

ABSTRACT

This study aims to reveal the representation of female sex workers through photojournalism in *Sex for Sale* by Yuyung Abdi. Indeed, visual literature of prostitution still found its limitation; *Sex for Sale* completes the newsworthy of sex phenomenon visually. Semiotics is applied in order to reveal signs within photojournalism since semiotic is the appropriate theory to examine every verbal and non verbal signs includes photography. Barthes theory is proper in order to analyze the implicit meaning of text or visual culture product. The chosen Photographs analyzed into three steps of Barthesian semiotics: The First Level of Signification (Punctum), The Second Level of Signification (Studium), and Mythologies. Qualitative method is applied in this study because this analysis needs an intense interpretation to perform a deep signification process. After completing the analysis, prostitutions or in this case female sex workers are considered as two-sided coin and dilemmatic problem, toward some aspects. In short, they are represented as two-sided women who act the vicious drama of dilemmatic social, moral, cultural, and economical problem.

Key terms : *Photography, photojournalism, representation, Sex for Sale, semiotics, denotation, punctum, connotation, studium, mythologies, prostitution, female sex workers.*