

Representasi perempuan dalam iklan bir Wieckse Ros: sebuah analisis sistem tanda dan tinjauan kritis terhadap budaya patriarkal = Women representation in Wieckse Ros beer advertisement a sign system analysis and critical review against patriarchal culture

Anton Hari Wirawan, author

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Abstrak

[vJurnal ini membahas tentang representasi perempuan dalam iklan bir Wieckse Rosé yang muncul di Belanda pada tahun 2007. Wieckse Rosé adalah minuman bir berwarna merah muda yang memiliki rasa buah yang cocok diminum oleh perempuan, sehingga bir ini masuk dalam kategori bir untuk perempuan atau vrouwenbier. Pada penelitian ini, penulis menganalisis sistem tanda berupa indeks, ikon dan simbol dalam iklan Wieckse Rosé, kemudian mengkaitkannya dengan teori feminisme eksistensialisme Simone de Beauvoir. Penelitian ini menggunakan metode kajian pustaka dari buku-buku semantik, periklanan, feminisme dan disajikan dalam bentuk analisis deskriptif. Hasil dari penelitian ini menunjukkan bahwa, penggunaan indeks, ikon dan simbol dalam iklan Wieckse Rosé bertujuan untuk menuntut kesetaraan dalam beraktivitas di ruang publik dan sebuah koreksi mengenai citra perempuan di media yang tidak relevan dengan kondisi yang sebenarnya.<hr>

ABSTRACTThis journal talks about the representation of women in Wieckse Rosé beer commercials that appeared in Netherlands in 2007. Wieckse Rosé is a pink colored beer with fruit flavor that is suitable for women. In Nederland, this kind of beer is specifically for women, or as know as vrouwenbier. In this research, writer analyzed a sign sytem in the form of index, icons and symbols in this commercials and then connect them with the Simone de Beauvoir theory of existentialism feminism. The research in this journal using a literature review of semantics, advertising and feminism books. The results of this research shows that index, icons and symbols in advertising Wieckse Rosé are use to aim demand equality in activities in public spaces and a correction of the image of women in the media are not relevant to the actual conditions., This journal talks about the representation of women in Wieckse Rosé beer commercials that appeared in Netherlands in 2007. Wieckse Rosé is a pink colored beer with fruit flavor that is suitable for women. In Nederland, this kind of beer is specifically for women, or as know as vrouwenbier. In this research, writer analyzed a sign sytem in the form of index, icons and symbols in this commercials and then connect them with the Simone de Beauvoir theory of existentialism feminism. The research in this journal using a literature review of semantics, advertising and feminism books. The results of this research shows that index, icons and symbols in advertising Wieckse Rosé are use to aim demand equality in activities in public spaces and a correction of the image of women in the media are not relevant to the actual conditions.]