Revealing self-assertion in Dior fall-winter 2022/2023 collection advertising websites: SF-MDA analysis

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Abstract. A website can be used to determine the message that is tried to be brought by the website producers against the viewers as a professional landing page nowadays. This case applied (Djonov, 2007) theory which discussed the sections of website pages. The research also, conducted a descriptive qualitative method with the aim to reveal the concept of self-assertion depicted in verbal and visual elements of Dior Fall-Winter 2022/2023 fashion websites. The data was collected online by using the documentation technique. Then, the data was analyzed using (O'Halloran, 2008) Systemic Functional Linguistics framework. The results of the findings demonstrate that both verbal and visual elements have become such great collaboration to deliver the concept of self-assertion, in which self-assertion was portrayed as attractiveness, uniqueness, and stylish while at the same time bringing attraction to the body, particular parts of the body, and gender (Id et al., 2020). Additionally, self-assertion is not just becoming the representation of self-image, but it also represent an individual's social class and social aspirations.

Keywords: Self- Assertion, fashion websites, DIOR, SF-MDA

INTRODUCTION

Fashion is an important part of human lives that has a function as a way to present our image. From the moment in the past until nowadays, fashion always develops and embodied human images in the social context. As the researcher has cited from (René König, 1973) whom shared his view about the social context of fashion has stated that fashion has a universal behavior to form its principle in civilizations. Moreover, fashion also has the capability of affection and transformation against the human body as well as the human mode of expression given from the style. This human self-expression becomes a concern in society. As a result, people are competing to have the best criteria or style of fashion to reach particular positions in the social classification. It could be seen when people always buy new trends in clothes, jewelry, and ornaments so that they could beautify themselves to look attractive in other people's eyes. When mass consumption of fashion gets increased, the request for production would be getting increased either. This condition becomes the widest support and opportunity for the fashion industry to pour their newest fabulous upgrade and ideas related to nowadays civilizations. Therefore, the flow of the fashion era has so many colorful patterns. It is supported by (René König, 1973) which stated that the recent trends of fashion are devoted to perfectionism, especially in ready-to-wear clothes. Besides having fashion

show events, to reach the mass every fashion industry in today's world also expand their marketing in social media both offline and online. Through all of that promotion methods, fashion brands could introduce their newest products and innovations to their consumers. One of the most general media is commonly used by fashion brands is websites. Websites are such contributions of marketing mass technology that has function like today's magazine. As one of their marketing tools, these websites could also be accessed by people around the world rather than magazines which are just available in a particular area. Therefore, it should be acknowledged that the more modern and unique the products, which are also supported by an effective marketing plan, the more high consumer interest in the products getting increased.   According to Chaffey & Smith, the communications of website value through the contents would automatically affect the website's design and this kind of statement could be implied similarly when it comes to describing people's characteristics; whether it's rigid, friendly, or hectic (Nurmi, 2021). Therefore, the website producers employed verbal and visual elements in the form of colors, backgrounds, graphical elements, fonts, word choice, etc to represent the whole look of a fashion brand as well as the concept that are tried to bring outs with the aims to persuade the readers.

Several previous research has been done in this field of research. Firstly, (Enli, 2014) investigated the gender difference in 20 sports advertisements selected from 63 sports clothes advertisements obtained from the internet and analyze the implications of the findings as teaching material development.

Secondly, it is from (Zhang et al., 2020) analyzed Chinese and Australian universities' international theme webpages against their international student. The research has the purpose; understand how Australian and China universities addressed and represented their international student using student's international website pages, and to reveal any similarities and differences between both those webpage by using a multimodal framework, whether it is related to the perspective of cultural-intercultural, as the representations of neoliberal thinking responses regarding university marketization and internationalization.

Thirdly, it is from by (Maulida & Harti, 2019), analyzed the masculinity construction concept in men's perfume from several magazine by using SF-MDA theory. The results determined that both verbal and visual modalities were capable to represents the concept of masculinities in the magazines themselves.

