Media dan Politik Identitas Seksual
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Teks dan Konteks dalam Analisis Wacana
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Pengetahuan Remaja Putri tentang Kesehatan Reproduksi
Studi di Kota Surabaya
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Peran Lingkungan Dalam Kehidupan Remaja
Nurul Hartini

Anak Perempuan Korban Incest
Bagong Suyanto

Napza Mengancam Remaja Kota
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Kesetaraan Gender Dalam Iklan di Media Massa Cetak
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Analisis Kualitas Jasa Pelayanan Pada Universitas Airlangga - Surabaya
Nuri Herachwati

Upaya Penanganan Masalah Sosial dan Beban Kota Surabaya
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Resensi Buku
Sex n' the City: Jakarta Undercover
Doddy S. Singgih

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**Abstract**

This research aimed at describing gender quality representation (male and female) in women's magazines Femina & Higina Kosmopolitan advertisements. Content analysis is used as the research method with semiotic approach in describing audience interpretation towards gender equality advertisements in women's magazine. A sign system in the form of pictures and words in the product advertisement which describe gender equality as well as use male and female models become unit analysis in this research. In a period of January – October 2001, seven advertisements from the two women's magazines have been selected. In Femina: Enervon C, So Klin detergent, Slimming Traditional Medicine, Procal Milk and Vigel. In Higina Kosmopolitan: Calcium Plus Non Fat Milk and Zevit C Multivitamin. It reveals that gender equality has been showed in those advertisements. Nevertheless, gender bias still can be seen, like in So klin detergent and Procal Milk advertisements. Where mother's role such as giving milk to her children and washing clothes are still in domestic sector. From this study, in can be concluded that the gender equality in the advertisements based on the male and female equal rights, and the characteristics which can be exchanged. Because these characteristics are not given but a social construction outcome.

**Keyword :** gender, equality, icon, index, symbol, advertisement,

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