

SEMIOTICS BODY OF WOMEN
(Study Of Meaning On Toothbrush's Video Clip Popularized by Group Band DNCE)

Writer,
Fuji Manisha Kacariboe
NPM. 120430056

Video clips and women has now become two things that can not be separated. Armed with elegance owned, women's bodies are often used as an attraction in the video clip. Unfortunately, is not merely used as a charm, but what is shown in the video clip related to the female body ultimately perpetuate a particular ideology. Recently, the video clip is dominated by women with a slim body that is slowly but surely beautiful words were initially interpreted different start now reduced because of representations made in the video clip through female body slim. However, in the middle period of the video clip adore and idealize the female body that is slim, a video clip of the song titled Toothbrush present women appear in different bodies.

Departing from this background, this study was conducted to describe the construction of the female body in the Toothbrush's video clip, further due talking about women, this research would also able to describes the meaning beautiful.

The method used in this study namely semiotics analysis of John Fiske, known as the television code with a qualitative approach. The data collection technique which is derived from a study of the documentation that comes from video clips Toothbrush and archives library like collecting various submissions related to semiotics, representation of women in the mass media, and also construction of reality carried out in the mass media. The paradigm used is critical paradigm that sees that the reality shown in the video clip is a false reality which is not far from the interests of the parties behind the media yet accepted and believed to be the actual reality.

*Through visual observation results conducted by the researchers found that women's bodies in this video clip is constructed through the physical appearance of female models resulting in a pretty different meaning namely beautiful from every form. The beautiful meaning the resistance of the slim ideology are now being featured in a recent video clip. **Word Order: Semiotics, Women Bodies, Video Clip, The Construction of Beauty***