

ABSTRACT

In the midst of the struggle of feminists who fight for gender equality, patriarchal cultural practices continue to subordinate women in almost all activities of life, both in domestic, political, economic and cultural activities. This is due to the patriarchal culture that has been rooted for a long time in Indonesia and the stigma of women in the family or society has become the main obstacle and makes it difficult for women to achieve their aspirations to take part in the public sphere. Teh Sariwangi released an advertisement entitled “#MariBicara dengan Pasangan Bersama Hangatnya SariWangi”. The ad tells the story of a wife who tries to ask her husband's permission to keep working outside the home. By underlining women who fight for their existence in a patriarchal culture. This research was conducted to find out how the representation of the existence of women in patriarchal culture in the Teh Sariwangi advertisement #maribicara Dengan Pasangan Bersama Hangatnya Sariwangi Version by using John Fiske's semiotics research method which is divided into three levels, namely; the reality level consisting of display, gesture, behavior, expression, and conversation codes; representation level consisting of camera code, music, characters, editing, settings; the ideological level found is the existence of women. The approach applied in this research is descriptive qualitative. From the results of this study found an ideology of the existence of women behind this advertisement. The existence of women is practically shown in scenes in advertisements. It is shown by the history of women, women's myths, and today's women which are shown through reality level and representations level in advertisements.

Keywords: Women's Existence, Patriarchy, Semiotics, Advertising