 2003, p. 521).

In addition, Vogel (Vogel et al 2003, p.520) stated that women are caregivers for children and aging parents more often than are men, they more frequently exhibit traditionally feminine behaviour such as nurturance and a concern over personal relationships. In contrast, men are more likely to work outside of the home, more frequently exhibit traditionally masculine behaviour such as assertiveness and leadership qualities. In the other hand, not only men but also women who have important role in the home. Women is highly associated with kitchen and seen as incongruent for men. In addition, women are mainly responsible for household and caregiving tasks (Alvarez and Miles 2006 cited in Lemus et al 2013, p.2). In sociocultural perspective, physical appearance is also associated with women. According to Jackson (1992, p.3) in the sociocultural perspective physical appearance is more important for female than for male because the culture values an attractive appearance more in female than in male.

In describing romantic relationships, male is being positioned as cool and objectifying toward females, and female as warm and positively engaged (Simon et al 1992; Tolman 2002 cited in Norona et al 2013 p.439). However, men and women do not always have different image but sometimes they have similarities. Canary & Hause (1993 cited in Vogel et al 2003) stated that meta-analytic reviews that report average differences between the sexes indicate that women and men behave similar over 98%.

Language and Gender

From the language that used by woman, it represents that woman depressed more often than man. It indicates that woman's language is considered as weak and unassertive (Coates 2004, p.109). Thus, women tend to show the powerless language. Men tend to add swear words to emphasis to male language. Men discuss various current concerns more frequently and swore more often (Newman 2008, p.223).

Women are reported discussing personal problems, doubts and fears, intimate relationships and family problems more than men. In the other hand, men are reported discussing sports more than women (Eckert & McConnell-Ginet 2003, p.123). It is showed that men and women are viewed to have linguistic varieties in the terms of vocabulary they used. It indicates that the vocabulary they used occur as a social phenomenon which is closely related to social attitude.

The different social roles among men and women can be seen from the roles of father and mother. In household, father plays as a disciplinarian and ultimate decision-maker. The term "woman" indicates the existence of euphemistic terms for woman's principle, that of housewife (Lakoff 2004, p.52). The role as a housewife and a mother are closely related to love, nursing, and self-sacrifice.

Words Classes in Indonesian

Classification of words is one of the most important things in the field of linguistics. In Indonesian, words are categorized into four classes that are nouns, verbs, adjectives and adverbs. From those four classes only nouns, verbs, and adjectives that are often develop further into complex words (Alwi et.al 1998, p.36). Nouns can be developed by using other nouns and adjectives, verbs can be developed by using adverbs, and adjectives can be developed by using adverbs.

Self-help books

A self-help book is a book that usually written in the certain fields such as personal growth, business, recovery, sport, hobby, crafts, and health (Stine 2002, p.1). A self-help book usually gives suggestion on how to solve a particular problems or how to behave appropriately. Self-help books have a wide range in many fields. Moreover, Stine (2002, p.1) stated that self-help books could be used as a guide for psychologists, facilitators, athletes, CEOs, tarot readers, ministers, artisans, and

hobbyists. However, self-help books are also have significant impact for other readers that have other problems. Self-help books may function in ways that have little to do with their actual efficacy as tools of therapy (Dolby 2005, p.36).

Methodology

The data are taken from the self-help books entitled *Memikat Pria Idaman* and *Memikat Wanita Idaman* published by BIP (Bhuana Ilmu Populer. The author of those books are different. While *Memikat Pria Idaman* was written by Sarameta, Don Pedros acts as the author of *Memikat Wanita Idaman*.

In doing this research, the writer applied corpus linguistics as the tool to process the data. Firstly, the writer the writer input the txt. data in “AntConc”. When the writer analyse the book *Memikat Pria Idaman*, the writer should type *wanita* (women) in the column of search term. Then, in the book *Memikat Wanita Idaman*, the writer should type *pria* (man) in the same column. Because, the book *Memikat Pria Idaman* is used for women and the book *Memikat Wanita Idaman* is used for men. After that click the concordance column to analyse general patterns of word target among numerous of varying words that attached. The last is the writer trying to found the words that suitable to represent of an ideal man and an ideal woman manually based on the theories and the data in the corpus.

