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Deconstructing Women's Representation in Procter & Gamble Philippines' Advertisements: A Barthesian Semiological Approach Analysis

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Abstract

This study aimed to determine the image projected to women in Philippine TV advertisements. It sought to identify the prevailing traditional gender roles assigned to women within Procter & Gamble Philippines' advertisements, while also examining the emergence of new identities and representations. Guided by Roland Barthes' Semiotics, this qualitative study gathered 15 unduplicated Procter & Gamble advertisements in the year 2023-2024 from the Philippines' top network. Images from these advertisements were then collected and analyzed to explore the underlying messages at both denotative and connotative levels of significance. The study revealed that the advertisements predominantly depicted women as wives and homemakers responsible for household chores. This continues traditional gender roles and emphasizes societal expectations that confine women to stereotypical roles within the domestic sphere. Although some emerging roles were observed, such as the role of a social media influencer, women were still largely portrayed in domestic capacities. While P & G's advertisements have witnessed the emergence of new roles, it is evident that a significant portion of their content still reinforces traditional gender stereotypes. To enhance these depictions, opposing the limited portrayals of women in household tasks, Procter & Gamble Philippines may continue to make progress towards a more inclusive and empowering depiction of women in their advertisements which celebrate the diversity, strength, and achievements of women in all aspects of life. Further, individuals who regularly engage with media may become more attuned to the representations of women. By questioning

these representations, one may begin to recognize the underlying biases and stereotypes that may be perpetuated by certain advertisements.

Keywords: *advertisements, Procter & Gamble Philippines, semiotics, stereotype, women*

Introduction

In TV advertisements, being a traditional marketing method, continue to be favored for their capacity to engage a large audience, thereby enhancing brand influence and awareness. Typically lasting around 30 seconds, these advertisements employ creative elements such as music, sound effects, visual effects, and either a voiceover or on-screen text to capture the attention of viewers (Cunningham, 2023). Moreover, over the years, advertisements have progressed beyond the simple promotion of products to convey a wide array of perspectives, values, social beliefs, conservative ideologies, and, on occasion, even sexual content and nudity on television (Lal, 2022).

For instance, women in TV ads have historically been shown in traditional and domestic capacities, with these depictions originating in the 1950s and 1960s, focusing on women's roles in kitchen and family care settings. The 1970s and 1980s saw a shift towards portraying women as more independent and in diverse roles, albeit briefly. However, from the 1990s into the 21st century, women reverted to being portrayed in traditional or decorative roles (Urlage, 2021). Consequently, the recurring portrayal of women in conventional roles in television advertisements has raised concerns about gender stereotyping (Eisend, 2019).

Numerous studies on the representation of women in advertising across various countries, such as the United States (Havenhill, 2022), Bangladesh (Mim & Tabas-sum, 2021), Nigeria (Ojomo & Adekusibe, 2020), India (Kakade & Javalkar, 2020), and Turkey (Yarimoglu, 2022), have revealed common portrayals. These portrayals often present women in traditional roles as homemakers and housewives, responsible for domestic duties. Further, some studies have identified instances where women are depicted as sexual objects (Iram et al., 2023; Sharma & Bumb, 2021). Matthes and Prieler (2016) also revealed gender stereotypes in TV advertising on a global scale through their analysis of 1,755 advertisements spanning 13 countries.

In Philippine television advertisements, women have been frequently featured in various roles. A study by Embate and Mercado (2019) examined 227 female characters in Philippine primetime TV advertisements, revealing that 42% of them portrayed a family role, while 29% were depicted in a decorative role. Only 5% were shown in a working role, and 3% were showcased in a provider role. Additionally, the study found that 26% of the advertisements featuring women were for personal care and beauty

products, 18% were for food products, and 17% were for non-alcoholic beverages. Furthermore, women were more prominently featured in household cleaning products (12%) than in drugs or medicine (9%).

Multiple studies mentioned above have emphasized the common depiction of women in TV advertisements, illustrating that women are frequently portrayed in roles linked to motherhood and homemaking. This suggests a strong association between women and parenting as well as household responsibilities in the advertising domain. Nonetheless, the aforementioned studies did not specifically investigate the portrayal of women in advertisements for household products, as their primary focus was on general advertisements. This lack of attention to specified products indicates a need for targeted research into the depiction of women in advertisements for household products.

