

**A SEMIOTIC ANALYSIS: EMPOWERED WOMEN IN “MOTHER OF
PERFUMERY” FIRST EDITION ADVERTISEMENT VIDEOS**

A Research Paper

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A Semiotic Analysis: Empowered Women in “Mother of Perfumery” First Edition Advertisement Videos

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra pada Fakultas Pendidikan Bahasa dan Sastra

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PAGE OF APPROVAL

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ABSTRACT

The portrayal of women in the media has undergone a significant transformation. An advertisement, especially in the form of videos, is one of the influential media that present a positive representation of women. Empowered women are the ones who are experienced and knowledgeable enough to make life-determining decisions and be influential to society. This research explored the representation of empowered women in “Mother of Perfumery” first edition advertisement videos. The research employed a semiotic theory proposed by Roland Barthes (1957). Using a qualitative and content analysis approach, the research analyzed the signs and their meanings representing the empowered women in the three advertisement videos. The research investigated how the advertisement videos represent empowered women, examining the denotative and connotative meanings of the signs used. The findings have discovered 19 identified signs in the 6 scene elements representing empowered women. The signs highlight the significance of nonverbal aspects in challenging women’s traditional stereotypes and shifting them into women’s empowerment. The advertisement videos empower women to believe in themselves so that people also trust women’s abilities to influence society. The research also found that Tasya Farasya, as the owner and the model in the advertisement videos, is the representation of an empowered woman as she pursues her career as well as takes care of her family. Furthermore, this research offered insights into the semiotics field about the representation of empowered women in an advertisement. It explored the relationship between signs, meanings, and cultural stereotypes, providing a deeper understanding of empowered women.

Keywords: advertisement, empowered women, meaning, Mother of Perfumery, sign

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