Discussion

The total number of hits is 448. From all of these hits, the writer select the words that represent an ideal woman according to the corpus. The words are then classified into eight categories. The classifications are based on the references mentioned in chapter two and the similarity of the data in the corpus, the main references are Coates (2004:109), Lakoff in Newman (2008, p.213), (Eckert & McConnell-Ginet 2003, p.123), and (Lakoff 2004, p.52). The categories and the examples of the words are presented in table 1.1

No.	Category	Example of words
1.	Assertive	Menggoda, menggodanya, menyapa pria terlebih dulu, berpura-pura menjatuhkan sapu tangan, terus terang, memandang langsung ke matanya, pandangan mata, memaksa pria
2.	Weakness and unassertiveness	Tidak pantas memberikan sesuatu, tidak perlu mati-matian berpendidikan, hanya menunggu, menyembunyikan rasa.
3.	Physical appearance	Cantik, rambut disebut sebagai mahkota, postur tegak, menegakkan badan, kuku panjang dan lentik, kuku panjang, wangi-wangian
4.	Extra polite	Berbicara yang baik, suara perlu lembut, feminin, berjiwa feminin, etika.
5.	Household roles	Berbicara sebagai seorang ibu, memasak.
6.	Doubts and fear	Minta pertolongannya, perlindungan dan pertolongan, mencari perlindungan, ketergantungan
7.	Intimate relationship	Intim
8.	Attentive	Meladeninya, sebagai pendengar, membantu pria

Table 1.1 The categories and the words related to an ideal woman.

This result is in contrast with the opinion of Coates (2004:109) that woman is considered unassertive. As can be seen on the frequency in the corpus, the number of words in assertive category is 8 words while in the weak and unassertive category, there are only 4 words. It means that an ideal woman does not have to be weak and unassertive, but an ideal woman also can be assertive. One of example that show about woman assertiveness can be seen from the word *terus terang*. In connection with stating the love, an ideal woman in this modern era may state her love first to a man. This is shown in the concordance line: *saya dapat menyetujui cara wanita yang terus terang menyatakan perasaan cintanya*. It is clear that an ideal woman can tell what exactly what she feels to a man. She does not have to wait for the man to state his love first.

In the second position by the number of words, physical appearance is the category which occupies in there. In this category we found 7 lists of words. For example, in this category we can found that the word *kuku* is appear twice that is *kuku panjang dan lentik* and *kuku panjang*. Based on the concordance lines shows that From these two words shows that characteristic of an ideal woman can be seen from their nails. Woman who has long and colored nails means that she is very detail and she love beauty. In other side, a woman who has long nails describe as a woman who has high passion.

Then, the third position by the number of words is extra polite category. The number of words that appear in this category is 5 words. This idea is appropriate with the opinion of Lakoff in Newman (2008, p.213) which stated that women are more likely to use extra-polite. In this case, we can make a relation between extra polite category and house hold roles category. It can be seen from the data in the house hold roles category we can found the data *berbicara sebagai seorang ibu*. In the other hand, we found the data *berbicara yang baik* in extra polite category. Because, the way of talk by an ideal woman is expected to be a good mother which related to love, nursing, and self-sacrifice. This idea is appropriate with the idea of Lakoff (2004:52) that the term woman indicates the existence of euphemistic terms for woman's principle, that of housewife.

The fourth position by the number of words in this analysis is the category of doubts and fears. The number of words that represents an ideal woman in this category is 4 words. This idea is appropriate with the opinion of Eckert & McConnell-Ginet (2003, p.123) which stated that women are reported discussing personal problems, doubts and fears, intimate relationships and family problems. Related with the idea of Eckert & McConnel which stated that personal problems, doubts and fears, intimate relationships and family problems are women reported discussing. In this case, we did not find the sample of words which represent that women are discussing about personal problems and family problems.

However, we can find the word that include in intimate relationships category. In intimate category we can found the word *intim*. Based on the concordance line *intim* in here means that an ideal woman should serve a man with his own hands. It is because a man feels more intimate if a woman does that for him. It can be seen from the concordance line is as follow: *memang pada umumnya, pemberian langsung dari tangan wanita akan dinilai pria lebih intim ketimbang pengiriman pasif saja*. Based on the number of words, the last position is attentive category. In this category we found 3 samples of words which represent that an ideal woman is attentive.