In response to this need, the researchers undertook a qualitative study focused on scrutinizing the portrayal of women in TV advertisements of Procter & Gamble Philippines that specializes in household products, with the primary objective of bridging the existing gap in the representation of women. The analysis of these advertisements is intended to provide invaluable insights not only for this company but also for other advertising agencies. It is believed that these insights may aid in comprehending the depictions of women in their content, thereby identifying opportunities for enhancing the presentation of a more dynamic and diverse portrayal of women.

Research Questions

This study aimed to know the image projected to women in the TV advertisements of Procter & Gamble Philippines. Specifically, it sought to answer the following questions:

1. What are the traditional roles of women projected in the Procter and Gamble's advertisements?
2. What are the emerging identities of women shaped by these advertisements?
3. How do these identities and roles portray women in terms of:
   3.1 the denotative level of significance
   3.2 the connotative level of significance of semiotics?

Literature Review
Roles of Women in Philippine History

In the pre-colonial era of the Philippines, women played a revered role as babaylans, acting as ritual specialists responsible for healing the sick and communicating with the spirit world. Their esteemed position contributed to the

elevation of women's status in society, and they worked collaboratively with datus to address communal and societal issues (Diala et al., 2021).

The arrival of the Spaniards in the Philippines brought about the introduction of new cultural beliefs and values, resulting in substantial shifts in societal norms concerning gender and behavior. Consequently, women faced oppression and subordination in various facets of life. Under Spanish rule, women's societal roles and status were primarily determined by their connections to men, predominantly as wives or daughters. They were predominantly relegated to domestic responsibilities like cooking and housekeeping, and educational opportunities for women were scarce, with only a privileged few gaining access to formal schooling (Tan, 2023).

Despite ongoing efforts for gender equality and the empowerment of women, Filipinos continue to perceive them as inferior. In a recent article by Enriquez (2023), she discussed findings with Nathalie Africa-Verceles, a professor at the Department of Women and Development Studies at the University of the Philippines Diliman and former director of the UP Center for Women's and Gender Studies. Verceles presented the latest Gender Social Index (GSNI) report from the United Nations Development Programme, revealing that 90% of Filipinos harbor biases against women. Furthermore, the study indicated that 77.81% of Filipinos agreed with statements suggesting that men should have more job rights than women and that men are more qualified as business executives. Verceles also stressed that Filipinos still predominantly perceive women as homemakers.

In this research, the primary emphasis will be on the traditional and emerging roles of women in the advertisements of Procter & Gamble Philippines and how the images portray women in terms of the denotative and connotative levels of significance.

Procter & Gamble Company – History, Achievements, and Contributions

Procter & Gamble was established in 1837 by William Procter, a British candlemaker, and James Gamble, an Irish soapmaker. During the American Civil War, the company provided soaps and candles to the Union Army and expanded its operations after the war. In 1946, Procter & Gamble introduced Tide as its first laundry detergent, followed by Joy, its initial synthetic liquid detergent, in 1949. The company diversified its product lines over time to include toothpaste, coffee, tea, and baking mixes. Today, Procter & Gamble is renowned for its personal and hygiene products and is recognized as a prominent American national advertiser (Tikkanen, 2023).

In addition, Momin (2022) stated that Procter & Gamble has expanded its global presence to over 180 countries and manages more than 35 production facilities worldwide, aiming to meet the demands of its 5 billion consumers. The company has

allocated approximately $1.8 billion for research and development efforts. In terms of recognition, Procter & Gamble was acknowledged as one of the "World's Most Admired Companies" by Fortune and named one of the "World's Best Employers" by Forbes. In the Philippines, Procter & Gamble commenced its operations in 1908, marking the company's first functional business in the Far East until its expansion in 1999. Additionally, Procter & Gamble Philippines is recognized as the second subsidiary outside North America (Desiderio, 2023).

Further, Pabillan (2022) cited in his study that in 2017, Procter & Gamble Philippines secured a 31.4% share of the country's total laundry detergent sales, amounting to PHP 13.6 billion, establishing itself as the largest domestic player in the country. Notably, Tide and Ariel emerged as two of its top-earning brands, contributing approximately 21.1% and 7.2%, respectively, to the overall local detergent sales.

