Construction of Women's Body in Julia Perez's Advertisements

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ABSTRACT

This study aims to find the construction of female body shapes in Julia Perez advertisements including Ya Ya Susu Coffee 'and ar Fresh Sari Susu Soda'. Data was collected using a descriptive qualitative approach which was then analyzed using Roland Barthes's semiotic theory. The results obtained revealed that the adverts of Julia Perez's dan Kopi Susu Ya! 'And ar Segar Sari Susu Soda' contained elements of patriarchal ideology that appeared through scenes and visualization of images. Through this work it was revealed that the ideal image of women in advertising was built on the perspective of men. Therefore, ideal women are women who have smooth skin, thin stomach, large breasts, large buttocks, and long, straight hair. This means that women who do not meet these criteria are considered women who are not ideal or not attractive to men.

Keywords : Patriarchal ideology; Julia Perez; Semiotic Theory; Representation of Women;

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