

SEMIOTIC ANALYSIS OF JOHN FISKE IN DEFINING STEREOTYPES OF WOMEN IN ADS

Veneranda Dinda Putri Natalia Desire

1204130038

ABSTRACT

The success of audience involvement is assessed ad over the message in the ad. From all television advertising in Indonesia which serve a number of products, there is a waiver upon reproduction of labelling men against the traditional role of women. The authors looking at the phenomena of gender happens, men and women are portrayed as living beings that have different activities and decided things. These stereotypes appear on The Sunlight version Ibu Cekatan advertising. The purpose of this writing is to know the meaning of female stereotypes through the code of semiotics in the level of reality, the level of representation and ideology level. To achieve the goal of writing, the author using a qualitative method with an analysis of semiotics John Fiske based television codes are divided into three levels, namely the level of reality, the level of representation and ideology level. The results of the writing that the role of women at the level of reality through code of costume, make-up, gesture, and expression. On the level of representation of women's stereotypical depiction shown through the camera, narration, and conflict code. On the ideological level, the value of the patriarchy, personally presented the role of women in a family that is found in the ads.

Keywords: Stereotype, Ads, Semiotics