The next analysis is used to know the word used to represent an ideal man. The classifications are based on the references mentioned in chapter two and the similarity of the data in the corpus. In this analysis the writer found the total number of hits is 148. The main references are (Newman 2008, p.223), (Eckert & McConnell-Ginet 2003, p.123). The categories and the examples of the words are presented in table 1.2

No.	Category	Example of words
1.	Assertive	Pendekatan, inisiatif pendekatan, serba tahu, gesit memilih, tegas, kreativitas
2.	Sense of freedom	Lebih bebas, santai, berhak meminang
3.	Attentive	Hangat, setia, mengirimi bunga
4.	Doubts and fear	Ketakutan, kesulitan untuk berkenalan
5.	Physical appearance	Paras
6.	Protective	Perlindungan

Table 1.2 The categories and the words related to an ideal man.

Based on the result in table 1.2, we found that the highest number of words in this research is assertive category. In this category we can found 7 data to represent that a man is assertive. For example, to show the assertiveness of an ideal man it can be seen from the word *gesit memilih*. In further analysing we can see from the concordance line is as follow: *Salah satu pembawaan yang cukup dihargai oleh wanita adalah kemampuan pria untuk dengan gesit memilih saat si wanita*

menyodorkan pilihan atau masalah. Based on this concordance shows that *gesit memilih* in here means that how a man solve the problems and a woman will give more appreciation to a wise man which can solve the problems quickly.

Then, by the number of words the second position is sense of freedom category. This category is categorized based on the similarly data in the corpus. In this category there are 4 words which represent that an ideal man have sense of freedom from their words used. Sense of freedom by a man in here did not means that they are swore more often or have bad habitual. It can be seen from the data *lebih bebas*, the concordance line is as follow: *si pria merasa lebih bebas untuk mengutarakan pendapat dan perasaan serta menerima pendapat dan perasaan si wanita*. Based on. Based on the concordance lines, sense of freedom in here is emphasis on express opinion and feeling. In this case shows that a man not only have freedom to express their opinion and feeling but also to receive opinion and feeling of woman. This result is contrast with the opinion by Newman which state that men discuss various current concerns more frequently and swore more often (Newman 2008, p.223). It is because the book which the writer analyse is about become an ideal man. It means that in this book will make good representation for a man.

The next category that have same number of words with sense of freedom category is attentive category. In this category there are 3 words which show the attentiveness of an ideal man. Another category that used to represent an ideal man is from doubt and fear category. In this category there are only 2 words which appear to represent that a man is sometimes feel doubt and fear. It is appropriate with opinion of Eckert & McConnell-Ginet 2003, p.123 which men are less discussing personal problems, doubts and fears, intimate relationships and family problems more than women. It is because we found only 2 words to represent doubt and fear by an ideal man. The last category in this analysis is protective, in this category we find one word which represent about this category.

After we find representation of an ideal woman and an ideal man, the similarities and differences of their representation also can be find. The similar categories for men and women are assertive, weakness and unassertiveness, physical appearance, doubts and fear, and attentive. This finding is appropriate with the idea by Canary & Hause (Canary & Hause 1993 cited in Vogel et al 2003), they stated that meta-analytic reviews that report average differences between the sexes indicate that women and men behave similarly over 98%. The writer also finds 5 different category which represent men and women. The writer finds 3 categories which related only to women and 2 categories related only to men. The categories that are only related to women are extra polite, household roles, and intimate relationship. While, categories that only related to men are sense of freedom and protective.

Conclusion

In this analysis we can find that from the words and phrases shows an ideal woman as assertive, weakness and unassertiveness, physical appearance, extra polite, household roles, doubt and fear, Intimate relationship, and attentive. Besides, from this analysis an ideal man is represent as assertive, sense of freedom, attentive, doubt and fear, physical appearance, and protective. Based on this result we can find that to be an ideal woman and man have similarities in their representation such as assertive, attentive, doubt and fear, and concern about physical appearance. While, the differences of their representation is an ideal woman shows commonly associated with polite, have role as a household, and intimate relationship. While, an ideal man shows as a freedom, and protective.

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