

Muslim Women Representation in Hijab Shampoo Advertisements

A Research Paper

Submitted as a Partial Fulfillment of the Requirements for *Sarjana Sastra* Degree



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DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF LANGUAGE AND LITERATURE EDUCATION
UNIVERSITAS PENDIDIKAN INDONESIA**

2019

Muslim Women Representation in Hijab Shampoo Advertisements

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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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Agustus 2019

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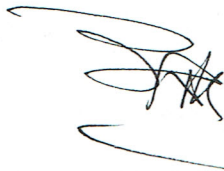
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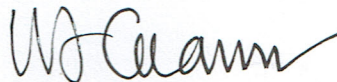


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ABSTRACT

Muslim Women Representation in Hijab Shampoo Advertisements

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This study entitled Muslim Women Representation in Hijab Shampoo Advertisements aims to reveal the representation of Muslim women in hijab shampoo advertisements focuses on the visual elements. The data are on the form of ten hijab shampoo advertisements, namely *Wardah, Rejoice, Sunsilk, Emeron, Safi, Sariayu, Dove, Clear, Pantene and Lifebuoy* which are taken from the website of each advertisement. The study applies a descriptive qualitative method and used a theory of three orders of signification proposed by Barthes (1987) to analyse the representation of Muslim women in the advertisements. The result of this research shows that Muslim women in hijab shampoo advertisements is represented as pure, beautiful, healthy, and modern. The representation constructed in the hijab shampoo advertisements is influenced by the use of fashion and its color, physical appearances, camera angle, and frame size.

Keywords: *advertisement, Muslim women, hijab, shampoo.*

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