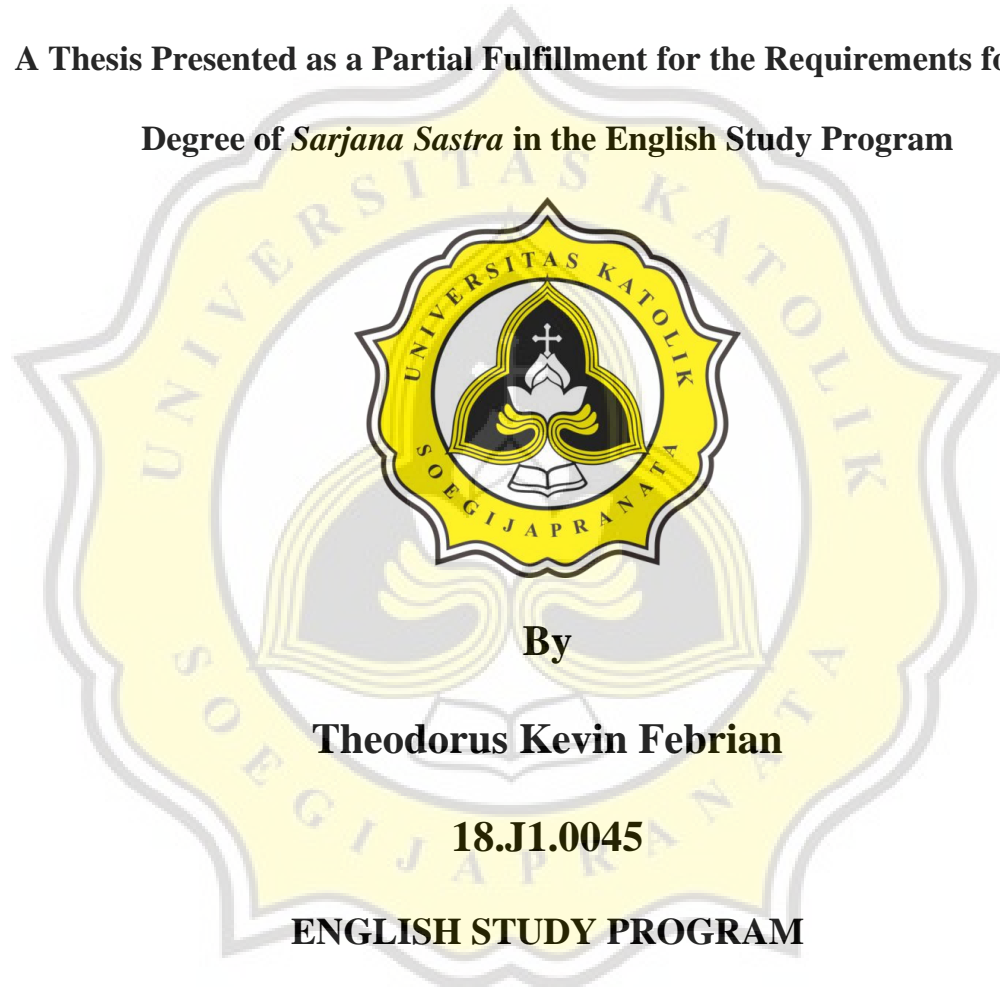


WOMEN'S AND MEN'S SEXUALITY IN THE *NEW ERA*

***BOOTS* ADVERTISEMENT**

A Thesis Presented as a Partial Fulfillment for the Requirements for the

Degree of *Sarjana Sastra* in the English Study Program



By

Theodorus Kevin Febrian

18.J1.0045

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

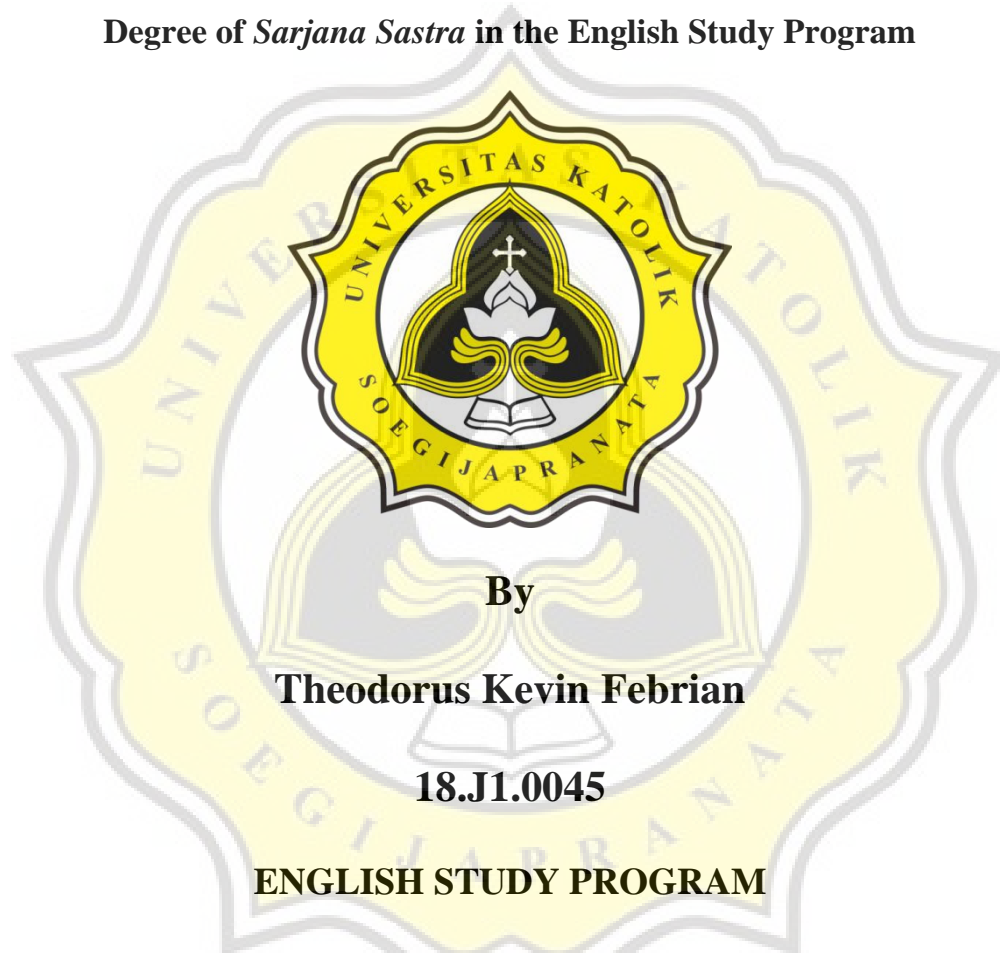
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THESIS APPROVAL

Women's And Men's Sexuality in The *New Era Boots* Advertisement

By

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Approved by,

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**HALAMAN PERNYATAAN PUBLIKASI KARYA ILMIAH UNTUK
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Menyetujui untuk memberikan kepada Universitas Katolik Soegijapranata Semarang Hak Bebas Royalti Noneklusif atas karya ilmiah yang berjudul "*Women's and Men's Sexuality in The New Era Boots Advertisement*" beserta perangkat yang ada (jika diperlukan). Dengan Hak Bebas Royalti Noneklusif ini Universitas Katolik Soegijapranata berhak menyimpan, mengalihkan media/formatkan, mengelola dalam bentuk pangkalan data (database), merawat, dan mempublikasikan tugas akhir ini selama tetap mencantumkan nama saya sebagai penulis/pencipta dan sebagai pemilik Hak Cipta.

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Yang menyatakan,



Theodorus Kevin Febrian

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The process of writing this thesis is not easy. This thesis was completed with the encouragement and support of many people. Thus, the writer wants to express his gratitude to those who have given him time, support, and motivation.

