

ABSTRACT

The aim of this paper is to analyze the image of woman on one of the beauty commercials in Indonesia. Woman images have already changed since the feminist movement begun in the 19th century. Some better improvements have been developed along with the feminist demand of equality between female and male in all aspect of life. The ideology of patriarchy, more or less, has been narrowing woman's space with its system where women are always being the subordinate and object of sexuality of men.

Mass media as one of the communication tool provides information to the society. Through mass media, woman could see the gender development of today's life which already place male and female, almost, in the same position in society. Commercials, as part of the media, use woman as the images in delivering the message to the people. Realizing this phenomenon, this paper will take a look at LUX commercials since 2004-2006. This period is being taken because it consider as the time of the tagline's development of LUX commercials. The writer considers that LUX commercials are establishing an influencing imagery through its images which also strengthen by the tagline which followed. The images in LUX commercials is presenting a beautiful women who have a white skin, slim body, and being attractive.