

**Ria, Yuliza.** 2012. *The Discourse of Female Sexuality Developed by Pepsi Television Commercial (A Study of the Discourse of Advertising)*.

### ABSTRACT

This study attempts to identify the way the advertisers of Pepsi developed female sexuality discourse in their two commercials. The writer applies the theory of Discourse of Advertising proposed by Guy Cook and employs qualitative method in this study. As the result this study found that the use of picture, music, speech and writing in Pepsi commercials create a coherence to build the discourse of female sexuality. The first commercial conveyed that drinking Pepsi will not make potential customers feel too old, and will stay young and attractive like Britney Spears despite their eras. The second commercial depicted that a woman is able to influence people through her feminine power despite a repressive culture. Pepsi illustrated that female can be like Pink, Beyonce and Britney; showing some skin, embrace her sexuality, take charge, and become a powerful woman by drinking Pepsi. The conclusion of the study is that Pepsi had developed a positive female sexuality discourse to attract the viewers so that they could identify themselves with the idealized Pepsi female endorser.

**Key Terms:** Advertising, Discourse Analysis, Female Sexuality, Television Commercial