

The Representation of Indonesian Muslim Women in front covers of Muslim women magazine ‘ANNISA’: A Semiotic Approach

Abstract

This study aims to reveal the representation of Indonesian Muslim women in Muslim women magazine is ANNISA. Since the 2000s, Muslim women's magazine in Indonesia is one of Islamic dissemination media packed with interesting pictures. It also becomes a phenomenon because of the emergence of Muslim women in Indonesia is limited to the New Order era. The study also will describe one by one the hidden meaning that is displayed on Muslim women's magazine ‘ANNISA’ using Barthes' semiotic theory. Then, the data are analyzed using the stages of the process, namely linguistic semiotic messages, non-coded iconic messages, coded-iconic messages and myth. After analyzing the data, the writer predicts to estimate that the data found leads to a representation of Indonesian Muslim woman who tends to show fashionable, stylish, modern and piety. Muslim women magazines are packed so interesting as women's magazines in general to attract the attention of the Indonesian Muslim women. On the other hand, the data analysis possible is to conveys new findings that a Muslim women magazines has a specific purpose in spreading concept of Muslim beauty.

Keywords: *ANNISA magazine, Muslim women, Muslim women’s magazine, representation, semiotic*