

## ABSTRACT

### **THE MEANING OF BETAWI ETHNIC MALE VIEWERS TO GENDER EQUALITY IN FEMVERTISING ADVERTISING (Reception Analysis on Advertising Messages GoPay, Arisan Mapan and Kecap ABC)**

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*The message of gender equality in advertising is still a minority message in the advertising industry which tends to be male centric and the advertising audience is strongly influenced by patriarchal culture. The approach to advertising messages regarding role equality generally shows women as the main endorsers who take part in the public sphere. It is rare to find advertisements that show a male figure in the domestic area and doing work that is identical to that of a female. GoPay, Arisan Mapan and Kecap ABC ads are three ads that dare to use a slice of life message approach by featuring male endorsers who do domestic work. An advertising message that portrays the reality in everyday life but can be interpreted in various ways by advertising audiences in a patriarchal society. Especially the Betawi people who are known to have a very strong patriarchal culture. This study aims to determine how the meaning of the male audience on the message of gender equality in the three femvertising advertisements. The research uses a constructivist paradigm with qualitative research types and Stuart Hall reception analysis methods. The results of the study involving five Betawi ethnic male informants of early adulthood and who have been married show that there are three dominant meanings and two negotiating meanings. The most influential factors in the meaning of Betawi ethnic men on advertising messages with the theme of gender equality is family socialization.*

**Keywords:** Advertising, Femvertising, Gender Equality, Reception Analysis, Stuart Hall

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