ABSTRACT

During the current technological development, social media has become the main platform where images of women's bodies are formed and widely disseminated. The display of advertisements in social media by utilizing the female body as an attraction has become a mushrooming phenomenon on social media today. Women's bodies are exploited in the media because they are considered to have economic value that can attract public attention. This research was conducted to identify signs of exploitation of women's bodies in social media advertisements on Instagram @goodponsel. This research uses Roland Barthes' semiotic analysis method to dissect the signs of exploitation of women's bodies in the content of Instagram @goodponsel ads. This research adopts the male gaze theory by Laura Mulvey, in which Mulvey sees that the male gaze determines the projection of his fantasies on the female figure. The results of this study show that there are signs of objectification of women seen from facial expressions, and body poses that often emphasize certain body parts of women. From these results, it can be seen that Instagram @goodponsel exploits women's bodies packaged in advertising content as a marketing strategy for their products.

Keywords: Exploitation of women's body, Male Gaze theory, Roland Barthes semiotics.