Based on the information presented concerning the history, achievements, and contribution of the company to household product sales in the country, it is evident that Procter & Gamble Philippines should be the primary focus of this study.

Advertisements

The term "advertisement" refers to a paid, mediated form of communication transmitted through various media channels, originating from an identifiable source, with the intention of influencing the recipient to take immediate or future action. The use of the term "mediated" signifies the use of different mediums, such as newspapers, television, or the internet, to convey the message from the sender to the receiver, without involving face-to-face interaction (Onoh, 2019). The term "advertising" has its roots in the Medieval Latin verb "advertere," meaning "to bring attention to" a concept, product, or service by disseminating an oral or written message to the public (Naidu, 2020).

The advent of the first newspaper advertisement in the United States in 1704 marked a significant milestone in advertising history. Subsequently, radio and TV advertisements emerged in the 20th century, leading to a more personalized approach as communication directly engaged consumers and brands. Notably, the first public TV advertisement, a ten-second clip from the Bulova Watch Company, was broadcast in 1941, signifying a pivotal moment in the evolution of advertising (McGeehan, 2023). Additionally, TV commercials made their debut in the Philippines in 1960, starting with the show Tawag ng Tanghalan, managed by J. Walter Thompson of Procter & Gamble (Journalistic View, 2018).

Conversely, Paragas et al. (2020) reported that a significant portion of Philippine TV advertisements feature women, with 56% of TV advertising showcasing women. Women are more likely than men to represent typical consumers, endorsing 4% of

housekeeping products and 11% of hygiene and beauty products. Moreover, 13% of women are depicted as active in childcare, 11% in homemaking, and 7% in domestic work.

Furthermore, Quinto et al. (2022) presented similar findings after analyzing advertisements featuring women from 2000 to 2020. The researchers categorized the roles assigned to women every five years and observed that from 2000 to 2005, women were portrayed as mothers and children, while from 2006 to 2010, they were depicted as mothers, wives, teachers, and students. From 2011-2015, women were shown as wives, mothers, and vendors. Finally, from 2016 to 2020, women were portrayed as wives and community watch volunteers. The repetitive portrayal of women in traditional roles in television advertisements has raised significant concerns about gender stereotyping (Eisend, 2019).

In an article by Shequal (2022), it was revealed that one of the prevalent stereotypes of women in advertisements is known as the "model mother." This stereotype portrays women as the primary caregivers for the household and children, reinforcing the idea that they are exclusively responsible for these roles. These advertisements often depict women dressing, cooking for, and cleaning up after children. In contrast, men are typically shown participating in outdoor activities with children, highlighting a more playful and recreational role.

Semiotic Analysis

As Putri et al. (2022) explain that semiotics, or semiology, finds its roots in the Greek word "semeion," which translates to "sign." Semiotics can be defined as the study of signs, encompassing a wide range of fields such as art, literature, and mass media, rather than existing as a standalone academic discipline. It attracts interest from a diverse group of scholars and researchers, including linguists, philosophers, psychologists, media theorists, and educators. These experts bring their unique perspectives and knowledge to the exploration of signs, symbols, and the creation of meaning within various cultural and social contexts (Chandler, 2019).

Additionally, Ibileye (2021) notes that the origins of semiology can be attributed to the influential work of renowned linguist Ferdinand De Saussure (1857-1913). Saussure, recognized as a key figure in the development of modern linguistics, introduced a dualistic interpretation of signs. In his framework, a sign consists of the signifier, which represents the spoken or written form of a word or phrase, and the signified, which represents the mental concept or meaning associated with the sign. Furthermore, Ibrahim and Sulaiman (2020) emphasized that the scope of signifiers extends beyond linguistic elements to include symbols, such as pictures or paintings. In

contrast, the signified relates to the mental aspect of symbols, emphasizing an associative understanding of their meaning.

Barthesian Semiological Approach

Roland Barthes, a renowned French essayist and literary critic, was born in France in November 1915 and passed away in March 1980. He pursued his education in classical letters, grammar, and philology at the University of Paris. In 1976, he became the inaugural holder of the "Literary Semiology" chair at the College of France (Jadou & Al Ghabra, 2021). Barthes is considered the second most significant figure in semiotics after Saussure. He not only expanded upon Saussure's concepts regarding the relationship between language and meaning but also advanced and elaborated on them through his own works (Dwita, 2018).

