

ABSTRACT

Muhammadiyah University of Yogyakarta
Social and Political Faculty
Communication Science Department
Public Relations Program

Hanungka Sri Bantala Pamungkas, 20030530202

“MALE – FEMININE IDENTITY REPRESENTATION IN REALITY SHOW “BE A MAN” PROGRAM”

(Semiotic Analysis of “Male - feminine” Representation That Shaped in “Palu Butung” Figure That Presented in Reality Show Program “Be a Man” In Global TV)

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The social reality has been showed us that there is any marginalization to the existence of trans gender group in the society. The image of marginalized group is usually labeled to this group in every part of social activity. Although they keep to fight of this unfair condition, and keep to strived their rights but the society is always refusing their existence. Through the research that titled the representation of trans gender identity which represented to Palu Butung figure in the Be a Man we will analyze and know how media especially reality show represented of this marginalized group. This research will be done by semiotic approach that developed by Roland Barthes. The semiotic of Roland Barthes is well known as comprehensive method in the study of sign, it was not only analyze in connotative and denotative level in the two order of signification, but more deeply by analysis of myth in some culture of society. Through this research, finally found several conclusions including the representation of trans gender that constructed as glamorous figure. Secondly, the representation of Palu Butung figure that represented as inferior group in the societ, especially as powerless group that existed in the middle of normal sexuality perspective that believed by the peoples. Thirdly, the representation of Palu Butung figure that represented as marginalized group in the society. And also through this analysis, finally found several myths that existed in this reality show, including the myth of beauty, myth in the context of normal and deviant behavior and myth in the context of marginalized group inferiority.

Key words : Representation, trans gender, Marginal, inferior, deviant.