

The Representation of Woman Rider as a Role Model in Traffic Rules Dissemination through Satlantas's Banner in Surabaya: a Semiotic Analysis

Abstract: It is common to hear woman's stereotype notion given by society as a bad rider in the street. However, woman rider today seems to be more appreciated and respected since many of traffic rules dissemination programs held by some institutions also invite woman to participate and choose them as the role model. This study aims to discover the representation of woman rider as a role model in traffic rules dissemination in banner *YANG CANTIK PAKAI LAJUR KIRI* and *YANG SAYANG IBU PAKAI LAJUR KIRI* published by Satlantas Surabaya, an institution that organizes the traffic rules in Surabaya. By applying semiotic method of Roland Barthes, this study considers those banners as the main analysis. Under the theory of beauty myth by Naomi Wolf, it will be unveiled whether the portrayal of woman rider in both banners upraises woman's position or just subordinates it. The result shows that woman rider still holds her stereotype and inferiority even though she is depicted as a role model. Moreover, she tends to accept those in order to show her existence in the banner. This study then concludes that media today is still involved in the patriarchal system.

Key Words: *Feminism; Representation; Semiotics; Stereotype*