

# Ideology of Evian VS Perrier Drinking Water Advertisement

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**Abstract:- In introducing products and services to consumers, advertisers use communication strategies to grab consumers' attention. They raised the culture or the habits of consumer's target. Through the culture displayed, it can be seen the position of advertisers on the cultural values or ideologies they insert. This study aims to compare the meanings and ideologies contained in Evian and Perrier drinking water advertisements. The data source is two drink advertisements taken from YouTube. The data used are spoken and written speech and visual elements. The approach used is semiotic of Barthes to reveal the meaning and ideology it carries. The data were analyzed hermeneutically with retroactive readings by triangulating the data sources to support the ideology expressed. The results of this study are 1) Evian's ad offers youth. Youth is represented by babies in the mirror reflection and the similarity of sound realization between l'Évian and Live Young. Meanwhile, Perrier offers freedom. This is represented by the Mona Lisa coming out of the picture frame and the slogan "Go for The Extraordinaire". The two advertisements on drinking water raise different ideologies, namely youth and freedom. Both are a false conscience: 1) water can help maintain youth but people cannot avoid aging, 2) freedom is limited by norms and laws.**

**Keywords:- Advertisement, Drinking Water, Ideology.**

## I. INTRODUCTION

Through the use of audio and visual elements, electronic advertising must be able to present messages effectively and efficiently, because the duration of advertisements on television is very limited. Therefore, advertisers use a communication approach following their target consumers. Communication is done by planning messages, word choices, and creative illustrations so that the messages conveyed to consumers can be easily understood and attract them to consume the products offered.

Ads contain messages that are expressed verbally related to brands and products. The image or illustration is often positioned as support. The verbal element is often conveyed briefly because it relates to the time provided, however, the combination of verbal and visual elements provides the power to influence consumers and deposit in their memories. Research related to this was conducted by Courbet on the influence of unconsciousness in advertising and marketing communications. Advertising has an unconscious effect on consumers: a) unconscious brand perceptions, b) low attention, c) attitudes, d) brands in an emotional context. Textual or iconic stimuli will leave traces in the memory even though the perceptual process is carried out casually. This perception influences the decision to consume the product offered [1]. The deposition of information or retention on viewers or consumers is also stated that will have a direct or indirect effect on people's perceptions, understanding, and behavior [2].

Until now, television advertising still occupies an important position for advertisers because it has reached 56% success and makes a positive contribution. Consumers who watch ad content have a retention rate of 56% for live impressions, and 49% replays, as for the retention rate of 23% on Facebook and 17% on YouTube [3]. Thus, the retention rate for television ad impressions is the highest among other audio-visual advertisements.

Several previous studies on advertising discussed 1) the use of linguistic and iconic components to attract consumers and increase the retention of their memories, 2) emphasize connotative meaning to improve brand image and identity, 3) a persuasion model in the form of a product approach that aims to get or retain their customers. , 4) the use of socio-cultural elements to exploit material from various sources through intertextuality or interdiscursivity, presenting it in a funny, cynical or critical way to develop stories, 5) advertising discourse as a manipulative discourse, is grouped into three categories: creative fiction, fake and secrets, 6) interdisciplinary, pragmatic and semiotic approaches to find the relationship between construction and meaning [4][5][6][7][8][9] [10][11].

Based on previous research, it is interesting to compare advertisements offering the same item, in this case is drinking water: Evian and Perrier. It is highly important to study their communication strategy to convince consumers and maintain their loyalty to the product. This article aims to reveal the meaning and the ideology of the well-known drinking water advertising in France, through its linguistic and iconic elements, how these both brands launch a strategy to enhance the image of their product.

## II. LITERATURE REVIEW

### A. Ideology

Ideology can be defined as a set of beliefs about the world, which consists of empirical and normative elements. The empirical element deals with the problem of facts, while the normative element is a view of what should be, about right or wrong, and what individuals should do. An ideology contains these two elements, which are coherently linked, and logically so that it is possible to interpret what happens, guide acting, and evaluating what other people do [12].

