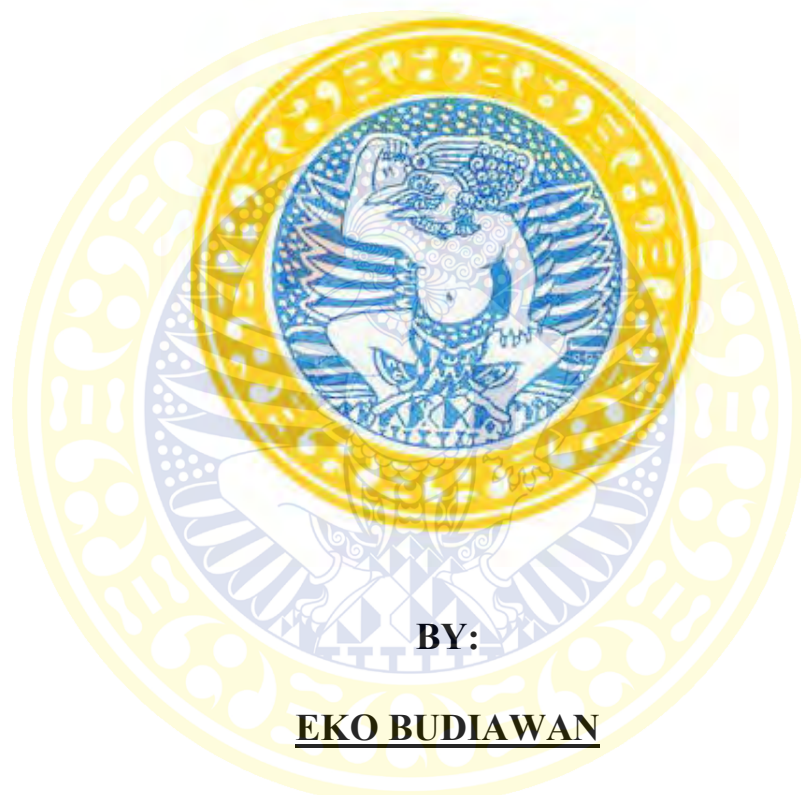


**THE REPRESENTATION OF WOMAN IN 3 –ALWAYS ON
ADVERTISEMENT *BEBAS KINI SEMAKIN NYATA* (WOMAN
VERSION)
A THESIS**



BY:

EKO BUDIAWAN

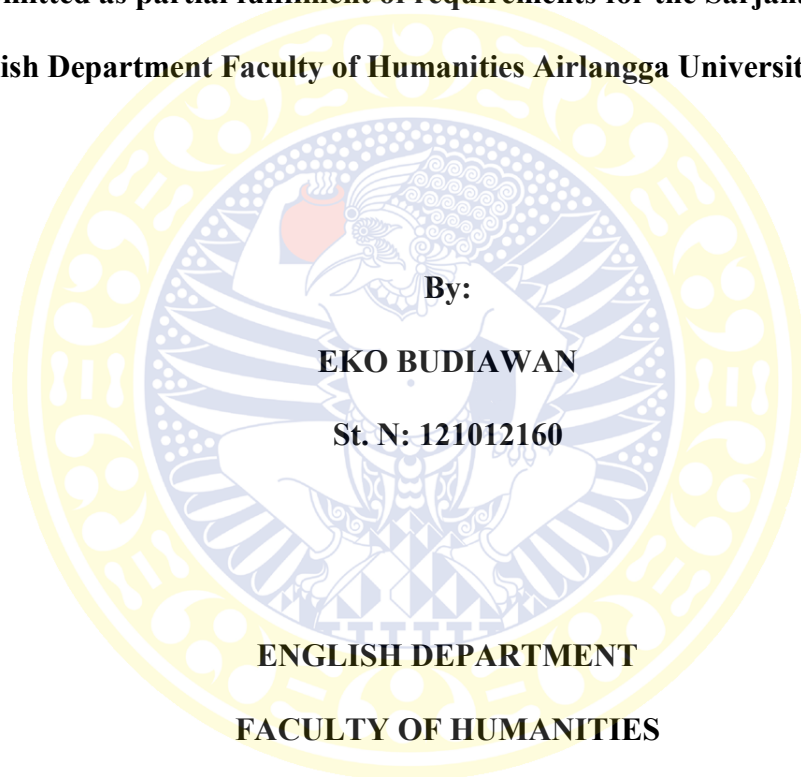
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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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English Department Faculty of Humanities Airlangga University Surabaya**



