

## **INTRODUCTION**

Empowerment is about the personal agency that connects an action to a need. It creates a prominent change and contributions to social justice and human rights. Empowerment itself means thinking, taking action, and controlling work (Batliwala, 1994). The scope of empowerment includes resources (human, physical, intellectual, and financial) and ideology (attitudes, values, and beliefs) (Batliwala, 1944). Women's empowerment is essential to raise women's values through awareness. Empowered women allow them to know their worth and be everything they want. Empowerment elaborates on how women explore many skills and opportunities to let them out of their comfort zone. In addition, women's empowerment also provides advantages, such as freedom, independence, and ambition to achieve their dreams.

In spreading the positivity of empowerment, advertisement is one of the media that encourages and inspires women through the messages given. Advertisements create awareness by highlighting the products' uniqueness to change customers' attitudes. There is a type of advertisement focusing on empowering women called femvertising, built from two words: feminism and advertising. Femvertising is "advertising that employs pro-female talent, messages, and imagery to empower women and girls" (Becker-Herby, 2016, p. 18). Femvertising highlights women's positive power to empower them in breaking negative women's stereotypes (Samantha Skey, 2015). Similar to other types of advertising, femvertising can be found in printed media, social media, television, and any other media. Femvertising can also be a form of communication to engage customers by giving positive connections. Specifically, femvertising involves diverse female models to break women's stereotypes about the limitations that women have. In femvertising, empowered women are the ones who both glorify their beauty and share their various thoughts and experiences.

Many advertisements, including femvertising, have several hidden messages represented through signs. Sign, as an object of study, is academically discussed in semiotics. Semiotics is a study of signs, which can analyze the messages in advertising. In semiotics, signs can be in any form, such as words, images, sounds, gestures, and objects. Semiotic functions to understand the sign system applied in the advertisements. Semiotics was first introduced by Ferdinand de Saussure (1857-1913), who was a Swiss linguist. Besides that, semiotics also became a significant method of cultural studies in the late 1960s, primarily due to Roland Barthes' work (Chandler, 1994).

This research uses semiotics to analyze the sign on Mother of Perfumery's first edition advertisement videos. The semiotic analysis is also used to uncover the representation of empowered women in the advertisement videos. This research also seeks to answer the following question: How are empowered women represented in the "Mother of Perfumery" first edition advertisement videos? This research is also aimed to identify the signs that represent empowered women and to analyze the connotative meaning presented in the advertisement videos.