Various other definitions of ideology that are understood by society are listed by Eagleton, as follows: (a) the process of using means of production of meanings, signs, and values in social life, (b) ideas or ideas as characteristics of certain groups or social classes, (c) ideas used to legitimize dominant political power, (d) false ideas or false ideas used to legitimize dominant political power, (e) systematically distorted communication, (f) offering a particular position to someone, (g) forms of thinking that are driven by social interests; (h) identity thinking; (i) the relationship of discourse and power; (j) the necessary social illusions, (k) the medium of social actors who give meaning to their world or their existence; (l) a series of action-oriented beliefs; (m) Linguistic ambiguity and phenomenal reality; (n) media indispensable for individual life concerning social structures; (o) the process of changing social life into a natural reality[13]. Of the series of definitions, some do not match one another. Most ideological theories emerge from the materialist tradition of thought, which skeptically places a very high priority for 'consciousness' in social life. But consciousness cannot make a big difference in history; and therefore, something contradictory can lead to developing signs, meanings, and values.

Ideology is a representation that contributes to the constitution, reproduction, and transformation of social relations of power and domination ('ways of maintaining relations of domination'). There are many different views on ideology but the main difference is between the concept of critical versus descriptive ideology, which characterizes the critical concept is that ideology is seen as a modality of power, a modality that shapes and sustains power relations by generating approval or disapproval, power through the hegemony of power. through violence and strength [14].

Raymond William quoted by Fiske [15] classifies the use of ideology in three domains:

1) Ideology is a belief system that is owned by certain groups and classes. Ideology here is an action orientation that contains beliefs organized in a coherent system. Ideology in this sense is used mainly by psychologists who see ideology as a set of attitudes that are formed and organized in a coherent form.

2) The ideology of a belief system is based on false ideas or false consciousness that can be confronted or tested with scientific knowledge. Ideology in this sense is a set of false ideas and false consciousness created by the ruling or dominant group, then used to dominate other groups that are not dominant. In other words, the dominant group controls other groups by using ideological tools that are disseminated to society through various means so that these false ideas or awareness are accepted as truth. Thus ideology processes by making social relations appear real, natural, and natural, and people unconsciously accept them as truth.

3) Ideology is positioned as a general process of producing meanings and ideas. Ideology here is a term used to describe the production of meaning. Ideology is a public meaning that is produced and circulated among the community according to its sign system. Concerning language and media, ideology is seen as a process of producing meanings and ideas. Ideology is a term to describe the production of meaning in texts produced by the media.

### B. Semio-pragmatic

Semio-pragmatics places the autonomy of text and context in constructing meaning in two paradigms. Starting from the "non-communication" hypothesis, Odin considered the clear separation between the sender of the message and the recipient of the message, as well as the flexibility of meaning in the communication process. And the space between the sender of the message and the recipient of the message is an "axis of relevance" [16]. Relevance theory departs from Grice's theory of communication regarding the assumption that communication (both verbal and nonverbal) requires the ability to attribute the mental state of others. Sperber and Wilson emphasize that understanding speech is not just a matter of linguistic decoding. This involves identifying (a) what the speaker intends to say, (b) what the speaker intends to imply. In other words, relevance theory defines cognitive effects for an individual as an adjustment to the way an individual explains the world [17]. Referring to Bouillaguet, a semio-pragmatic approach analyzes the construction of meaning in multi-media communication which lies in the use of formal media and supporting materials[18].

Semiology considers meaning as the result of a speech's internal sign system, while semiotics discusses the acceptance and production of meaning as a relationship between expression and content, between text and material conditions, speech and its interpretation [19]. In the audio-visual media, Ceriani also emphasized that speech is not the only link of meaning [20]. Therefore, this semio-pragmatic study is considered important to reveal the meaning of advertising in the form of audio-visual.

### III. METHODOLOGY

The data of this research are French electronic advertisements consisting of 2 advertisements for drinking water Evian and Perrier. The data sources are written dan spoken speeches, and pictures:

- 1) Evian ad, which was uploaded April 21, 2013, in 1 minute 16 seconds [21]
- 2) Perrier ad (Monalisa) uploaded on May 31, 2019, in 1 minute 46 [22]

Television advertisements have audio and visual elements, the recording method is the main tool used to observe data of photography, video, audio, and images. The data collection technique used was the observation and note technique [23]. Listening and note-taking technique is carried out by listening to the video sequence, narrating the video according to the sequence, making a transcription of the speech from the data corpus and copying image by print-screen, and editing by cutting the required image.

