

ABSTRACT

The study of gender is still an interesting discussion till this day. This grouping of types of household work, between women and men, arises as a result of a wrong interpretation of gender roles. According to society's view, a woman is in charge of household matters such as taking care of children, taking care of the house and cooking. While men will act as breadwinners for their families. However, domestic activities carried out by women are often underestimated, even in liberal feminists, the tasks carried out by women in the domestic area are often considered old-fashioned and backward. This is where the media plays a role in presenting a picture of a mother's duties in front of the community. Therefore, this study was made to examine the image of women in the "Bunda Tidak Sempurna, Tapi Cinta #BundaSelaluAda" advertisement. The research uses John Fiske's Semiotics method which consists of three levels, namely, the level of reality, the level of representation, and the level of ideology. The three levels will be used to analyze and find the form of representation of "citra pigura", "citra pilar", and "citra pinggan" in the advertisement. Then it is found that "citra pigura" in the advertisement is a mother who has a slender body, shoulder-length straight black hair, and neat eyebrows. Then "citra pilar" can be seen from how mothers are responsible for household affairs such as taking care of the house and taking care of their children. Then the mother figure who is still in charge of the kitchen affairs even though she has sufficient income, is a depiction of "citra pinggan".

Keywords: Representation, Women's Image, John Fiske's Semiotics