

## Representasi perempuan sebagai objek dalam budaya patriarki : analisis jender pada iklan pentax optio S4i, Hulsta, dan total

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### Abstrak

Advertisement is a world, that full of imaginations, rhetoric, and slogans. As one of cultural products it reflects the ideology, which are dominant in the society, which is the ideology patriarchy. Using the gender theory this thesis will show how this ideology operates in three advertisements in German Magazines. The positioning of woman as the other lead to the conclusion that the ideology of patriarchy still embedded in advertisements.