The data analysis technique is done by sorting the speech and image data contained in the advertisement. This sorting is done to analyze the types of sentences, types of speech acts, and pictures. The use of this semio-pragmatic perspective reveals the meaning and ideology that advertisers carry in offering their products.

Data analysis was performed using heuristic and hermeneutic analysis techniques. Heuristic analysis is done by analyzing the elements of linguistic structures to get the meaning of the speech at the first level. This is following Nurgiyantoro's opinion which states that heuristic analysis produces an understanding of the literal, explicit, or actual meaning [24]. The hermeneutic analysis is an attempt to understand the meaning behind an explicit structure because sequences and images contain hidden or deliberately hidden meanings. Therefore, this hermeneutic analysis technique is a reading technique that is repetitive or repeated retroactively to get meaning.

### IV. FINDING AND DISCUSSION

#### 1) Youth

Brand: Evian uploaded 21 April 2013, with duration: 1 minute 16 seconds.



Figure 1. mirror reflection

Evian's offering of drinking water begins with a visual narrative of a man who is surprised to see the reflection of the bus door because the reflection of himself is a little boy. In disbelief at his sight, he looked for the nearest car rearview mirror. He saw the look on the face of a child in the rearview mirror. Then he saw his reflection in the shop window and saw the same image. To convince herself she danced and she found a little boy following her body movements. A young woman saw the man in front of the display case dancing with strange movements. The woman stopped beside the man. He saw the little girl in the glass. He held his head in disbelief. The man beside her continued her dance movements. The woman did the same. This was followed by six other people. Then closed with Evian's signature line.

The speech in Evian's ad is:

- (1) Drink pure and natural 'Pure and natural drink'
- (2) Evian
- (3) Live young 'live young'

The initial narrative of the Evian *Bébés Danseurs* commercial begins with a man in disbelief seeing his reflection on the bus, rear-view mirror, and window glass. Finally, he danced to prove that it was him. He was followed by seven other people. They dance in front of the shop windows admiring their appearance, as babies.

#### a) Evian purity

Nothing is more important to live than water. Natural, Evian mineral water comes from rain and snow that settles in the foothills of Chablais, north of Haute-Savoie, in the Alps. More than three hundred bacteriological test checks are carried out every day, to ensure purity. This water began to be marketed in 1824 by Duc de Savoie.

In 1870 the mineral water company d'Evian-les-Bains received the approval of Napoleon III. From the research, it was stated that drinking Evian water has benefits for the treatment of diuresis as well as proving the relationship between pure water intake and increased kidney function.

The function of water for human health is widely discussed by health experts, considering that two-thirds of the human body consists of water. Water functions to provide nutrients and oxygen, and transport waste. Besides, water is used by the body for the recovery or regeneration process. By drinking lots of pure water, water can clear viruses and infections from the body.

#### b) The benefits of water for youth

Water is a nutrient that is essential for survival, not only for quenching thirst but also for maintaining health and helping to fight the aging process. Without adequate water, other nutrients in the form of food or supplements will be difficult to assimilate quickly and efficiently. In this process, water helps dissolve nutrients, travels throughout the body, and transports waste products out of the body.

Evian uses a baby as her character to strengthen her image. The pronunciation of l'Evian has something in common with "live young". Therefore, babies are used by



Evian to represent the youth that is offered by consuming healthy and high-quality mineral water. That is what Evian raised as an ideology, that pure water keeps people young and healthy.

Several health articles discuss the importance of quality water for humans. This is because 60% to 70% of our body consists of water, and two-thirds of the 50,000 billion cells in the human body contain water [25] [26]. In addition to maintaining a healthy diet, exercising, getting adequate rest, drinking lots of water keeps the skin moisturized and radiant, also prevents dehydration so that the skin is not dry and wrinkled [27].

