

## PORTRAYAL OF FATHER AND DAUGHTER RELATIONSHIPS IN SELECTED JOLLIBEE TELEVISION COMMERCIALS

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### **Abstract**

*A semiotic analysis of selected Jollibee television commercials, namely: Daddy's Girl; One Extra Special Day; Para sa Mahal at Pinakamatapang kong Tatay; and Regalo was done in order to find out how father and daughter relationships were portrayed with the guidance of the Semantic Triangle of Odgen and Richards. Signs were identified from the screen captured photos of selected television commercials and followed by the researchers' interpretation. Based on the selected Jollibee television commercials, the roles of fathers were the main provider, silent protector, companion, and epitome of respect. On the other hand, the roles of the daughters based on the television commercials were the source of happiness, embodiment of respect, and submissive follower. Based on these roles, the researchers were able to identify the different father and daughter relationships in the selected commercials which are close, secure, dependent, and dominant-submissive relationships.*

**Keywords:** *Semiotic analysis, Television commercial, Father and daughter relationships*

### **INTRODUCTION**

In a study of Villaverde, entitled: *Value-added Ads: An analysis of award-winning advertisements in the Philippines in 2013*, he found out that most of the television advertisements in the Philippines portray a family as well as the values which reflect the Filipino culture.

Filipinos are known to be family-oriented individuals and it is the reason why television commercials in the country usually feature family relationships. According to Taroja (2010), Filipino families have been

perceived to be closely-knit and that is why they are known to be family-centered.

In connection to this, Jollibee is known in creating television advertisements with an emotional appeal. Jollibee's commercials commonly portray Filipino families and they usually focus on the relationship of the parents and their children.

The researchers analyzed four Jollibee television commercials which feature father and daughter relationship. The television commercials portray different scenarios wherein the roles of fathers and daughters are showcased. From the analysis of the commercials, the researchers generated themes that answered the objectives of the study.

The researchers aim to identify how father and daughter relationships are portrayed in the selected Jollibee television commercials. Moreover, they also aim to find out the roles of both fathers and daughters in the commercials in order to identify their relationships.

## **Review of Related Literature**

Father and daughter relationships tend to be the least studied or analyzed in parent-child research. Most of the researchers are focused on mother-daughter relationships (Katarski, 2003).

In the study of Linda Nielsen (2006), father and daughter relationships have good and bad effects. As the researcher explained in her study, father and daughter relationship is becoming more distant and easily damaged when parents get divorced. Daughters usually form an alliance with their mothers. On the other side, the good effect of father and daughter relationship is that daughters generally become more self-confident, more self-reliant, and more successful in school and in their careers. Also, daughters tend to trust, enjoy and relate well to males when they have good relationships with their fathers.

Daoud and Ali (2016) found out that the relationship of daughter and father plays an important role in marital satisfaction. The researchers concluded that a daughter who had experienced a safe and secure attachment with her father has the probability to carry the feelings to her relations with her husband.

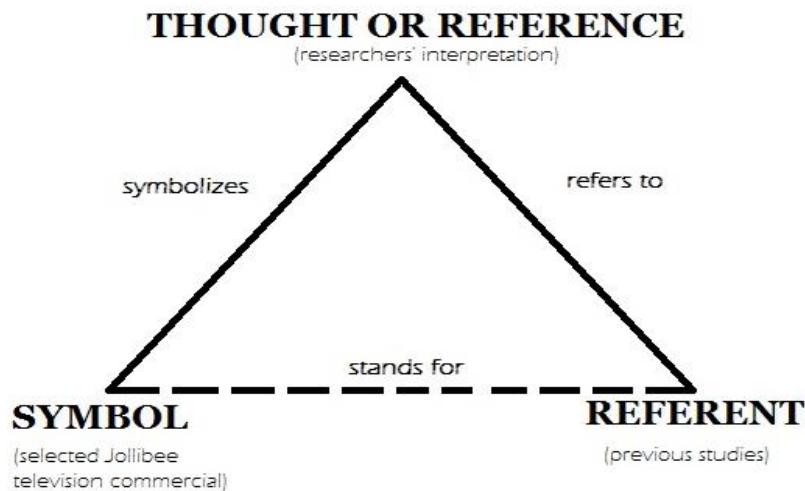
In line with this, Barrett and Morman (2006), fathers have a power to influence their daughters in academic achievement, career choices, mental health, mate selection, body image, sexual and social confidence. Also, the participants of the study found out that closeness to one another is important.