Generally, from the previous research we could understand that most of the previous research was focusing on printed advertisements i.e. magazines. Little is known about the analysis of advertising websites especially in the field of fashion. Therefore, this present study is going to investigate different type of research object, which is a fashion website focuses on examining the concept of self-assertion constructed in Dior Fall Winter 2022/2023 Ready-To-Wear show collection websites.

LITERATURE REVIEW
2.1 Self-Assertion
Self-assertion is related to personal identity, (*Finkelstein, J. (2013). The Fashioned Self. John Wiley & Sons.*, n.d.) it is explained how Fashion could create and display self-identity in multiple ways and represent our every day, with different outfits in every activity, which are going make us appear as a slightly different person. She also mentioned to Sontag (1996:18) that our manner of appearance is equal to our manner as a human beings, so our appearance is important as our face which we have to take care

of properly. Fashions in clothing and appearance would bring attraction to the body, particular parts of the body, and gender. Besides, women's appearances and assertive behavior enhanced as the results would bring a positive impact on the representation of self-assertion that they produced (Id et al., 2020).

1. Attractive Fashion

a. Body Assertion

To reveal one's body assertion in fashion clothing could be seen in male basic designs which have little catching eye ornamentation, dark neutral color, and simple style. Meanwhile, female clothing creates opposite effects with more varied eye-catching colors and many patterns from ribbon and lace. This standard is the basic standard in prevailing fashion ideals of physical attractiveness through style, color, and fabrics between males and females.

b. Shape of The Body Assertion

Moreover, in the assertion in particular parts of the body would commonly be seen in women's accessories and jewelry to complement their feminine fashion appearance. Meanwhile, in males 'The necktie' commonly draws imaginary lines along the torso between the throat and pelvis directing attention to the physical features of masculinity. This kind of addition would automatically create frivolous effects and draw self-assertion over their appearance as an individual.

c. Gender

The gender part represents the modern way of a woman imitating conventional male attire, which could be thought of as signaling ambition for the same achievements as a man. It could be seen when a woman enters a certain profession using a masculine uniform, according to (Id et al., 2020) this kind of style is already being modified for a woman, who still has to have slightly more than men's equivalent positions; slightly brighter, slightly self-protective, slightly more aggressive. With the addition of touches self-consciousness, for example, is *feminine* neckties. It's also supported by stiletto heels and a tight-laced corset to give a formal impression of a woman's uniform.

In this theory of self-assertion, much of the value of being fashionable is that the individual seeks to be more than the other Simmel (1950:343). Fashion not just differentiates obvious gender and body appearance, but also asserts their social class, self-image, and social aspirations.

2.2 Visual and Linguistics Elements in the Advertising Websites

  The organization's structure of a website is important as the meaning package, which is represented through zones of the webpages, this kind of zone in web pages is divided into 2 major parts; content zone and navigation zone. Navigation zones are directly related to the content of the entire website rather than just a single page. This zone aims to provide navigation links that could relate the web page to another webpage, and also classify the content that the webpage has. This navigation zone commonly appears in a similar format and location on the web pages Meanwhile, the content zone would contain introductions, information, and material (Images, text, video) depending on the website or web pages , (Djonov, 2007) proposed several parameters that can be used to describe Logico-Semantic relations (LSRs). This theory could be used to categorize and organize information on websites or website pages. There are three aspects to analyzing web pages in relevant ways (Norris & Maier, 2014).

1) Scope

These aspects discussed the size of related units, which the LSRs role would connect to;

- Elements from the same websites
- Whole web pages, that are not hyperlinked with each other
- The whole website and webpages sections, or sub-sections (whether it's hyperlinked out with each other or not)

  This kind of scope of a website or website pages could genuinely represent larger units of discourse. For example, a website banner that is commonly placed on the home pages of a website represents the whole website. Meanwhile, the website's section such as the title and icon brands that could be found on the main website pages also represented the whole website as one unity.

