A SEMIOTIC APPROACH ON GENDER STEREOTYPING ON BEAUTY PRODUCT ADVERTISEMENT

AN UNDERGRADUATE THESIS

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The Writer

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ABSTRACT

Samitha A. Wibowo (2023). A Semiotic Approach on Gender Stereotyping on Beauty Product Advertisement. S1. Thesis.
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The purpose of this research is to find out the signs that are depicted in the beauty product advertisements and to find out what are the meanings of the signs that are related to gender stereotypes, by using semiotics theory by Charles S. Peirce. Descriptive qualitative method is also used in this research by analyzing MS Glow x Ayu Dewi – Rahasia Tampil Menarik Wanita hebat and MS Glow x Keanu – Cakep itu Nasib, Good Looking itu Pilihan. In addition, the researcher determined the icon, index, and symbols from those two advertisements as the data. The findings indicate that there are 3 icons, 3 indexes, and 3 symbols that represent women as housewife and women who multitask, 1 icon, 1 index, and 1 symbol that represent woman as a career woman, 1 icon, 1 index, 1 symbol that represents man who was acting tough, and 2 icon, 2 index, and 2 symbols that represent man who has occupational role as celebrity.

Keywords: Advertisements, Gender Stereotypes, MS Glow, Semiotics, Stereotypes.

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