Moreover, Roland Barthes proposed that a sign system reflects the assumptions of a specific community at a given time. According to Barthes, an image can be interpreted on two levels: its literal content and its representation. His method involves the use of denotation and connotation as two levels of significance. Denotation refers to the concrete and direct meaning of an image, while connotation represents a more complex and abstract concept. Barthes emphasizes that an image is shaped by aesthetic and ideological factors, and it can be interpreted and analyzed at the connotative level to understand how meaning is constructed through semiotic interaction. In the field of media studies, semiotics uses various types of texts, including images, advertisements, and films, to provide individuals with the knowledge needed to analyze and create meaningful texts and designs in the future. This entails delving into the multiple layers of meaning and understanding how symbols and signs are used to convey messages (Bouzida, 2014).

Bouzida (2014) further observed that the Barthesian Semiological Approach has been widely applied in media studies, particularly in the analysis of diverse media realms such as films and advertising, making this approach suitable for the present study. Barthes' works have significantly influenced semioticians in the fields of communication and information sciences, leading them to explore the symbolic interplay between verbal and nonverbal signs by examining various media images. This scrutiny is carried out using semiology as a qualitative method, treating these signs as texts that convey meaningful messages. Researchers employing this approach aim to reveal the underlying meanings conveyed through these media signs by re-evaluating, interpreting, and attributing broader connotations to them beyond their literal interpretation. In accordance with these principles, this study aimed to examine the

portrayals of women in the advertisements of Procter & Gamble Philippines and uncover messages from the images collected within these advertisements.

Research Methodology

This qualitative research utilized the Barthesian Semiological Approach as its method to uncover the traditional roles of women depicted in the television advertisements of Procter & Gamble Philippines, examine the emerging identities shaped by these advertisements, and evaluate how these identities and roles represent women in relation to the denotative and connotative levels of significance.

As cited by Aspers and Corte (2019), qualitative research encompasses a comprehensive approach that utilizes various methods to study and interpret phenomena within their natural settings. Qualitative researchers seek to comprehend these phenomena by delving into the meanings attributed to them by individuals. This type of research involves gathering diverse empirical evidence, such as case studies, personal experiences, interviews, observations, and historical records.

Further, as an approach to the analysis of the TV advertisements of Procter & Gamble Philippines, Barthesian Semiological Approach was applied to investigate how the company constructs and depicts women in their advertisements. Hence, through this method, the researchers were able to identify the traditional roles of women that were projected in the television advertisements of Procter & Gamble Philippines, the emerging identities shaped by these advertisements, and how these identities and roles were portrayed women in terms of the denotative and connotative level of significance.

Research Material

This study utilized a corpus of 15 TV advertisements from Procter & Gamble Philippines, focusing on household products that predominantly associated women with domestic responsibilities. Specifically, the advertisements included were those aired during the years 2023–2024 and broadcast on the GMA network. This targeted selection of advertisements aimed to provide a focused analysis of the portrayal of women in the context of household product advertising, offering valuable insights into the messaging and imagery used in these specific advertisements.

Data Collection

In order to ensure the proper and objective collection of data for this investigation, specific procedures were followed during the data collection process, in line with relevant research protocols and standards. As outlined by Charli et al. (2022), qualitative research entails a sequence of activities during the data collection phase prior to the

completion of the entire research study. Additionally, to scrutinize and analyze the dataset, we viewed TV commercials that had been broadcast on the GMA network, specifically focusing on Procter & Gamble Philippines products. A total of 15 advertisements from this company were gathered to fulfill the required dataset for this current study.   Obtaining the data for the study was easily achievable as all the data were accessible through the GMA network. Furthermore, the research concentrated on the prominent brands of Procter & Gamble Philippines, specifically Pampers, Ariel, Downy, Tide, Safeguard, and Joy, since they belong to the household products category, which was the primary focus of the investigation. To facilitate organization and identification, each advertisement was assigned a code after the selection. The code consisted of the abbreviation of the television advertisement, followed by the corresponding advertisement number. For instance, the code "TVA-01" signified television advertisement number 1.

