

ABSTRACT

This study, entitled Representation of Gender Equality in Downy's Product Advertisement "Bersama Downy Harumkan Namamu untuk Bebas Berekspresi" (Roland Barthes Semiotics Analysis), analyzes the representation of gender equality in this advertisement, such as the existence of longstanding stereotypes in society about women who have much limitations for express something. This study uses a qualitative technique with Roland Barthes' semiotics research method by analyzing denotation, connotation, and myth. The data contained in this study consisted of seven scenes which were analyzed based on scenes that contained the meaning of gender equality associated with various theories. As for the results of this study, an analysis of denotation (a meaning that is clearly visible in the scene and narration pieces), connotation (implicit and subjective meanings), and myth (a pre-existing meaning) contained in the Downy Product Advertisement "Bersama Downy Harumkan Namamu untuk Bebas Berekspresi". In this ad, Downy depicts a woman being able to do whatever she wants, whether it's something that is usually done by men. This advertisement also proves that the stereotypes that have existed in a society that women being restricted or prohibited from doing something are inappropriate because women are just like men who can do whatever they want as long as it's good.

Keywords: : Representation, Gender Equality, Advertising, Semiotics Roland Barthes