2) Type

This aspect investigates the meaning behind Logico-Semantic Relations (LSRs) through clarification, generalizations, contraction, solarization, and so forth. For example, in the case of images and paragraphs in website contents, commonly the viewer might have a different perspective from another, but paragraphs would hold the role to clarify the meaning of the image itself. This kind of case represents the connection between each other. Moreover, semantic/contrast relations could also represent the distinguishment between two types of website section core;

- Content sections, that would commonly provide information about certain topics or activities discussed on the website pages
- Functional sections that would provide information about the website pages, for instance, the designers, the organizations, or functional features of the further contact information such as search and email form.

Table 1. Content and functional sections from the parliament website example

Content sections	Functional Sections
Senators & members	Contact
News & Events	Help
About Parliament	Feedback
Visit Parliament	Copyright information

3) Explicitness

These aspects represent how clear LSR is signaled in the website pages, commonly this LSR would appear explicitly depending on the reader's familiarity with the contents and semiotic resources applied (e.g., color, font type, layout).

2.2 The Interplay between Elements in the Advertising Websites

The investigate the interplay between verbal and visual elements of the websites, the researcher uses a metafunctional diagram basis on (Kress & Leeuwen, 2020).
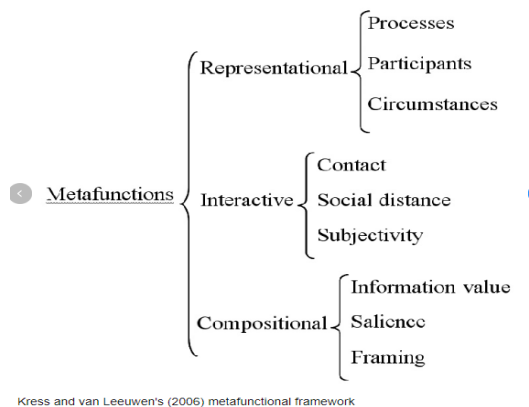
Figure 1. Metafunctional diagram basis

2.2.1 Representational

The Systemic Functional Linguistic (SFL) approach to analyzing multimodal and discourse meaning would be investigated through the system called 'Transitivity'. The transitivity system would help reveal the experience's world found in the semiotic object into a set of process types (Halliday, 2008). From these statements, we could conclude that the experience world of multimodal and discourse objects in advertisement websites would be analyzed using verb process choices in clauses or phrases. The Transitivity system is divided into 6 types, which are the material process, mental process, relational process, behavioral process, verbal process, and existential process. Using these tools of Transitivity of process types, the researcher could analyze the clause or phrases that existed in the websites which represent the experience's world to the readers including participant, process, and circumstances

2.2.2 Interactive

This would consist of any interaction of any society members with the support of the emotional pattern of each individual. The methods of interaction as well as the visual features used to connect with others. There are 3 kinds of relations; Represented participant relations, Interactive and represented participant relations, and Interactive participant relations (Kress & Leeuwen, 2020). *Visually,* To persuade the customers, the website producers will contain modality, social distance, and gaze through the angle of the shot. Meanwhile, *linguistically* the website producers will employ lexicogrammatical resources such as interaction place and exchange commodity type as well as the speaker's position about the message (NA Butt, Spinks, 2011)

2.2.3 Compositional

It is a realization process of communication in our social life in the form of events or texts as semiotic entities. Understanding these units is very crucial since it would determine the relations of particular units to any other units (Kress & Leeuwen, 2020). These aspects would also be analyzed using Kress Van Leeuwen's framework (2006) about the notion of modality in visual design. In this part, three factors are important to achieve visual cohesion in website page composition, such as; information value, salience, and framing.

METHOD

In this paper, the researcher selected the data from the official Dior Website Fall-Winter 2022/2023 Collection: Ready-To Wear-show. This website page will represent the fashion show as well as the details of the collection products in the form of videos, images, and text. The qualitative method would be used since the data would be more giving an interpretation in the form of descriptions without applying any statistical method (Li & Zhang, 2022). This study would explore the problem case, investigate the interplay between the visual and linguistic elements, and write conclusions to answer research questions.