Data Analysis

The 15 collected advertisements were arranged in a Word document and accurately labeled. Each of the corpora underwent a comprehensive analysis using the Barthesian Semiological Approach. This analysis entailed scrutinizing the traditional roles to address the first research question, identifying emerging roles pertinent to the second research question, and discerning the denotative and connotative levels present in the third question. Furthermore, the categorization of the data was robustly reinforced by thorough elucidation.

Ethical Consideration

Following Denzin & Lincoln's (2005) viewpoint, ethics plays a critical role in the establishment of guidelines and standards that are essential for gaining academic approval. Ethical standards are crucial for ensuring compliance with necessary research rules, and they emphasize considerations such as social value, researcher qualifications, facility adequacy, and community involvement. These ethical standards are fundamental in guiding the conduct of research, ensuring that it is conducted with integrity and in a manner that respects the rights and well-being of all individuals involved. By upholding ethical standards, researchers can contribute to the advancement of knowledge in a responsible and respectful manner, ultimately enhancing the credibility and impact of their academic work.

Results

This section reveals the findings of the analysis of the image projection of women in the TV advertisements of Procter & Gamble Philippines. The presentation of results adheres to the sequence of research questions, starting with the traditional roles of women, followed by the emerging identities shaped by advertisements. Lastly, the presentation concludes by delving into the underlying messages of the advertisements using denotative and connotative levels of significance.

Traditional Roles of Women in P&G Advertisements

Table 1 shows the traditional roles of women in the collected TV advertisements of Procter & Gamble Philippines. After the researchers analyzed the data, there were two (2) traditional roles uncovered namely homemaker and wife.

Table 1
Traditional Roles of Women in P&G Advertisements

Roles	Description	Code	Frequency (%)
Homemaker	A homemaker is an individual who manages and maintains a household, taking care of various domestic tasks and responsibilities.	TVA-03, TVA-07, TVA-10, TVA-11	4 (36%)
Wife	A wife is a partner and companion to her spouse, typically taking charge of household management and ensuring the well-being of her child.	TVA-01, TVA-02, TVA-08, TVA-09, TVA-13, TVA-14, TVA-15	7 (64%)

Emerging Identities in P&G Advertisements

Table 2 presents the emerging identities portrayed in the TV advertisements produced by the same company. Through analysis, the researchers have discerned the emergence of three distinct roles: the social media influencer, teacher, and career woman. The identification of these emerging roles presents an opportunity to enhance the portrayal of women by showcasing their multifaceted capabilities beyond traditional domestic roles, thereby contributing to a more inclusive and empowering representation in advertising content.

Table 2

Emerging Identities in P&G Advertisements

Roles	Description	Code	Frequency (%)
Social Media Influencer	A social media influencer is an individual who has gained a significant following and influence on social media platforms. They are considered experts or authorities in their respective niches and have the ability to impact the opinions, behaviors, and purchasing decisions of their followers.	TVA-04	1 (20%)
Teacher	A teacher is an individual who is responsible for facilitating learning, imparting knowledge, and guiding students in their educational journey.	TVA-05, TVA-12	2 (40%)
Career woman	A career woman is a term used to describe a woman who is focused on her professional development and success.	TVA-06, TVA-09	2 (40%)

Denotative and Connotative Level of Significance

Denotative Level

The visual content featured in the advertisements from the multinational enterprise showcases women's involvement in a wide spectrum of activities. In the first image, a woman was shown engaging in the act of dishwashing using the brand being advertised. The image clearly indicates that numerous dishes have been effectively cleaned using this product, as evidenced on the left and right sides of the image. Additionally, another woman is depicted in the second image involved in the activity of ironing, with baskets brimming with neatly pressed clothes in the background. Conversely, the third image depicts women actively engaged in the task of doing laundry. These women are shown raising two visibly soiled shirts. One woman is using brand X, and the other is opting for the brand being advertised. In addition, a woman is shown in the kitchen holding a pan with food and showing disappointment in the fourth image.

Further, amidst this representation, there are select advertisements that go beyond these conventional roles and present women in alternative capacities, notably as career women, as exemplified in the final image. Here, a woman is depicted socializing with other women in a living room setting, adorned in an elegant purple dress.

