

ABSTRACT

Stereotype is a assessment of individuals based on ethnicity that was build by others. In every province in Indonesia, its has certain stereotype which cause the judgement toward its ethnicity. One of the media that has shown stereotype is video clip media. Video clip is a form of mass media that has the content in forming social life reality. One of permanent stereotype that is still rooted is Sundanese, especially towards the women. Sundanese women was stereotyped as materialistic women and are reinforced by the media through a video clip of “Seuseuh Beungeut”. The video clip of Seuseuh Beungeut depicts a materialistic Sundanese women. The purpose of this research is to understand meaning from stereotype of Sundanese women. The writer used qualitative method with constructivism paradigm with Semiotic analysis of Charles Sanders Peirce. The result for this research is materialistic Sundanese women tend to depend on men, always pay attention to their appearance, prioritize their beauty especially their face and body, and view money as their happiness in their life

Keyword : Stereotype, Peirce Semiotic, Sundanese Women