A Documentation technique was employed in this study to get the data on the website pages.

First, the researcher would analyze the website categorizations. Second of all, the researchers would investigate the interplay between the visual and linguisticelements of the websites, by addressing these 2 main questions :

1. What kind of visual and verbal elements are used in Dior advertising websites?
2. How does the interplay between visual and verbal elements construct coherent meaning regarding the concept of self-assertion on the Dior advertising website

RESULT AND DISCUSSION

The finding and discussion results would be presented togetherly to answer two aforementioned research questions.

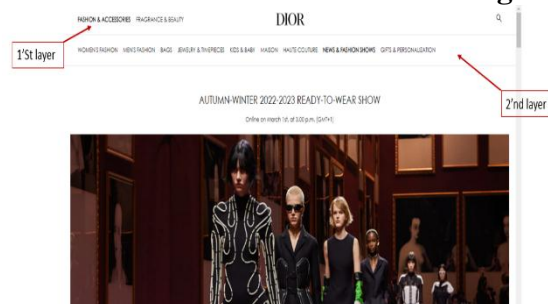### A. Verbal and Visual Elements Categorizations

Figure 2. Navigation Zone Analysis

According to Djonov and Knox's classification of linguistics (verbal) and visual elements of the website, pages were divided into 2 parts, Navigation zones and content zones. In Dior fall-winter 2022/2023 collection websites: The Ready-To-Wear show includes both the elements, Navigation, and Content zones. The existence of a Navigation zone provides a more detailed branch menu related to each main tab's categorization [i.e women's fashion, men's fashion, jewelry, etc]. These findings determine that the scope of this website pages were represent the Dior website as a whole. Therefore, we could understand that the website producers were giving the freedom against the viewers to choose the other Dior's website page that is hyperlinked with this main page (Norris & Maier, 2014). Other than that, the researchers also found the brand name as the website title at the top of the navigation zones. This, once again reassure the findings that Dior ready to Fall-winter 2022/2023 collection was becoming one unity of Dior's website (Djonov, 2007). By using this form of navigation zones, Dior website producers were capable to arouse the visitors of the website's desire and curiosity to get to know more about other Dior products, as well as determine the Dior

website's identity and mission as a *'fashion brands'* right after reading this website page (Djonov, 2007).

Moreover, to investigate the meaning type of LSR inside of the Dior website pages, the researchers have to categorize and generalize core sections of the webpage into two parts; content section and functional sections which would be presented in the table below.

Table 2. Content Zone and Functional Section Analysis

Content sections	Functional Sections
Looks	Explore more
Couture Technology	Newsletter
(Hi)stories	Our boutiques
Inspirations	Client Services
Hybrid Wardrobe	The house of Dior
The Next Era	Country/Region
	Language

According to the table, we could know that Dior Website Pages Fall-Winter Collection have 6 main contents involving visual (images/video) and captions in the form of paragraphs. All of the content sections are hyperlinked with each other and straight with the title of the website pages that gives the information and promotion of the Dior Fall-Winter 2022-2023 collection. This differentiation was capable to draw such a clear line between the website section's core. So, that the readers could easily have the same perspective of understanding regarding the website. Other than that, each content sections on the Dior website pages have a colorful and rational movement appearance that is interrelated with other content supported with great visual elements in the form of image and video that were capable to adds information's credibility from each content section of the website pages (Norris & Maier, 2014). In addition, the structure of Dior website pages design settings also uses coherent angles, without getting overwhelmed by any various shape that contributes to the explicitness of content sections itself. Dior's website producers have already drawn different spaces for different functional elements on the website pages to support the process of delivering, promoting, and persuading the readers through such pleasing information (Kress & Leeuwen, 2020). The color choice of website pages is using white colors, considered the most proper color to use as a background. The website producer's color choice, are greatly improves the representation of the website pages as a whole because the neutral vibes coming from the white color increased the content sections' purity (Djonov, 2007).

