

## Pencitraan perempuan dalam iklan mobil : aplikasi konsep the self dan other

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### Abstrak

Advertisement is one of the many facets of culture but has a deep influence to us. The influence is not only in the sociopsychology area but underneath it lies a set of ideology. To reveal this set of ideology will be the task of this thesis. Using the theory of Simone de Beauvoir, \_the self\_ and the other concept, this thesis will show how the ideology of patriarchy embedded in the body of advertisement.