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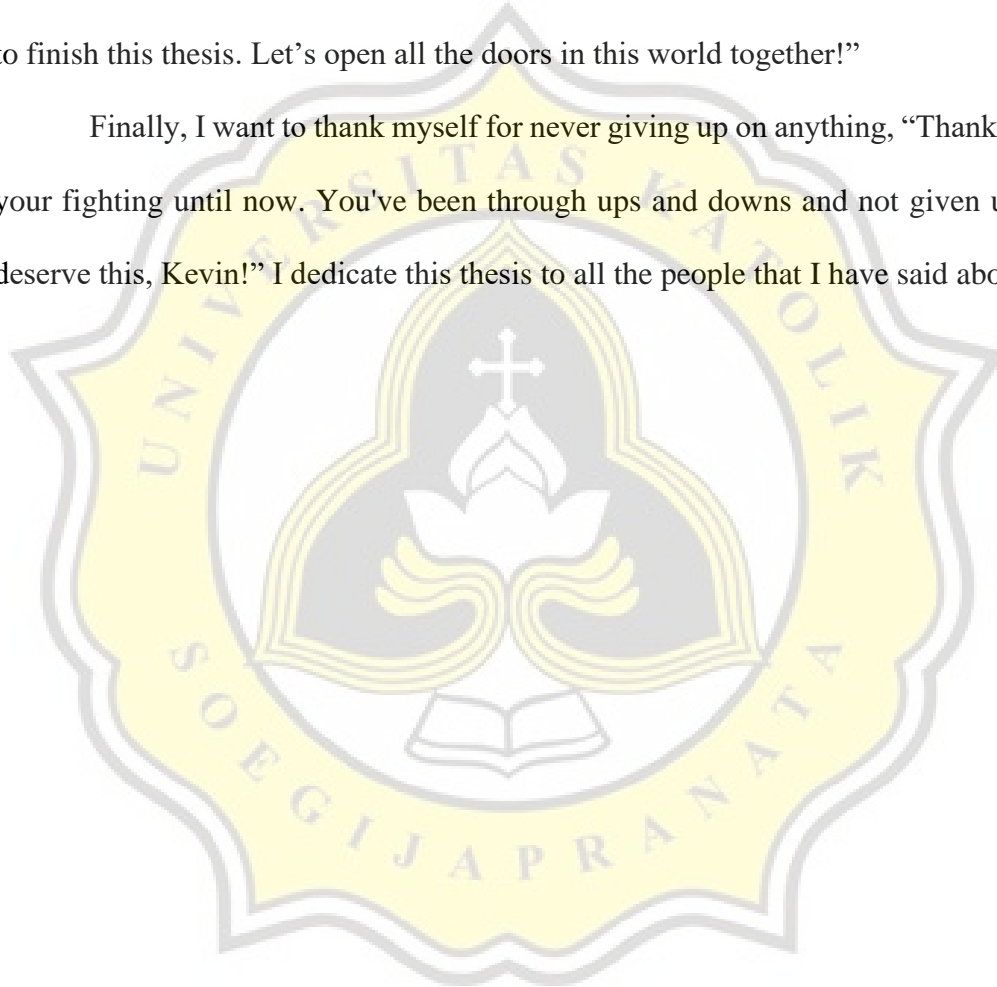
“Big thanks to my beloved parents for all the support, prayers, and sacrifices for me to get a proper education.” I also want to thank my dear brother and sister for always supporting me and reminding me to never give up on writing this thesis.

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Semarang, April 18, 2023

A handwritten signature in black ink, appearing to be 'Theodorus Kevin Febrian', written in a cursive style.

