

## Abstract

It is common to see women with their traditional roles and figures in the ads of household products, beauty products-cosmetics, milk, food, etc. While in advertising products for men, women only used as a charm by showing their body shape, so it is quite difficult to find relevant relationships between women with the advertised products. Among many advertising products for men, cigarette advertising is the rarest ads that featuring women as the main model /subject. This study examines the representation of women in *Sampoerna A Mild* advertisements; “*Traffic Sign*” and “*Belum Tua Belum Boleh Bicara*” and also examines the ideology of those advertisements. Roland Barthes’ semiotics theory is used to find the representation of women and feminism theory of Bell Hooks in second-wave would be helpful in understanding women stereotypes or subordination. The result showed that two advertisements portrayed women in different characteristics but still held on the negative stereotypes about women and placed them as the subordinate ones. Different portrayal of women characters which advancing in the second advertisement showed that there was an image to be formed by *Sampoerna A Mild* in attracting female consumers. The study suggests that the society can be selective and critically interpret the values of cigarette advertisements which always try to form positive image about cigarette products.

Keywords: advertisement; *Sampoerna A Mild*; stereotypes; subordination; woman