

ABSTRACT

Game advertisements often contain controversial content that portrays women in stereotypical ways, which can have negative effects and create discomfort for consumers who disagree with those stereotypes. This serves as a lesson for public relations practitioners to be more cautious in producing advertisements that don't negatively impact the brand image. This research analyzes the portrayal of female characters in the mobile online game advertisement titled "Emperor and Beauties" using visual semiotics, referring to three levels of semiotics: reality, representation, and ideology, to understand how John Fiske's semiotics deconstruct the presentation of women through appearance, gestures, environment, voice, and camera techniques.

The research findings indicate that the "Emperor and Beauties" game advertisement highlights a divisive gap between men and women, where women are consistently associated with negative presentations. This study contributes to understanding the workings of John Fiske's semiotic thinking and its influence through the lens of society. The implication is the need for awareness and greater attention from the gaming industry and public relations practitioners to produce more inclusive advertisements that don't perpetuate negative stereotypes against women.

Keywords: *Advertisement, John Fiske, Presentation, Semiotics, Women.*