ABSTRACT

AXE fragrance is a multinational company from France. This company produces an advertisement to promote its product. In promoting its product AXE advertisement involve woman. Since an ad should be made as interesting as possible in order to get the interest of the audience and sometimes it highlights certain aspects such as the effect of the product by positioning the female character as the teaser. This thesis attempts to analyze the construction of Male Gaze in AXE advertisement. The advertisement is about a man sprays AXE to his body then a woman attracted to him.

Barthes’ Semiotic is applied to reveal the message and the construction of Male gaze within the advertisement. Through three levels of Barthes’ semiotic is found that AXE advertisements presents “buy AXE, get the girl”. The second finding is that male gaze in AXE ad is deliberately constructed to create a fascinated advertisement to deliver its message through the camera technique, the female model, the wardrobe of the female model, the gesture or body language, the male model’s expression and the slogan of AXE fragrance. This analysis is expected to be a worthy addition in studying advertisement for the future.