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The Construction of Woman through Apartment Advertisement

Konstruksi Identitas Perempuan melalui Iklan Apartment

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Abstract

In this modern era, people can see the sights of advertisements everywhere in their life. Advertisement is encouraging people to buy the product, but it is also influenced the framework of people’s mindset on society. There are many kinds of society concept from the advertisement, for example is how they create certain of woman image. One of the advertisements with a distinctive woman image is a printed advertisement by One East Resident. This advertisement is published on a national newspaper "Jawa Pos" on May, 1st 2013. In this advertisement, the woman has a bigger portion rather than the picture of the product itself. The woman dresses in glaring red dress, and she is standing beside the picture of a luxurious building of apartment. In here, the function of woman may hold the value of the apartment building. Therefore, this thesis will be using the qualitative method to gain a better and accurate result in order to disclose the woman image in this advertisement. This printed advertisement will be dismantle by the Semiotics of Roland Barthes, then analyzed using the theory of feminism and gender in media. The purpose of this thesis is to expand the knowledge of woman image in media, especially advertisement.

Keyword: woman, image, advertisement, apartment, semiotics,

Daftar Pustaka: