

ABSTRACT
ANALYSIS OF SIGNS AND THE MEANING OF HILO PRINT "RISE THE SOFA" IN FORMING FEMINISM CONCEPT

The figure of women is often the object of the material in advertising in the print media, both ads with the purpose of male and female audience. The reality of television advertising has a significant influence in shaping women's construction and displaying it to audiences. Related to that, in order to achieve a higher brand awareness, advertisers should make their ads as attractive as possible through a high degree of creativity. In its advertisement, HiLo presents a print ad with a message content showing a picture of a woman lifting a sofa that creates a certain impression, a female figure who has the power. Visualization of these ads use signs that form a certain meaning of hyperbole to produce a very creative advertising. The use of the female model presents meanings related to the concept of feminism.

Keywords : Advertising, Perception, Feminism, Print ads.