

Menggugat mitos tubuh perempuan analisis semiotika penggunaan tubuh perempuan dalam iklan Zwilling, woman dan Clubmaster oleh Dinyah

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Abstrak

Nowadays advertising belongs not only to the system of market control but also to the system of ideology. Using the Roland Barthes' theory of semiotics and feminist critical theory this thesis tried to prove that an advertisement has a power to bring and to transfer the ideas and the myths of patriarchal ideology. The six advertisements used as corpus data in this research are advertisements from three german products Zwilling, Woman magazine and Clubmaster and were taken from two german leading magazines, Brigitte and Der Spiegel.