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A SEMIOTICS ANALYSIS OF GENDER BIAS IN YOUTUBE ADVERTISEMENTS (THE CASE OF SHOPBACK, POMONA, AND FAVE)

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ABSTRAK

Penelitian ini meneliti bias gender dengan mengidentifikasi indikator semiotik dalam iklan YouTube. Penelitian ini menggunakan metodologi deskriptif kualitatif. Data tersebut terdiri dari tiga iklan YouTube untuk aplikasi cashback, yaitu ShopBack (2018), Pomona (2018), dan Fave (2019). Tanda-tanda semiotik iklan ini dianalisis melalui kaca mata teori Semiosis Triadik Charles Sanders Peirces. Sementara itu, Kategorisasi Bias Gender dalam Iklan Televisi milik Widyatama (2007) digunakan untuk mengkaji bias gender dalam ketiga iklan tersebut berdasarkan karakteristik fisik dan psikologis, wilayah peran, dan hubungan antara laki-laki dan perempuan. Analisis data menemukan bahwa iklan ini mengandung banyak contoh bias gender. Secara fisik, karakter perempuan ditampilkan dengan kecantikannya, dan secara psikologis digambarkan dengan emosinya. Bias ini juga sering dimanifestasikan dalam subordinasi dan domestikasi perempuan. Perempuan biasanya digambarkan melakukan pekerjaan rumah tangga, meskipun mereka juga terlihat di luar rumah. Dibandingkan dengan pria, wanita dianggap tunduk, selalu tersubordinasi, lemah, dan rentan.

Keywords: Iklan, Semiotik, Bias Gender



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ABSTRACT

This study examines gender bias by identifying semiotic indicators in YouTube advertisements. This study employs a qualitative descriptive methodology. The data consists of three YouTube advertisements for cashback applications, namely ShopBack (2018), Pomona (2018), and Fave (2019). This advertisement's semiotic signs are analyzed through the lens of Charles Sanders Peirces' Triadic Semiosis theory. In the meantime, Widyatama's categorization of Gender Bias in Television Commercials (2007) is utilized to examine gender bias in the three advertisements based on physical and psychological characteristics, regions of roles, and relationships between men and women. The data analysis found that this advertisement contained multiple examples of gender bias. Physically, female characters are shown for their beauty, and psychologically, they are portrayed for their emotions. This bias is also frequently manifested in the subordination and domestication of women. Women are typically portrayed doing domestic chores, even though they are seen outside the home. Women are considered subservient, perpetually subordinate, weak, and vulnerable compared to men.

Keywords: Advertising, Semiotics, Gender Bias