

ABSTRACT

Advertising on electronic media has similar purpose, to get closer to costumers with getting their attention. There were some ways, one of them is make an interesting topic so the customer more aware with the advertising. One of the interesting topic of advertising is bias gender. Bias gender introduced by Unilever through their lotion product, Fair and Lovely.

This research uses Roland Barthes semiotic analysys with qualitative method. The purpose is to know about bias gener presentation on television advertising Fair and Lovely 'Marriage or Magister' version using Roland Barthes semiotic, which grouped by denotation, connotation, and myth.

The result from research based on Bias Gender Presentation on Televison Advertising Fair and Lovely 'Marriage or Magister' version (The Semiotic Analysis by Roland Barthes) is there's a bias gender on education matters. The denotative sight of the advertising show that the parents already has the ideal groom for their doughter, but the doughter wants to contuniue her magister degree. The other hand, the connotative show the parents want their doughter to get merried instead of countinuing her study. That advertising gave us a picture of different sight of myth from Islam tought that either the men or women is equal in education, everyone is pushed to get a better education for themselves.

Keywords: Presentation, Bias Gender, TV Advertising