B. The Interplay between verbal and visual elements of the websites

1. Representations

On the section of Ready-To-Wear show this website pages, was observed that the participants are all of the models who appeared in the fashion show, especially in the section *(Ready-To-Wear, looks, inspirations, and hybrid wardrobe)*, the fashion designers, the advertised collection products, as well as the female picture figures. All of the models that were captured in the video were dressed up in a uniquely and

stylishly when they walk elegantly on the fashion show stages. A similar elegant pose of the models could also be found in the section on inspiration and hybrid wardrobe. Moreover, In the section on couture technology, and histories the fashion designers were captured during the making process while explaining the product information. Meanwhile, in the section on the next era, we could find the highlight of female picture figures attached around the wall from the history of paintings that show woman's attractiveness. However, all of the models on this website sections were represented in a flashy way which was related to the original self-image that the woman has.

The website producers also employ a *'symbolic process'* on the caption of the content that could determine the meaning that is brought by the participants. In other words, the **symbolic attribute** on this website page is the models themselves because they represent the identities of Dior's collection. As for the products themselves that were shown the assertive and attractive fashion were act as **a carrier** (NA Butt, Spinks, 2011)**.**

Table 3. Symbolic process analysis

The embroidery	***Is***	*beautiful*
[Carrier]	[Relational: attributive]	[Attribute]
Section, 'Histories'		

The inside of Monsieur Dior's garments	***reveals***	*an extraordinary construction system*
[Carrier]	[Relational: attributive]	[Attribute]
Section, 'Ready-To-Wear Show'		

Furthermore, the researchers also found the material process in the website pages, where it represents the expression or sensastions of self-assertion that comes out by using Dior's Fall-winter collection products.

Table 4. Material process analysis

it	*Will **create***	*A nice movement as the model walks*
[Actor]	[Material Process]	[Goal]
Section, 'Couture Technology'		

the bar jacket	***are transformed***	*through a unique encounter between virtuoso craftsmanship and technical innovation*
[Actor]	[Material Process]	[Goal]
Section, 'Couture Technology'		

Therefore, the researchers understand the visual elements presented on the content of this website page has represented the essence of attractiveness and uniqueness. The linguistic element also supports the meaning construction of self-assertion of the content. Additionally, the researchers also found that the website producers used the adjective 'extraordinary' in most of the section of the website pages while explaining their fall-winter collection with the title "New era", which demonstrate that women are the active consumers of these awesome products (NA Butt, Spinks, 2011). This also shows woman's self-images who always wanted to appear uniquely and all-out assertively (René König, 1973). This phenomenon is supported by the growth of feminist concepts related to the freedom of expression of a woman nowadays.

2) Engagements

The website producers were combining interactive elements such as gaze, modality, and social distance captured from the shooting angle to attract the viewers. Modality, the researcher found that the background for this whole website page is using white color (Kress & Leeuwen, 2020). Meanwhile, the content sections especially for the visual elements have a more biggest size, color strong differentiation, and the sharpest form in the center position. Thus, it makes the visual elements of this content section become the most assertive part that the website producers want the viewer to pay such special attention to (Kress & Leeuwen, 2020). Gaze, most of the content on the website pages was concluded as ***Transactional*** since the gaze of the actors are deliberately looking at the camera. Therefore, the videos and pictures are more demanding against the viewer because the models were like paying attention to the viewer. In other words, the actor's gaze successfully creates such imaginary relations against the viewer as a goals parties video (Kress & Leeuwen, 2020).

