

FEMINISM REPRESENTATION IN TVC ADVERTISEMENT
(JOHN FISKE SEMIOTIC ANALYSIS IN TVC ADVERTISEMENT“MIZONE
FRES'IN KESATRIA SEMANGAT RAMADAN 2015 VERSION ”)

ABSTRACT

Ads can influenced and shaped society based on the contents of the message behind it. Message or the value contained in the ad can affect the audience both cognitive, affective, and conative. Mizone Fres'in Ksatria Semangat Ramadan 2015 version is an ad that was created in the month of Ramadan year 2015, as a promotion media for new product of a brand called MIZONE which showing knight spirit in the form of young woman herself. Through this ad the character of young woman described as an active object and carry the message of feminism. Feminism topic attract the attention of researchers because during this time women in general more often portrayed as a gentle, beautiful, emotional, maternal and inferior in front of man by the mass media.

The purpose of this study is to determine the meaning of semiotic code in feminism at the level of reality, representation, and ideology. To achieve the purpose of this study, researchers used qualitative research methods and John Fiske semiotic approach based on television codes which is divided into three levels, namely level of reality, level of representation, and level of ideology. As result of this research, can be found values of feminism that exist at level of reality through the code of appearance, clothing, expression, and movement. At representation level, the values of feminism is shown through the camera code, sound, dialogue, casting and characters. At ideology level, feminism value is represented as liberal feminism in which women have the chance and the same rights to advance herself.

Keywords: Feminism, Semiotics, John Fiske, Representation