

ABSTRACT

This study aims to reveal the representation of gender stereotypes in the workplace through Roland Barthes' semiotic analysis of Pantene's YouTube advertisement "Labels Against Women". The ad highlights how professional women are often negatively labeled despite displaying the same attitudes and behaviors as men. Using Roland Barthes' semiotics focusing on denotation, connotation, and myth the study uncovers how the advertisement conveys symbolic messages about gender inequality in professional settings. The findings indicate that the advertisement effectively critiques and deconstructs patriarchal social myths that disadvantage women, particularly in leadership roles. Visual elements, gestures, colors, and facial expressions are strategically employed to portray gender-based bias. This research contributes not only to media and gender studies but also offers fresh insights into how digital media can serve as a platform for gender equality advocacy in Southeast Asia, which still grapples with patriarchal norms despite high female workforce participation.

Keywords: *gender representation, gender stereotype, advertising, Roland Barthes' semiotics, Pantene, Southeast Asia , workplace*