

ABSTRACT

Fashion show is an event to promote or show clothing from the work of fashion designers. In the fashion show also requires a beautiful or attractive model to use the clothing and walk in the runway. One fashion designer who often holds fashion shows is Anne Avantie, who is a kebaya fashion designer, and uses a model that doesn't always have to be beautiful and has an ideal body. In the research uses the qualitative method descriptive and uses Stuart Hall's reception analysis approach. Reception analysis is used to view the audience who can understand, accept and able to produce and reproduce the meaning given by the media. The purpose of this study is to describe the meaning received by the audience and to find out the position of the audience that corresponds to Stuart Hall's three reading positions on the show of Anne Avantie's fashion show uploaded by Weddingkutv's YouTube account entitled "Sekarayu – Sriwedari 29 Tahun Anne Avantie Berkarya" which features a variety of images of women in the appearance of the model. The results show that the meaning received by the audience from the show of Anne Avantie's fashion show to the five informants gave different meanings regarding the image of women from physical, psychological and social aspects. From the show "Sekarayu - Sriwedari 29 Tahun Anne Avantie Berkarya", the meaning received by the five informants on the existence of diverse women's images is dominated by dominant positions.

Keyword: *Reception Analysis, Fashion Show, The Image of Women.*