Connotative Level

The prevalent portrayal of women primarily engaged in domestic activities in these advertisements effectively perpetuates deeply ingrained gender norms and societal presumptions. These representations subtly communicate the notion that women bear the primary responsibility for these tasks, thereby reinforcing traditional gender roles and expectations within society. However, amid this prevailing depiction, there are instances where women are showcased in roles that extend beyond the confines of traditional gender stereotypes. These depictions serve as a counterbalance, emphasizing women's capabilities and contributions in non-traditional domains, thereby challenging conventional gender norms and presenting a more empowering and positive image of women. This portrayal not only acknowledges the diversity of women's roles and abilities but also promotes a more inclusive and equitable representation of women in various spheres of life. Nevertheless, despite an increase in the number of women represented in the advertising industry, achieving true gender equity remains a far-reaching aspiration (Karlovitch, 2023). This underscores the ongoing need for continuous efforts to challenge and break free from traditional gender stereotypes that have long been perpetuated in advertising. Furthermore, recognizing and celebrating the multifaceted nature of women's roles and contributions in society is pivotal in fostering a more inclusive and diverse representation of women. By amplifying depictions of women in varied roles, advertisers may play a significant role in reshaping societal perceptions and fostering an environment that embraces and values the diverse roles and capabilities of women.

Discussion

In Table 1, it was evident that traditional gender roles assigned to women were prevalent. The analysis revealed that these advertisements predominantly portrayed women in two primary traditional roles: as homemakers, accounting for 36% of the portrayals, and as wives, representing 64% of the portrayals.

Homemakers

The role pertains to an individual responsible for overseeing and maintaining a household, encompassing a diverse array of domestic tasks and responsibilities. Upon

scrutinizing the TV advertisements from the notable company being studied, the researchers identified that 4 out of 15 advertisements depicted women engaging in household activities, particularly laundry. Some studies have indicated that women are frequently portrayed as having fewer employment opportunities outside of the home compared to men, perpetuating the stereotype of women primarily associated with domestic responsibilities (Havenhill, 2022; Alibrahim, 2023). Furthermore, these studies have highlighted that women are often depicted in advertisements set within domestic environments, specifically endorsing products related to home cleaning, cooking, and various household tasks. Meanwhile, this role further aligns with the findings presented in an article by Enriquez (2023), which explores the prevailing perception among Filipinos regarding the role of Filipino women. The article reveals that, despite societal advancements, the perception of Filipino women primarily as homemakers persists in contemporary times. This perception encompasses the expectation that women should prioritize and take charge of household management.

Wife

This role assumes the role of efficiently managing the household and ensuring the well-being of her child. In these advertisements, the researchers noted that women are prominently featured engaging in a variety of domestic tasks, including dishwashing, ironing, cooking, and childcare. Their portrayal as the primary doers of these tasks perpetuates the notion that women bear the responsibility for maintaining and managing the household as well as caring for their children. With 7 out of 15 advertisements, being a wife is the most prevalent role given to women in the advertisements of the eminent multinational corporation. In an article by Shequal (2022), it was explained that the prevalent stereotype in advertisements is often referred to as the "model mother," which perpetuates the idea that women are primarily responsible for caregiving duties within the household, including the care of children.

Consequently, Table 1 reveals that the majority of women portrayed in the distinguished corporation assume roles primarily associated with domestic responsibilities.

In Table 2, it shows that among the fifteen (15) advertisements examined, there were three (3) emerging identities found, namely: social media influencer with 20%, teacher with 40%, and career woman with 40%. These characters not only deviate from the traditional role of the sole housewife but also showcase women's ability to participate in activities typically associated with men. As such, they represent the emergence of women who are progressively gaining independence and confidence by challenging societal norms and forging their own paths.

Social Media Influencer

A social media influencer is someone who has amassed a substantial number of followers and holds considerable sway on social media platforms. TVA-04, one of the 15 advertisements, showcased a woman in the emerging role of a social media influencer. This depiction aligns with the findings of Kordrostami and Laczniak (2021), who highlights a notable shift in the portrayal of women in advertisements, showcasing them as influential figures capable of shaping the thoughts and behaviors of others. This shift opposes traditional gender stereotypes and provides positive role models for women and girls. In addition, it has the potential to drive broader social change by challenging societal norms and promoting gender equality. By showcasing women in positions of influence, these advertisements help to create a more inclusive and empowered society where women are recognized and celebrated for their capabilities and contributions.

