ABSTRACT

This study is entitled The Representation of Women in Yamaha Mio Fino Advertisement purposes to identify how are women represented in Yamaha Mio Fino print advertisement themed ‘fashionable matic’. The data are in the form of images that are analyzed and selected as textual evidence to answer the research question. The analysis employs the theory of Semiotics by Chandler (2002). In addition, this study seeks to examine representation of women in advertisement using Roland Barthes’ (1957) orders of signification analysis by investigating denotative and connotative meanings. The results of the research shows that the representation is seen through actions, and accesories or attributes of the women illustrated. It indicates that the women are mostly represented as feminine, fashionable, cheerful, beautiful, classic, sporty and attractive. The results of this study are expected to contribute some references about women which are used as models in print advertisements and their meaning presented on the advertisements.