GENDER STEROTYPES REPRESENTED BY PERFUME ADVERTISEMENT

A THESIS

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SEMARANG

2017
A THESIS ON

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A thesis defended in front of the Board of Examiners on (January, 2017) and declared acceptable

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NPP.058.1.1996.201
Acknowledgment

First of all, I would like to be grateful to the Almighty God for His blessing and guidance, so that I could finish my study and thesis at Faculty of Language and Arts. Then, I also like to express my gratitude for those who help and support me in finishing this thesis.

1. I would like to give my sincere gratitude to my major sponsor, Angelika Riyandari, and my co-sponsor Emilia Ninik Adyawati, for their guidance, suggestion, passion, advice, and everything including their time. Therefore, my thesis could be realized right now.

2. I also give my gratitude to all my lecturers in Faculty of Language and Arts, UNIKA Soegijapranata that have taught me everything.

3. Next, I will give gratitude to my family who always support and pray for me.

4. And give my special thanks to all my friends, Stefian, Ivan, Olivia, Yohanes, Wendy, Tiara, and Samuel for their support.

5. At last, but not least, I will give my thanks to all people who support me that cannot be mentioned one by one.

Sincerely,

The Writer
“Whatever you do, and whatever happens, just stay cool and keep smile”

-Andreas Kapa Djeen-
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Abstract

There are many interesting advertisements that use either men or women as their models. The writer is particularly interested in the representation of men and women in advertisements, especially in perfume advertisements. The purpose of this study is to know how women and men are represented in perfume advertisements in terms of their appearances and their actions. This is a qualitative research as the writer used AXE, Rexona, D&G, and Flower Kenzo perfume advertisements to collect data. The analysis focused on the representation of men’s and women’s appearances and actions. The result of the study is that men and women are differently represented in their appearances and their actions.
Abstrak