Furthermore, Jain (2015) identified two attachments that form in the father and daughter pattern. First, “secure attachment” wherein it is a pattern of attachment that is shared between father and daughter in which both are communicative; emotionally close and more engaged. Second is “insecure pattern.” Nielsen (2012) explained that the insecure pattern happens in average fathers and daughters who have are less communicative, less engaged, and less intimate relationships than mothers and daughters. As a result, the relationship of fathers and daughters are more unstable and fragile. This pattern can be observed in India and USA.

## **Analytical Framework**

The researchers used the Semantic Triangle of Charles Ogden and Ivor Richards in 1923. In this study, the semantic triangle is used to analyze the selected Jollibee television commercials. The selected Jollibee television commercials served as the symbol. These symbols are identified by the researchers through screen capturing select scenes from the commercials. Since the researchers served as the interpreters of the study, the reference is the interpretation of the researchers based on the images captured from the commercial. The previous literatures served as the referent of this study. These literatures are about the roles and relationships of fathers and daughters that reflect reality. This theory helped the researchers to explain the roles and the identified relationships of fathers and daughters portrayed in the selected Jollibee television commercials.

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**Figure 1.** Semantic Triangle of Ogden and Richards

### General Objective

To identify the relationship of fathers and daughters based on their roles in the selected Jollibee television commercials.

Specifically, the study aims:

- To identify and interpret the roles of fathers from the selected Jollibee television commercials;
- To identify and interpret the roles of daughters from the selected Jollibee television commercials; and
- To identify the relationship of fathers and daughters based on their roles in the selected Jollibee television commercials.

## METHODOLOGY

Since the research is based on interpretative assumption, it is qualitative in nature. The researchers conducted a semiotic analysis of the selected Jollibee television commercials which feature father and daughter relationship. Semiotic analysis can be defined as the study of signs and symbols as elements of communicative behavior. The selected four Jollibee television commercials such as “*Daddy’s Girl*”, “*One Extra Special Day*”, “*Para sa Mahal at Pinakamatapang Kong Tatay*” and lastly, “*Regalo*”. Since the research design is mainly semiotic analysis, the researchers served as the main research instrument of the study. The selected Jollibee television commercials contain equal characteristics based on the criteria of the data needed for the study. The Jollibee television commercials should only focus on father and daughter relationship and should be produced from 2015-2016. The semantic triangle served as the guide for the researchers to find out the roles of the fathers and daughters based on the television commercials. It also served as their guide in terms of identifying the relationship of the two. The roles were identified based on the screen-captured photos from the commercials and from these roles, the father and daughter relationships were identified

## FINDINGS AND ANALYSIS

### Portrayal of Fathers in Selected Jollibee Television Commercials

The researchers were able to come up with four categories on how fathers were portrayed in the selected Jollibee commercials namely One Extra Special Day, Daddy’s Girl, Regalo, and Para sa Mahal at Pinakamatapang Kong Tatay. These are the following: (1) Main Provider; (2) Silent Protector; (3) Companion; (4) Epitome of Respect.

#### 1. Main Provider

##### a. Selfless

As shown in the Daddy's Girl, commercial, the father offered the food to her little daughter five times. Because of his gesture, the researchers interpreted it as a symbol of selflessness. As a father, it is his responsibility to provide the needs of his family and so it is natural for him to be selfless because what matters is to be able to give sustenance to the family. Rosenberg and Wilcox (2006), stated that parents sacrifice for their family. They give up a lot for their children.

### **b. Reliable**

Being a father is not just about being the head of the family, it is also associated with companionship and reliability. The bond between a father and a daughter plays a significant part in the life of the daughter. In the study of Fogarty and Evans (2009), "participator" is one of the major roles of fathers which enable them to have direct interactions to their child's life. Fathers help their children in solving critical problems while growing up that is why they are considered as reliable. Fathers have an opportunity to explain to their child the consequences of their actions and decisions. This process also cultivates a child's responsibility, independence, and self-reliance.

### **c. Responsible**

In Jollibee's Regalo commercial, it was shown that the father needed to work abroad to provide for his loved ones. In the study of Green and Rubio (2011), one of the most common scopes in the analysis of masculinity of a man is "responsibility" wherein having a sense of being hardworking, planning for the future, and maintaining task commitments are vital. It implies that the father fulfills his responsibility as the head of the family.

