UNIVERSITAS
GADJAH MADA
REPRESENTASI PEMBERDAYAAN PEREMPUAN DALAM FEMVERTISING DIGITAL (Analisis Semiotika Roland Barthes terhadap Representasi Pilar Femvertising Becker-Herby pada Kampanye #RebelTogether oleh Mad for Makeup di Instagram)
Garneta Jeconia Venus Firstynio, Dr. Dian Arymami, S.I.P., M.Hum
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Iklan kerap kali menghadirkan representasi perempuan dalam dilema antara citra pemberdayaan dan logika kapitalistik. Dalam praktiknya, perempuan rentan dibingkai melalui berbagai standar sosial yang membatasi otonomi perempuan atas dirinya sendiri, seperti potensi domestifikasi peran dalam struktur patriarki, objektifikasi tubuh, hingga standardisasi perilaku dan penampilan. Menanggapi fenomena tersebut, *femvertising* hadir sebagai strategi periklanan inklusif, dengan Mad for Makeup sebagai salah satu jenama praktisinya. Penelitian ini bertujuan untuk mengetahui representasi pemberdayaan perempuan berdasarkan pilar *femvertising* Becker-Herby dalam kampanye *#RebelTogether* oleh Mad for Makeup di Instagram. Penelitian ini mengintegrasikan teori utama *femvertising* oleh Becker-Herby dan semiotika model Roland Barthes yang digunakan dalam metode penelitian analisis semiotika. Hasil penelitian menunjukkan bahwa konten *#RebelTogether* memiliki kekayaan makna dalam lima tema utama, yakni diversitas perempuan, inklusivitas perempuan, kapabilitas perempuan, otonomi tubuh perempuan, dan autentisitas perempuan. Secara garis besar, Mad for Makeup mengonstruksi makna pemberdayaan melalui representasi keberagaman identitas, inklusivitas, kepercayaan diri, kebebasan berekspresi, keberanian, serta penuturan kisah personal dan emosional yang layak dihargai dan diterima sebagai realitas kehidupan perempuan dalam masyarakat. Melalui eksplorasi makna secara semiotik, praktik iklan Mad for Makeup menunjukkan pemenuhan kelima pilar *femvertising* Becker-Herby yang menandakan bahwa iklan ini telah merepresentasikan pemberdayaan perempuan. Meskipun demikian, penelitian ini mengakui bahwa proses representasi dapat dikritisi melalui pengaruh beberapa faktor yang menentukan visibilitas, yaitu algoritma, kebijakan platform, dan kepentingan komersial.

Kata kunci: representasi, pemberdayaan perempuan, iklan digital, *femvertising,* semiotika

UNIVERSITAS
GADJAH MADA
REPRESENTASI PEMBERDAYAAN PEREMPUAN DALAM FEMVERTISING DIGITAL (Analisis Semiotika Roland Barthes terhadap Representasi Pilar Femvertising Becker-Herby pada Kampanye #RebelTogether oleh Mad for Makeup di Instagram)
Garneta Jeconia Venus Firstynio, Dr. Dian Arymami, S.I.P., M.Hum
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

Advertisements frequently portray women through representations that exist in a dilemma between narratives of empowerment and capitalist imperatives. In practice, women are often vulnerable to being framed by social standards that constrain their autonomy over their own lives, including the potential domestication of roles within patriarchal structures, the objectification of bodies, and the standardization of behavior and appearance. In response to this phenomenon, femvertising has emerged as an inclusive advertising strategy, with Mad for Makeup serving as one of its practitioners. This study aims to examine the representation of women's empowerment based on Becker-Herby's femvertising pillars in the #RebelTogether campaign by Mad for Makeup on Instagram. This study integrates Becker-Herby's femvertising theory as its primary theoretical basis with Roland Barthes's semiotic model, which is applied in the semiotic analysis method. The results of this study indicate that #RebelTogether content embodies a rich spectrum of meanings reflected in five key themes: women's diversity, women's inclusivity, women's capability, women's bodily autonomy, and women's authenticity. Overall, Mad for Makeup constructs the meaning of empowerment through representations of diverse identities, inclusivity, self-confidence, freedom of expression, bold personalities, and personal and emotional storytelling that should be recognized and accepted as realities of women's lives in society. Through a semiotic analysis of meaning, Mad for Makeup's advertising practices fulfill all five of Becker-Herby's femvertising pillars, indicating that this advertisement represents women's empowerment. Despite these findings, this study acknowledges that the process of representation may be critically examined due to the influence of several factors that shape visibility, including algorithms, platform policies, and commercial interests.

Keywords: *representation, women's empowerment, digital advertising, femvertising, semiotic analysis*