

ABSTRACT

THE MEANING OF WOMEN'S BEAUTY BY EARLY ADULT MEN IN FEMVERTISING INDONESIAN ADVERTISING (Analysis of Stuart Hall's Reception in Wardah Edition #BeautyMovesYou)

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In the very patriarchal advertising industry, beauty advertising usually uses and shows only physical beauty. Messages that illustrate that it is not just physical beauty are still very rare. The main message contained in the advertisement is that beauty is not only physical but also how beauty must also bring about changes to the environment. This research uses Stuart Hall reception analysis. The results of this study resulted in two positions, namely dominant hegemonic positions and negotiated positions. The meaning of dominant hegemonic positions is based on the thoughts of the informants who agree with the message that it is not physical that is the main thing but attitudes and changes made by women. The meaning of negotiated positions is based on the opinion of the informant who said that if you want to make changes, you must first have a beautiful physique so that people can hear it. Many demographic factors that influence messages in advertisements are cultural background and family socialization.

Keywords: Beauty, advertising, Femvertising

References 30

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