Table 5. Video analysis of camera angle, camera movemenet, and visual frame

Salient visual frame	
Angle's perspective	HP
Camera movement	CM, Tilt, zoom in/out
Visual frame's size	Medium shot and close-up

According to the table analysis, we could understand that there are different styles of camera movement, used by Dior's camera directors during the shooting of the Fall-Winter Edition fashion show using 'tilt' mode. The camera scans around the spaces vertically up or down following the models' walks from or towards the camera. Thus, that sort of movement change can give a different perspective as a way of flexible social relations to the readers regarding the product's representation. Just like they are watching the fashion show right on the stage (Hyland, K. L., & Paltridge, 2011). Furthermore, it also has to be acknowledged another movement from the camera is the zoom-in and zoom-out movement. Where it represents the website producers' intentions who wanted to highlight the assertiveness of the attire used by the models starting from up to toe so that the readers could know the flashy detail of the product as well (Kress & Leeuwen, 2020).

Other than that, the self-assertion concept could also be determined by the linguistic elements. Where on the caption the website producers explicitly mention customer segments of the products, by writing *Their cut up, stacked eyes question the judgment that has conditioned – and still conditions – **women past and present***. Furthermore, the website producers also mentioned the assertiveness idea of Dior's attire collection from the sentence *create a series of garments that combine fashion with textile innovation. An ultramodern celebration of **self-assertion.*** By using this kind of engagement process, it would make the readers feel assertive because the actors directly share the value of self-assertion brought by the collection products (Kress & Leeuwen, 2020). Therefore, it may increase the positive interest and affirmative decision from the viewers to buy the products.

3. Compositions

For the information value, the website producers have arranged such a creative style for the viewers to read the information value depicted on the caption text of the content. The caption of the content was mostly located in the center position of the website page's, especially for the main content of the website pages ready-to-wear show. Symbolic attributive, which holds the role of the content's actor of the website pages who carry the concept of self-assertion of the clothes were also positioned in the center. Thus, it is acknowledged that this kind of style of information value was known as a tool to attract the viewer's attention (Cheng, 2016). Previously, in the engagement sub-section, the researcher found that the website producers were using contrasting colors on the background of the website pages to make the visual and verbal elements of the website content salient to the viewers. Other than that, the researchers also found another contrast section of the content *(ready-to-wear show, looks, hybrid wardrobe, and the next era)* that used red and creme *(couture technology, histories, inspirations)* color as the background. This kind of employment makes the actors and Dior's attire products being the most salient elements on the content. Therefore, as a result, the readers could understand that the value of assertion was directly addressed to the readers. On the website pages, the content of the products was placed in a central position. Especially, on the part *(Ready-to-wear, look, and inspirations),* and the caption was followed beneath the content this means that the website producers intended to make the caption the medium to clearly explained the visual elements at the top of it in a pleasant way (O'Halloran, 2008). Another positioning was also found by the researchers on the content of *(couture technology, histories, hybrid wardrobe, and the next era).* The caption or linguistic elements were found right next to the content sections. Therefore, it indicates that the website producers were deliberately positioning those elements so that the readers could pay special attention to them. Otherwise, it also means that the linguistic elements were important to be read by the readers aside from looking at the content (Kress & Leeuwen, 2020)

CONCLUSION

According to the results of the findings and discussion above, we can conclude that the website producers were combining verbal and visual elements that were divided into a navigation zone and a content zone supported with the additional functional section that holds the role as CTA. With the salient features that were supporting both of those elements' existence, it determine that being salient and flashy is the best notion to represent the concept of assertiveness. Additionally, an interactive meaning-making system becomes the evidence that represents if both of the aspects visual and verbal were worked collaboratively to deliver the concept of self-assertion against the viewers

as the potential buyers. Dior has brought a new and futuristic viewpoint of an assertive woman, represented from the website pages are portrayed to be all-out, flashy, stylish, fashionable, salient, contrasting, different, and unique.

SUGGESTIONS

This study only investigates a limited number of data, thus to make such a thorough investigation regarding self-assertion to keep up to date, especially to the change of era and perceptions of feminists, the researcher suggested that future researchers may investigates into the area of website pages or even to another genre objects of discourse where it brings the concept of feminist and assertiveness against awoman on the text production.

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