

GENDER BIAS IN TELEVISION ADVERTISING
(Semiotics Analysis of John Fiske in Ramadhan Line Advertising)

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ABSTRACT

The understanding between sex and gender in Indonesian society makes a divergence that refers to the phenomenon of gender bias. The phenomenon of gender bias is still strong especially in Indonesian and it is also constructed through the media, one of them is through television advertising. Gender bias appears on Ramadhan Line Advertising, which has two versions of the ads, Ramadhan Adzan Ayah version and Ramadhan Line Pulang Bersama Line version. The purpose of this study was to determine the meaning of gender bias in Ramadhan Line Ads, through the level of reality, the level of representation and ideological level. To achieve the purpose of the study, researcher used critical paradigm, with a qualitative approach and semiotic analysis of television code by John Fiske which has three levels, the level of reality, level of representation and ideological level. The results showed a gender bias is shown by featuring male and female equally. In the aspect of the work locations, it is shown that women are in the domestic domain and men are in the public domains. The gender bias in the reality level is shown through the display code, clothes, gesture, expression, conversation, sound and text. At the level of representation, the depiction of gender bias is shown through the camera code, character, narration, sound, and setting. At the level of ideology, gender value is represented from unequal roles in the division of household tasks.

Keyword : *Gender bias, Advertising, Semiotic, Reality, Representation, Ideology*