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A Semiotic Analysis of the Representation of Indonesian Muslim Women on ANNISA Magazine’s Front Covers

Sebuah Analisis Semiotik Representasi Perempuan Muslim Indonesia di Halaman Sampul depan Majalah ANNISA

Abstract

This study aims to reveal the representation of Indonesian Muslim women in ANNISA: a Muslim women magazine. Since the 2000s, Muslim women's magazine in Indonesia has become one Islamic dissemination media packed with interesting pictures. It also becomes a phenomenon because of the emergence of Muslim women in Indonesia is limited to the New Order era. The study also will describe one by one the hidden meaning in ANNISA using Barthes' semiotic theory. Data are analyzed using the stages of the process, namely linguistic semiotic messages, non-coded iconic messages, coded-iconic messages and myth. The results show that Muslim women in ANNISA magazines are represented to be fashionable, stylish, modern and pious. Muslim women magazines are packed to attract the attention of the Indonesian Muslim women. As a Muslim women magazine ANNISA has a specific purpose in spreading concept of Muslim beauty.

Keyword : ANNISA, magazine, Muslim, women, Muslim, women’s, magazine, representation, semiotic,

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