

Sexual objectification of women depicted in Carl's Jr. Super Bowl commercials : 2012 to 2015 = Sexual objectification of women depicted in Carl's Jr. Super Bowl commercials : 2012 to 2015

Arju Jannaka, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20424248&lokasi=lokal>

Abstrak

ABSTRAK
Objektifikasi seksual terhadap perempuan terjadi ketika perempuan dianggap sebagai objek. Selain di interaksi sosial secara langsung, objektifikasi seksual juga muncul di berbagai media, seperti prosa, film, serta iklan. Makalah ini membahas objektifikasi seksual terhadap perempuan di iklan Carl's Jr. yang disiarkan di acara Super Bowl pada tahun 2012, 2013, dan 2015, peran laki-laki dalam iklan tersebut, serta perubahan dalam objektifikasi seksual dalam tiga iklan yang akan dibahas. Analisis tekstual akan digunakan dalam makalah ini. Selain itu, Skala Objektifikasi Seksual yang diciptakan oleh Rachel Allyn juga akan digunakan untuk menilai objektifikasi seksual di iklan secara kuantitatif. Dalam skala ini, perempuan dalam iklan akan dinilai berdasarkan empat aspek, yaitu pakaian, posisi terhadap benda atau orang lain, bagian tubuh terlihat, dan slogan/kopi/dialog dalam iklan. Hasil penelitian menunjukkan bahwa semua iklan yang dianalisis mendapatkan nilai 4 dari maksimum 4 dalam skala. Selain itu, penelitian ini menunjukkan bahwa laki-laki di dalam iklan mempunyai peran untuk meningkatkan objektifikasi seksual terhadap perempuan di dalam iklan. Terakhir, penelitian ini menunjukkan peningkatan objektifikasi seksual terhadap perempuan yang tidak signifikan dalam iklan Carl's Jr. di acara Super Bowl 2012 hingga 2015.

ABSTRACT
Sexual objectification of women happens when women are treated merely as object. Not only happens in real life, sexual objectification can manifest in media such as prose, films, as well as advertisements. This paper examines sexual objectification towards women in Carl's Jr commercials broadcasted during Super Bowl games in 2012, 2013 and 2015, the role of men within the commercials, and changes in sexual objectification in the commercials. In doing so, textual analysis will be used. Furthermore, a Sexual Objectification Scale made by Rachel Allyn is also used to score the sexual objectification in commercials quantitatively. In this scale, woman in advertisement is scored on four aspects, which are the women's dress, woman's position in relation to the product or another person, woman's body parts shown, and the slogan/copy/dialogue of the advertisement. The result shows that all commercials analysed score an overall 4 in the scale. Furthermore, the study shows that men in the commercials mainly intensify the sexual objectification towards women in commercials. Lastly, the study shows increases, albeit not significant, in sexual objectification in the commercials from 2012 to 2015.; Sexual objectification of women happens when women are treated merely as object. Not only happens in real life, sexual objectification can manifest in media such as prose, films, as well as advertisements. This paper examines sexual objectification towards women in Carl's Jr commercials broadcasted during Super Bowl games in 2012, 2013 and 2015, the role of men within the commercials, and changes in sexual objectification in the commercials. In doing so, textual analysis will be used. Furthermore, a Sexual Objectification Scale made by Rachel Allyn is also used to score the sexual objectification in commercials quantitatively. In this scale, woman in advertisement is scored on four aspects, which are the women's dress, woman's position in relation to the product or another person, woman's body parts shown, and the slogan/copy/dialogue of the advertisement. The result shows that all commercials analysed score an overall 4 in the scale. Furthermore, the study shows that men in the

commercials mainly intensify the sexual objectification towards women in commercials. Lastly, the study shows increases, albeit not significant, in sexual objectification in the commercials from 2012 to 2015.;Sexual objectification of women happens when women are treated merely as object. Not only happens in real life, sexual objectification can manifest in media such as prose, films, as well as advertisements. This paper examines sexual objectification towards women in Carl's Jr commercials broadcasted during Super Bowl games in 2012, 2013 and 2015, the role of men within the commercials, and changes in sexual objectification in the commercials. In doing so, textual analysis will be used. Furthermore, a Sexual Objectification Scale made by Rachel Allyn is also used to score the sexual objectification in commercials quantitatively. In this scale, woman in advertisement is scored on four aspects, which are the women's dress, woman's position in relation to the product or another person, woman's body parts shown, and the slogan/copy/dialogue of the advertisement. The result shows that all commercials analysed score an overall 4 in the scale. Furthermore, the study shows that men in the commercials mainly intensify the sexual objectification towards women in commercials. Lastly, the study shows increases, albeit not significant, in sexual objectification in the commercials from 2012 to 2015.;Sexual objectification of women happens when women are treated merely as object. Not only happens in real life, sexual objectification can manifest in media such as prose, films, as well as advertisements. This paper examines sexual objectification towards women in Carl's Jr commercials broadcasted during Super Bowl games in 2012, 2013 and 2015, the role of men within the commercials, and changes in sexual objectification in the commercials. In doing so, textual analysis will be used. Furthermore, a Sexual Objectification Scale made by Rachel Allyn is also used to score the sexual objectification in commercials quantitatively. In this scale, woman in advertisement is scored on four aspects, which are the women's dress, woman's position in relation to the product or another person, woman's body parts shown, and the slogan/copy/dialogue of the advertisement. The result shows that all commercials analysed score an overall 4 in the scale. Furthermore, the study shows that men in the commercials mainly intensify the sexual objectification towards women in commercials. Lastly, the study shows increases, albeit not significant, in sexual objectification in the commercials from 2012 to 2015.;Sexual objectification of women happens when women are treated merely as object. Not only happens in real life, sexual objectification can manifest in media such as prose, films, as well as advertisements. This paper examines sexual objectification towards women in Carl's Jr commercials broadcasted during Super Bowl games in 2012, 2013 and 2015, the role of men within the commercials, and changes in sexual objectification in the commercials. In doing so, textual analysis will be used. Furthermore, a Sexual Objectification Scale made by Rachel Allyn is also used to score the sexual objectification in commercials quantitatively. In this scale, woman in advertisement is scored on four aspects, which are the women's dress, woman's position in relation to the product or another person, woman's body parts shown, and the slogan/copy/dialogue of the advertisement. The result shows that all commercials analysed score an overall 4 in the scale. Furthermore, the study shows that men in the commercials mainly intensify the sexual objectification towards women in commercials. Lastly, the study shows increases, albeit not significant, in sexual objectification in the commercials from 2012 to 2015.