## **2. Silent Protector**

### **a. Protective**

The researchers observed in the *One Extra Special Day* commercial that the fathers instantly showed a gesture of irritation and uttered the words, "*allergic kami diyan*" when he saw his daughter's suitor standing in front of their house holding a sunflower. In the

television commercial, entitled: *Para sa Mahal at Pinakamatapang kong Tatay*, the father showed a protective behavior. It is visible in the advertisement how the father protects his family in different ways. According to Barrett and Morman (2006), fathers begin to protect and worry about their daughters during dating time. Based on the study, fathers think that it is time to let go of their little girl in order to grow up independently.

**b. Strict**

Fathers are known to be strict because being a disciplinarian is part of their nature. In One Extra Special Day commercial, the researchers observed that the father is very strict when it comes to the suitors of his daughter. His gestures indicate that his approval as a father is quite hard to achieve. Daughters perceive their fathers as strict when they do not approve what they choose (Cruz, et al., 2001).

**c. Caring**

In the One Extra Special Day commercial, the father is portrayed as a caring one. The way he protects his daughter from different types of suitors is actually his own way of caring. In addition, the father in the commercial entitled *Para sa Mahal at Pinakamatapang kong Tatay* is portrayed as a caring one in the television commercial. It was clearly shown in the commercial how he took care of his wife while giving birth to their first child. Fathering is indeed a demanding task for men, particularly with their daughters because this is the kind of relationship that requires more caring and intimacy and most of the men cannot handle that (Ali, et al., 2015).

**d. Conservative**

From the start of the One Extra Special Day television commercial until the end, the father is portrayed as a conservative person. The way he looks at his daughter's suitors and the way he talks to them actually indicate his conservative character which is a known trait of Filipino fathers especially those who have daughters Rosenberg

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and Wilcox (2006) stated that fathers also serve as a role model in the family.

#### **e. Observant**

Based on One Extra Special Day commercial, the father is very much observant with regards to the suitors of his daughter. From the very first suitor who visited their home up to the last one, the way he looked at them was an implication of his observation. Fathers are being observant to suitors because he is an authoritative parent in taking care of his daughter. He is also facilitative and attentive with their child's needs (Allen and Daly, 2007).

#### **f. Expressive**

Based on the Jollibee television commercial, entitled: Para sa Mahal at Pinakamatapang kong Tatay, the father showed an expressive face when his daughter was getting married and that is why the researchers therefore assume that they have a close relationship. Daughters are more likely to cultivate a healthy and satisfied adult marital relationship if they have closeness with their fathers (Flouri and Buchanan, 2004). Furthermore, based on the "Regalo" Jollibee television commercial, the father shared his bad news calmly to his daughter because he lost his job. Studies suggest that fathers who respond calmly have children who are more popular, boys who are less aggressive, and girls who are less negative with their friends (Rosenberg and Wilcox, 2006).

### **3. Companion**

#### **a. Playful**

The father in the television commercial entitled "Daddy's Girl" teaches his daughter to say the word "daddy," he exhibited playfulness so that his daughter would be entertained. Also, based on the television commercial entitled "Regalo", the father gave a toy to his daughter as a gift. The researchers therefore assume that it is part of his playful nature as a father. It was stated by Fogarty and Evans (2008) on their

study that fathers are also called “jungle gyms”. In this case, it is an opportunity for fathers to persuade their children to be independent which is the most important milestone of social and emotional growth.

### **b. Persevering**

Waiting for a child to speak for the first time is quite tiring. But for parents, it is a milestone for them to witness their child utter a word for the first time and it becomes extra special if the first word that will come out from a child’s mouth is a word referring to them. According to Rosenberg and Wilcox (2006), fathers spend a much higher percentage of their one-on-one interaction with infants and preschoolers in stimulating, playful activity than do mothers.

### **4. Epitome of Respect**

Jollibee television commercial entitled “Para sa Mahal at Pinakamatapang kong Tatay” started the story by a narration of a father when he courted his wife. In connection to this, fathers are viewed as respectful to wife, spouse and elders in order to maintain politeness to elders and to have equality in his relationship with his wife (Rubio and Green, 2011).

## **Portrayal of Daughters in Selected Jollibee Television Commercials**

### **1. Source of Happiness**

#### **a. Patient**

Based on the “One Extra Special Day” commercial, the daughter exemplified patience. Since her father is very strict, she patiently waited for the right time and the right person that will pass her father’s requirements as her suitor. Based on the television commercial entitled “Regalo”, the daughter is patiently waiting for her father to arrive from abroad. Her patience made her father smile which is an indication of his happiness. According Bettinger and Slonim (2007) daughters are patient than sons.