Theodorus Kevin Febrian

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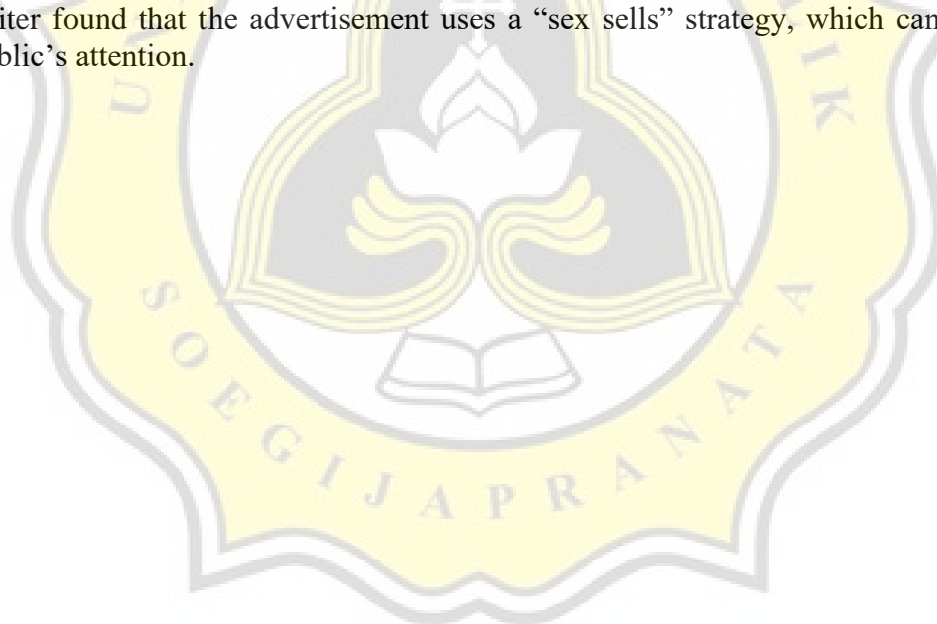
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ABSTRACT

Exploiting sexuality is nothing new in the world of advertising. Some advertisements use women's and men's sexuality to attract people to use the products. One of them is an advertisement entitled "New Era Boots" that was uploaded in New era hebat Youtube channel. In this study, the writer aims to reveal women's and men's sexuality in the visual images found in the advertisement. The type of this research is qualitative research using a semiotics approach theorized by Roland Barthes. The interpretation is made by finding the signifier, the signified, the denotative, the connotative, and the myth through the visual images that appear in the advertisement. The result of the study shows that women's sexuality and men's sexuality are shown by their dress, physical appearance, and gestures. The women in the advertisement wear tight and skimpy clothes, shoulderless dresses, a Catwoman mask, and knee-high boots. The women's cleavage is exposed openly, and the woman in the advertisement shows her slim waist. They also make clawing, kneeling, and wiggling gestures. Meanwhile, the man is shown shirtless or bare-chested. He is also shown as being muscular. In general, the writer found that the advertisement uses a "sex sells" strategy, which can draw the public's attention.



ABSTRAK

Menjual seksualitas bukanlah hal baru di dunia periklanan. Beberapa iklan menggunakan seksualitas perempuan dan laki-laki untuk menarik orang menggunakan produk tersebut. Salah satunya adalah iklan yang berjudul “New Era Boots” yang diunggah di kanal Youtube New Era Hebat. Penelitian ini menggunakan metode kualitatif dengan pendekatan semiotik Roland Barthes. Interpretasi dilakukan dengan mencari penanda, petanda, denotatif, konotatif dan mitos melalui citra visual yang muncul dalam iklan. Hasil penelitian menunjukkan bahwa seksualitas perempuan dan seksualitas laki-laki ditunjukkan melalui pakaian, penampilan fisik, dan gerak tubuh. Para wanita dalam iklan tersebut mengenakan pakaian ketat dan minim, gaun tanpa bahu, topeng Catwoman, dan sepatu bot setinggi lutut. Belahan dada wanita diperlihatkan secara terbuka, dan memperlihatkan pinggangnya yang ramping. Mereka juga membuat gerakan mencakar, berlutut, dan bergoyang menggeliat. Sedangkan pria di iklan ini ditunjukkan bertelanjang dada. Ia juga ditampilkan berotot. Secara umum, penulis menemukan bahwa iklan tersebut menggunakan strategi “penjualan seks” yang dapat menarik perhatian publik.

