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**FEMININITAS PEREMPUAN DALAM IKLAN KECANTIKAN
(ANALISIS SEMIOTIK DALAM IKLAN *POND'S FLAWLESS WHITE
SERIES "7 DAYS TO LOVE", "THE DIARY", DAN "LOVE CONQUERS
ALL"* DALAM IKLAN TELEVISI)**

Tahun Skripsi : 2011.viii+81hal

**Daftar Kepustakaan : 40 buku; 6 jurnal; 2 Majalah; 5 sumber online (2010-
2011)**

Penelitian ini bertujuan untuk mendiskripsikan bagaimana representasi perempuan dalam iklan *Pond's Flawless White series*. Iklan merupakan unsur budaya yang sangat mengagumkan karena kemampuannya merefleksikan dan merubah gaya hidup masyarakat. Iklan adalah analisis mengenai konteks yang ditawarkan pada suatu produk yang diiklankan. Melalui konteks tersebut dapat dilihat berbagai persoalan sosial dibalik sebuah iklan, seperti masalah gender. Terutama dalam iklan *Pond's* ini merepresentasikan femininitas perempuan. Banyak penelitian yang telah membuktikan bahwa citra perempuan sering ditampilkan sebagai subordinasi pria dalam iklan. Hal ini menunjukkan fenomena dimana perempuan identik dengan kecantikan, pasif, lemah lembut dan sebagainya. Penelitian ini menggunakan metode analisis semiotika. Metode analisis tersebut dijadikan alat ukur menterjemahkan makna dan simbol-simbol yang ada pada iklan produk *Pond's Flawless White* di televisi. Analisis semiotik yang dipakai dalam penelitian ini adalah analisis semiotik milik Roland Barthes. Barthes sebagian besar kajian penelitiannya mengangkat tema-tema budaya pop yang dekat dengan keseharian budaya kita. Hasil dari penelitian ini menunjukkan bahwa konsep gender dalam ketiga iklan *Pond's series "7 days to love, "The diary", dan "Love conquers all"* menggambarkan femininitas perempuan melalui tampilan fisik dan peran gender. Steriotipisasi perempuan sebagai makhluk yang lemah lembut, emosional, penuh kasih sayang dan sebagainya.

Kata Kunci: Iklan, Gender dan Femininitas Perempuan

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FEMININITY BEAUTY OF WOMEN IN ADVERTISING (SEMIOTIC ANALYSIS IN ADVERTISING SERIES WHITE POND'S FLAWLESS WHITE "7 DAYS TO LOVE", "THE DIARY", AND "LOVE CONQUERS ALL" IN TELEVISION ADVERTISING)

Year Thesis : 2011.viii + 80p.

Resource Library: 40 books; 6 journals; 2 magazine; 5 online source (2010-2011)

This study aims to describe how the representation of women in advertising Pond's Flawless White series. Advertising is a cultural element that is very admirable for its ability to reflect and change people's lifestyles. Advertising is the analysis of the context in which it is offered on a product being advertised. Through the context can be seen a variety of social issues behind an ad, such as gender issues. Especially in the Pond's ad is representing the femininity of women. Many studies have proven that the image of women is often shown as a subordination of men in advertising. This is the phenomenon whereby women synonymous with beauty, passive, meek, and so on. This study uses a semiotic method of analysis. The analysis method was used as measuring tools and interpret the meaning of symbols that exist in ad Flawless white Pond's product on television. Semiotic analysis used in this study is Roland Barthes semiotic analysis. Barthes most research studies raise themes of pop culture that is close to our everyday culture. The results of this study indicate that the concept of gender in all three ads Pond's series "7 days to love", "The diary", and "Love conquers all" describes the femininity of women through the physical appearance and gender roles. Stereotypical women as gentle, emotional, intelligent care, lovingly. While the representation of the feminine beauty that is identical to that shown through the physical with the white and slender as well as fashionable with modern dress.

Keywords: Advertising, Gender and Women's femininity