ABSTRACT

The main purposes of this thesis are to reveal the patriarchal ideology in the advertisements and to find out the real reason behind the stereotypes. Using ten advertisements as the main material and supported by semiotic theory, this thesis tries to prove that even though woman magazine is intended for women but still there is a patriarchal ideology. In other words, there is still the male’s dominant value inside woman’s advertisement/magazine.

This thesis is conducted in the form of qualitative research. The data are obtained from Cleo, Marie Claire, The Singapore Women’s Weekly, Glamour, Madison and Cosmopolitan magazine. They are international woman magazine published in English language.

The result shows that the advertisements in the woman magazines still follow the patriarchal domination in the society. Signification process of the images and sentences reveals that man always dominates woman in most aspects of society. As the conclusion, this thesis shows that the patriarchal ideology exists in the woman’s magazine. The magazines, which are intended to lift up the woman’s status in the modern society, in contrast follow the patriarchal ideology and still put woman in lower position.

Keyword

Semiotic, Advertisement, Woman magazines, Patriarchy, Stereotypes, Andocentric.
ACKNOWLEDGEMENTS

I would like to express my deepest appreciation to God, for His guidance and blessing in finishing this thesis in time. This thesis is provided for the purpose of completing bachelor degree of English Department of Binus University.

I would like to thank several affiliates, who always offer support and guidance. Without them, this thesis would not have been possible.

1. Mrs. Dra. Ienneke Indra Dewi, M. Hum., the Dean of Letter department of BINUS University
3. Mr. Akun, S. Pd, M. Hum, the lecturers who always gives guidance and direction, also contributed his time from the beginning till the end of the process of the thesis
4. All lecturers, such as Ma’am. Wiwik, Mr. Wishnoe, Ma’am Ruth, Ma’am Inez, and many others that cannot be mentioned one by one, for teaching and guiding me on my study process
5. Appreciation to my dad and mom, for the financial support, love, and cares
6. To my brother and sister, Ronny and Vuly, for the support and help
7. To my special one, Stephen, for the love, support, and for always be there for me
8. To my friends: Winnie, Christian, Andi, Jj, Stevens, Yennie, R.Maykel, Joko, Wina, and many else, who always cheer me up and give moral encouragement

Hopefully this thesis will be useful for all readers and all the individuals that need it.

Jakarta, July 2008

Fransisca
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