Teacher

A teacher plays a crucial role in guiding, instructing, and mentoring students, nurturing their intellectual growth, and overall development. Among the 15 advertisements analyzed, TVA-05 and TVA-12 depicted women in the role of teachers. The inclusion of women in this specific role coincides with the analysis conducted by Murawski (2020), where it was noted that 48% of women participants perceive a positive trend in female representation in advertising over the past five years. These findings indicate a substantial number of women who have recognized and welcomed the increasing favorability of the portrayal of women in advertising. However, the research also emphasizes that there is still progress to be made in moving away from stereotypes and promoting a more positive and empowering image of women. While the shift towards more favorable representation is apparent, there remains room for improvement in ensuring that brands consistently and genuinely depict women in an empowering, diverse, and reflective manner that resonates with the realities and aspirations of women in society.

Career-woman

A career woman is an individual who places significant emphasis on achieving success in her chosen career or profession, with her primary focus revolving around her work and the pursuit of personal and professional advancement. TVA-06 and TVA-09 presented women in the emerging role of a career woman. Despite prevalent representations that diminish the status of women, these roles correspond with the findings of Miranda (2023), indicating that women in today's era have demonstrated adaptability and have overcome limitations imposed by societal stereotypes, often

encompassing contradictory traits. They have exhibited resilience by effectively managing multiple roles, driven by their passion and determination. Miranda (2023) also highlighted that women today have achieved significant accomplishments in various fields, including entertainment and business. Additionally, the analysis by Liljedal et al. (2020) revealed that when women are portrayed in traditionally male-associated job roles, it can lead to more favorable attitudes towards advertising outcomes, such as perceptions of the advertisements and the brand being advertised.

Accordingly, the data presented in Table 2 showed a trend in the depiction of women in the advertisements from the multinational company. These advertisements feature women assuming roles that are associated with being influencers and professionals.

In denotative and connotative analysis, a substantial portion of the advertising content of the leading household goods corporation in the Philippines continues to predominantly depict women as mothers or individuals primarily focused on household chores. These depictions corroborate the study of Embate and Mercado (2019), which found that there was a higher prevalence of women being prominently featured in advertisements for household cleaning products. Moreover, this perpetuation of traditional gender roles serves to reinforce societal expectations that confine women to stereotypical roles within the domestic sphere. However, it is noteworthy to consider the absence of certain advertisements that portray women engaging in activities such as doing laundry or performing household tasks. This absence in itself can be interpreted as a progressive step, signaling a departure from the stereotypical and restrictive portrayals that confine women exclusively to domestic duties. This evolving representation hints at a potential shift in the advertising landscape, reflecting a growing awareness of the need to portray women in more diverse and multifaceted roles, beyond the confines of traditional domestic responsibilities. This shift not only challenges entrenched gender stereotypes but also reflects a broader societal acknowledgment of the multifaceted capabilities and contributions of women across various spheres of life.

Conclusion

The advertisements of the multinational enterprise have predominantly portrayed women in the traditional roles of homemakers and wives responsible for managing the household and childcare. These depictions often reinforce the societal expectation that women are the primary ones responsible for domestic duties, perpetuating deeply ingrained gender norms and roles. However, amidst these conventional portrayals, emerging identities have begun to surface in these advertisements, showcasing women in roles such as social media influencer, teachers, and career women. These evolving

representations highlight the capacity of women to engage in activities beyond traditional caregiving duties, emphasizing their versatility, capabilities, and contributions to diverse spheres of life.   Nevertheless, upon denotative and connotative analysis, it becomes evident that, despite these progressive trends, the content of these advertisements continues to support traditional gender stereotypes. While there is a growing acknowledgment of women's involvement in non-traditional roles, the essence of being homemakers is still deeply ingrained in the narratives, implying that women possess innate skills and knowledge for those duties. In light of this, there is an opportunity for advertisers, including the company being studied, to delve into the multifaceted roles and contributions of women, thereby creating a more authentic and impactful portrayal that celebrates the rich diversity of women's experiences and capabilities. By featuring women in a broader range of roles and activities, advertisers may challenge the confined portrayals of women in domestic responsibilities, ultimately progressing towards a more empowering depiction of women in their advertisements. This shift has the potential to not only reshape societal perceptions but also contribute to fostering a more inclusive representation of women in the advertising industry and beyond.

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