**b. Affectionate**

From the beginning of Daddy's Girl commercial until the end, the daughter is portrayed as an affectionate child. Her sweet smiles and warm laughter are implications of her affectionate personality which makes her father happy. Daughters are more affectionate than sons because it is part of their nature as a girl.

**c. Cheerful**

The daughters in "Daddy's Girl" and "Regalo" showcased cheerfulness. Based on the commercial, their close relationship didn't change and that is why the daughter's personality stayed the same. In relation to this, daughters are cheerful because they are the source of happiness of the family. They are thought to be a precious gift from God that brings happiness, companion, love and comfort in elders (Tarroja, 2010).

**2. Embodiment of Respect**

**a. Respectful**

In the entire television commercial, the daughter showcased respect to her father. The way she accepted the decisions of her father regarding her suitors is very commendable. Moreover, In the entire television commercial of *Para sa Mahal at Pinakamatapang kong Tatay*, the daughter showcased respect to her father. After getting married, she still visits her parents in their house. Responsibility to obey is an associated construct, referring to the belief that children are indebted to obey parents even when they and their parents disagree (Cumsille et al., 2012).

### **b. Understanding**

The daughter in the television commercial entitled “Regalo” is portrayed as an understanding daughter. Even though she heard that her father will not give her the toy that she’s expecting, she still chose the presence of her father over material things. Jain (2015) identified “secure attachment” wherein it is a pattern of attachment that is shared between father and daughter in which both are communicative; emotionally close and more engaged.

### **3. Submissive Follower**

From the beginning of the television commercial up to the end, the daughter is portrayed as an obedient one. She follows what her father tells her when it comes to matters concerning her suitors. In relation to this, for Filipinos, children were expected to be obedient and dependent (Tarloja, 2010).

## **Father and Daughter Relationships based on the selected Jollibee Commercials**

### **1. Close Relationship**

The gestures of both the fathers and daughters signify their close relationship. The roles of father such as the main provider, silent protector, companion and epitome of respect and the roles of daughter as the source of happiness, embodiment of respect and submissive follower reflect a close relationship. Barett and Morman (2006) stated that closeness between father and daughter is important in order to influence the academic achievement, career choices, mental health, mate selection, body image, sexual and social confidence of the daughter.

### **2. Secure Relationship**

Furthermore, the researchers also came up with an assumption that there is a secure relationship because fathers are portrayed as companion and silent protector and daughters are submissive

followers. Studies say that there are two attachments that are formed in a father and daughter pattern. One of them is “secure attachment” wherein it is a pattern of attachment that is shared between father and daughter in which both are emotionally close and more communicative (Jain, 2015).

### **3. Dependent Relationship**

There is also a dependent relationship between the fathers and daughters since it is emphasized in the selected television commercials that the daughters rely on their fathers and they value what their fathers have to say about their life matters especially in romantic relationships. It is visible in the role of father as companion and epitome of respect while daughter is a submissive follower and embodiment of respect. Filipino children were expected to be dependent to their parents as a sign of being respectful and obedient (Tarroja, 2010).

### **4. Dominant-Submissive Relationship**

Dominant-submissive relationship can be observed based on the portrayal of fathers as silent protector while daughters are submissive followers in the selected Jollibee television commercials. Dewar (2010) stated that a dominant-submissive relationship between father and daughter assumes that they can approach moderately. This kind of setting has high standards and it is also known to be responsive and respectful.

## **CONCLUSION**

From the interpretation of the selected Jollibee television commercials, we therefore conclude that the identified roles portrayed by both fathers and daughters contribute to how father and daughter relationships are depicted in the selected advertisements. We concluded that the father and daughter relationships in the commercials are portrayed as close, secure, dependent, and dominant-submissive. It is somehow a reflection of the patriarchy in the Philippines since fathers are considered to be the haligi ng tahanan and they are usually

the main providers of the family that is why they have the highest authority. The researchers therefore conclude that a healthy father and daughter relationship affects the daughter in many aspects of her life such as academic performance, romantic relationships, personality development, and self-esteem.

## **RECOMMENDATIONS**

Future researchers of the same topic may consider analyzing different commercials that feature father and daughter relationships from different brands. They may also consider conducting a study about seasonal television commercials like those which are exclusively produced during Christmas season, Father's Day, Mother's Day, among others. Future researchers may consider analyzing television commercials that are not just focused on the portrayal of father and daughter relationship but on the whole family in general. They may want to compare it to past studies in order to find out or to critically examine if these television commercials affirm or deny the stereotypical portrayal of a Filipino family.

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