In addition to protecting the skin from wrinkles, quality water can reduce several health problems such as digestive disorders (stomach, esophagus), rheumatism, tonsillitis, heart disease, leg pain, back pain, migraines, cholesterol, etc. Pure water helps to heal or relieves pain, especially if the pain is related to body dehydration [28]. The same thing was stated by Danielle, that in addition to maintaining life or quenching thirst, water is very useful and helps fight the aging process because water nourishes and cleanses cells, helps the digestive process, helps maintain body temperature, helps the body recover after illness, injury, or surgery, lubricates and protects joints, makes the skin soft and smooth, helps stop the formation of kidneys and gallstones, loses weight, helps the brain to stay focused or concentrate [29].

## 2) Women's freedom

Brand: Mona Lisa's version of Perrier uploaded 31 May 2019, with duration: 1 minute 46 second.

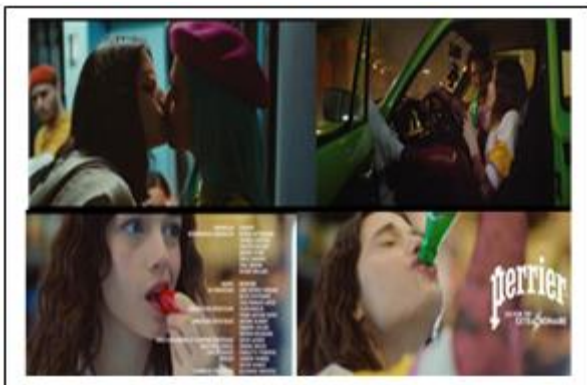


Figure 2. Adventure of Mona Lisa

Perrier, sparkling drinking water, begins the advertisement with a visual narration, the crowd in front of Leonardo da Vinci's painting of Mona Lisa. A man in a red shirt holding a bottle of Perrier. People around perpetuate the painting. A bottle of Perrier was left on the seat in front of the painting. When it was quiet, the Mona Lisa stepped out of the frame. She drank Perrier and ran out of the museum. She went all over the place and did many things, and she was still the center of attention of many people.

The speech in the Perrier Monalisa advertisement is:

(4) Perrier

(5) Go for the extraordinaire

The action of the Mona Lisa, which comes out of the frame for being seduced by a bottle of Perrier, represents freedom from bondage. This is reinforced by the slogan Go for the extraordinaire, an invitation to get out of a habit or do something extraordinary. Perrier energized the Mona Lisa to run, get out of the museum and try things she had never done before, from how to dress, try various activities: spilling paint, kissing women (there is a rainbow color as a symbol of LGBT), driving a truck with a man beside her, and eat chilies. Getting out of the frame marks freedom. Freedom is also one of the French motto: *Liberté, Égalité, Fraternité*.

The freedom of women as individuals is also being promoted by a feminist organization regarding their equality and freedom. This advertisement utilizes linguistic and visual elements through the visual narrative of the Mona Lisa leaving the frame of the painting and then exploring new things. It was reinforced by the speech "Go for the extraordinaire".

Freedom and equality of women's rights are always echoed because the gap in rights between men and women before the 19th century was very real. The struggle for women to get their rights is very long and slow. *Fédération Nationale des Centres d'Information sur les Droits des Femmes et des Familles* [30] and Fournier [31] describe the recognition of women's rights as follows :

- 1) in 1804, Napoleon abolished several provisions taken in 1792 on the right to divorce and restore the civil rights of married women;
- 2) in 1881, basic education was compulsory for girls and boys;
- 3) in 1886, women had the right to divorce;
- 4) in 1907, married women were able to receive their salaries;
- 5) in 1920, the prohibition of disseminating information on contraception was enacted and abortion considered as crime;
- 6) in 1924, the education of boys and girls was held together in senior high school;
- 7) in 1936, three women were appointed as state secretaries, without the right to vote;
- 8) in 1938, the reform of the Civil Code 1804, abolished the revocation of civil rights for married women;
- 9) in 1942, the Vichy regime's statutes increased the penalty for acts of abortion, including the death penalty;
- 10) in 1944, women had the right to vote;
- 11) in 1946, the Constitution of the Fourth Republic established equality between men and women;
- 12) In 1965, the husband was no longer the "head of the family". The wife can practice the profession and open a bank account without the permission of her husband;
- 13) in 1967, the Neuwirth law authorized the sale of contraceptives;
- 14) In 1968, educational equality between men and women in education;
- 15) in 1970, parental authority was replaced by paternal authority in the Civil Code;
- 16) in 1972, the principle of equal pay for equal work;
- 17) in 1975, the Veil law authorized termination of pregnancy or abortion under certain conditions;
- 18) in 1975, it was determined that divorce was carried out by mutual consent;
- 19) in 1980, rape was declared a crime under the law;
- 20) In 1983, the Roudy law established professional equality between men and women;
- 21) in 1984, the equality of spouses in managing family property;
- 22) in 1986, an allowance was provided for child care at home;
- 23) in 1986/1998, there was a circular on the feminization of the names of professions;
- 24) in 1987, recognition of parental authority became for couples who were married or not;
- 25) in 1990, assistance was provided

