



Women in automotive advertising: Roland Barthes' semiotic analysis-Policy and Socioeconomics status

RESTU NURUL ALFADILAH, TADJUDDIN MAKNUN,
MUHAMMAD HASYIM

HASANUDDIN UNIVERSITY, INDONESIA

Women in Automotive Advertising: Roland Barthes' Semiotic Analysis

Advertising has been dominated by women who are shown as objects in the products offered. The existence of women in advertisements becomes a debate that never stops when women are shown as symbols to create a certain image. The woman and her body perform to highlight the enjoyment of drinks, the agility and elegance of vehicles both in the automotive field, the luxury of a diamond, and so on.

Introduction

Through the political economy of bodies, signs and desires, the capitalist economy makes *women's* bodies only pieces of signs that one by one become commodities through the medium of advertising. However, many women involved in advertising actually argue that their appearance by highlighting the beauty of their body parts is an autonomous choice over themselves and their own bodies.

Women acting as advertising models are still the main choice because women and men basically like women who are beautiful, elegant and polite, while men like women who look sexy, sensual imagination is used to strengthen the attractiveness of an advertisement

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OBJECTIVE

This study aims to (1) explain the meaning of denotation and connotations in the process of marking women in Automotive Advertising; (2) explain the relationship between women and Automotive Advertising products.

METHODE

Data collection is carried out using reflective qualitative research methods because this method places the researcher in his function as a subject who also uses observation methods. The data are analyzed in an interpretive descriptive manner. Data analysis uses the semiotic theory of Roland Barthes.



The denotative meaning contained in these six automotive advertising product data is not much different. The whole ad features a beautiful model, having an ideal body, fair and clean skin.

The connotative meaning contained in all automotive advertisements refers to facial expressions, body beauty, hair, smiles, styles used, and ways of posing. Although the depiction of facial expression and the way of posing shown on all models in the advertisement are different, it has one definition, namely the definition of facial beauty, body beauty, facial expressions and all the connoted styles have a relationship with the advertised automotive product.

Women's relationship with automotive advertising products is basically identified with beauty.

RESULTS

CONLUCION

Women's relationship with automotive advertising products is basically identified with beauty. This charm of beauty of a woman can attract all the attention of all genders, be it a boy or a girl. Women in an advertisement are basically a vehicle for the audience to be interested in the ads offered.

Automotive advertisements both Honda and Yamaha have made women displayed as symbols to create a certain image, namely to highlight advantages ranging from agility, elegance, to comfort in using the automotive advertising products offered.