

**REPRESENTASI PERAN PEREMPUAN DALAM IKLAN (ANALISIS
SEMIOTIKA ROLAND BARTHES PADA IKLAN *BEAUTY MOVES YOU*
DI *YOUTUBE*)**

FARADILA NURSAFITRI

Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Pembangunan Nasional
Veteran Jakarta

ABSTRAK

Data Catatan Tahunan Komnas Perempuan mencatat bahwa masih banyak terjadi kasus kekerasan pada perempuan, selain itu ketimpangan dalam hal ekonomi yaitu mengenai gaji yang diterima perempuan lebih rendah dibanding laki – laki. Paham patriarki berpikiran bahwa perempuan harus ada di ranah domestik, tidak boleh di ranah publik. Iklan Wardah bertema “*Beauty Moves You*” yang diunggah di *YouTube Channel* Wardah Beauty menceritakan tentang para perempuan inspiratif yang Kmasing – masing mempunyai cerita kehidupan yang berbeda. Iklan ini mengangkat tema bahwa wanita yang cantik adalah wanita yang progresif, produktif, mengutamakan nilai sopan santun, berani, dan percaya diri. Penelitian ini bertujuan untuk mengungkap representasi perempuan dalam iklan “*Beauty Moves You*”. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis Semiotika Roland Barthes. Iklan diungkap dengan 3 makna yaitu makna denotasi, makna konotasi, dan mitos. Hasil penelitian mengungkap bahwa peran perempuan menjadi penggerak perubahan ditampilkan melalui sosok yang progresif, mandiri, peduli akan lingkungan dan sesama, bisa diandalkan, dan memiliki jiwa kepemimpinan. Kesimpulannya, bahwa iklan ini mengungkap makna denotasi, konotasi, dan mitos melalui 6 ragam etika periklanan. Diharapkan penelitian ini dapat memberikan kontribusi akademik mengenai penerapan pesan pada iklan *soft selling* terutama terkait representasi peran perempuan.

Kata kunci : iklan, peran perempuan, ragam etika periklanan, representasi

**REPRESENTATION OF WOMEN'S ROLE IN ADVERTISING (ROLAND
BARTHES' SEMIOTIC ANALYSIS OF BEAUTY MOVES YOU
ADVERTISING ON YOUTUBE)**

ABSTRACT

Komnas Perempuan's Annual Record Data records that there are still many cases of violence against women, in addition to inequality in economic terms, namely regarding the salary that women receive is lower than that of men. The patriarchal understanding thinks that women must exist in the domestic sphere, not in the public sphere. Wardah's advertisement with the theme "Beauty Moves You" which was uploaded on Wardah Beauty's YouTube Channel tells the story of inspirational women, each of whom has a different life story. This advertisement carries the theme that a beautiful woman is a woman who is progressive, productive, prioritizes the values of manners, courage and self-confidence. This study aims to reveal the representation of women in advertisements "Beauty Moves You". This study uses a qualitative approach with the Roland Barthes Semiotics analysis method. Advertising is revealed with 3 meanings, namely denotative meaning, connotative meaning, and myth. The results of the study reveal that the role of women as drivers of change is displayed through figures who are progressive, independent, care about the environment and others, can be relied upon, and have a leadership spirit. In conclusion, this advertisement reveals the meaning of denotation, connotation, and myth through 6 kinds of advertising ethics. It is hoped that this research can provide an academic contribution regarding the application of messages in soft selling advertisements, especially related to the representation of the role of women.

Keywords : *advertising, representations, women role, various advertising ethics*