to employ home babysitters; 26) in 1992, penalties related to domestic violence and sexual harassment in the workplace were imposed; 27) in 1993, legislation allowed paternity (DNA to prove blood relations) tests to be validated scientifically and legally; 28) in 2000, the law of parity was enacted, the same right for men and women to obtain an electoral mandate in the legislature or in politics (number of women in the legislature, 21.9% in 2008, 22.1% in 2011, 25% years 2014 and the year 31.7% 2017; 29) in 2001, the children's family name could be father, mother's name or both; 30) in 2006, the legal age of marriage for women was 18: it is to prevent violence in spouses or committed against minors and forced marriages; 31) in 2010, laws relating to specific violence against women, violence in partners and the final impact on children were enacted: the creation of an order to protect victims and violations of moral abuse in spouses; 32) in 2012, a vote was held in law no. 2012-954 dated 6 August 2012 regarding sexual harassment; 33) in 2014, the election of law no. 2014-873 dated 4 August 2014 for equality between women and men; 34) in 2016: a vote was held in law no. 2016-444 dated April 6, 2016 which aims to strengthen the struggle against the prostitution system and assistance to prostitutes.

Freedom is getting wider and wider for women to do many things, even though in the real world there are still disparities inequality, and discrimination. For example, professional equality and remuneration have been echoed since 1972, but they remain on the political agenda. The disparity in the division of duties within the family and household also creates inequality between men and women in the labor market as well as limits women's professional autonomy. Therefore, the most important thing is the implementation of real equality of opportunity between men and women in carrying out their profession [32]. The freedom or equality raised in this advertisement is more visible in sexual freedom, which is depicted through the scene of the Mona Lisa kissing a woman in *Métro*, the rainbow color which is a symbol of LGBT and its togetherness with a man in a car.

Evian and Perrier's advertisements use ideology, a belief system created on false ideas or false consciousness that is confronted or tested with scientific knowledge. From several studies, pure water can indeed maintain youth, but the aging process in human life is a certainty. Aging is an inevitable and natural period of human life characterized by decreased physical functioning, loss of social role as an adult, changes in physical appearance, and gradual progress towards decreased capacity [33]. The ideology of youth in Evian advertisements is a false consciousness made by Evian advertisers. They use information related to the benefits of water to build the Evian brand image. Meanwhile, Perrier raised the ideology of freedom and adventure: the freedom to determine sexual orientation. In reality, there is no essential freedom, because that freedom is limited by the rights of others. Perrier's advertisements highlight sexual freedom and homosexuality. However, it does not represent French society. Statistically, the number of the LGBT community is not too large. In 2019, in France, a population of 82.7% heterosexual, 5.6% heterosexual, bisexual 4.8%, homosexual 3.2%, 2.8% did not

state their sexual orientation but attracted to the opposite sex, 0.9% unknown[34].

## V. CONCLUSION

Evian and Perrier's drinking water advertisements use different ideologies in influencing their consumers. Evian offers youth through the purity of its products, while Perrier offers the freedom, energy, and courage to do something, which is generated by Perrier's carbonation bubbles. Both advertisements use false awareness to influence their consumers. The power of visual narrative and verbal elements are used together to build brand images, products, and captivate consumers.

## ACKNOWLEDGMENT

We would like to express our gratitude to the Institute for Research and Community Service, Universitas Negeri Semarang for funding the research and publication of this article, so that it can enrich the repertoire of language research, especially advertising analysis.

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