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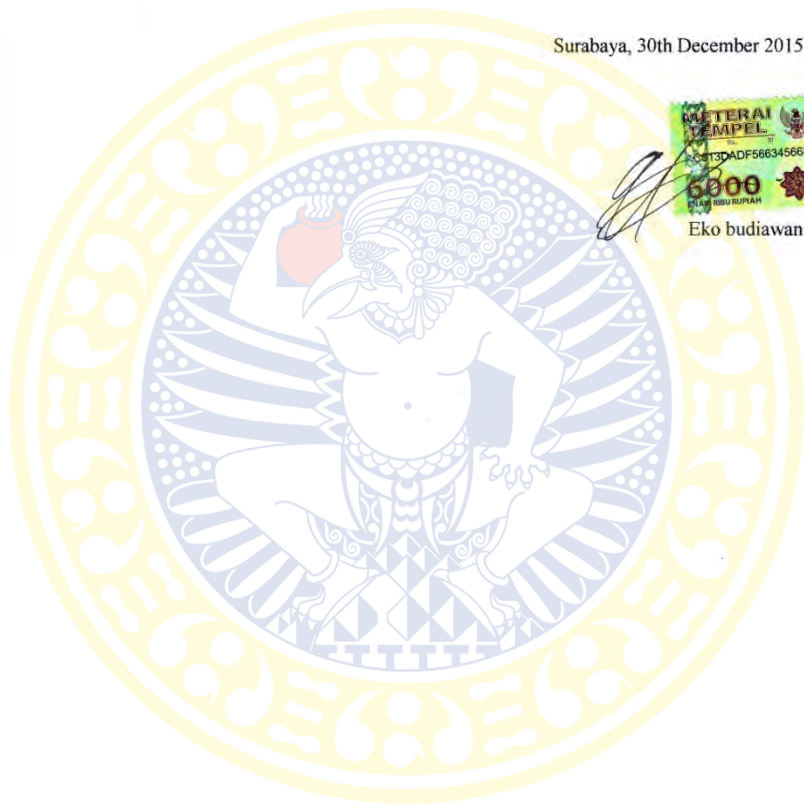
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DECLARATION

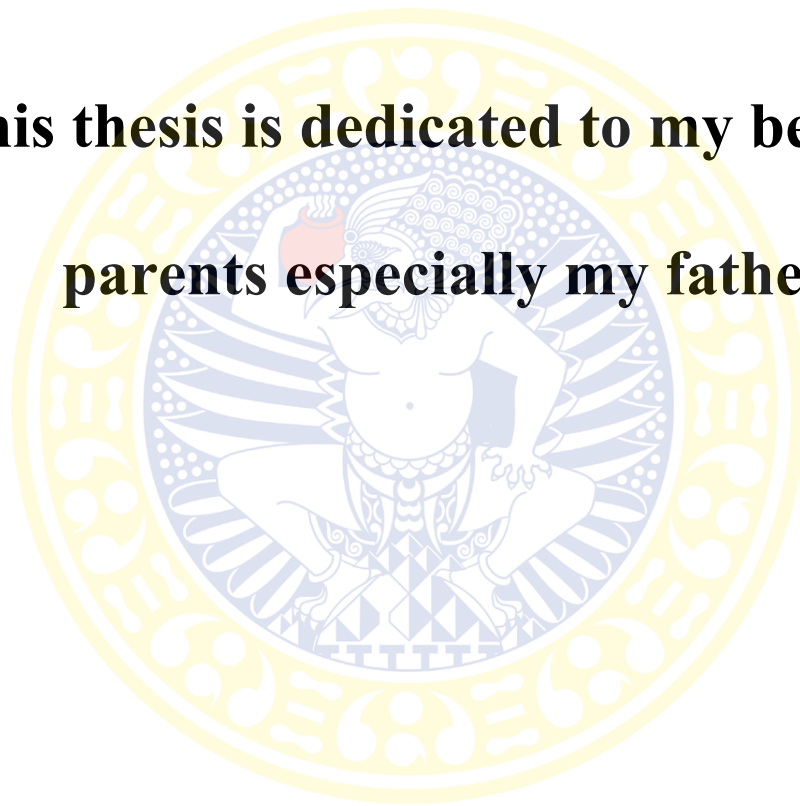
This thesis contains no material which has been accepted for the award of any other degree or diploma in any university and to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, 30th December 2015



Eko Budiawan

**This thesis is dedicated to my beloved
parents especially my father**



Approved to be examined

Surabaya, 30December 2015

Thesis Advisor



iv

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Abstract

3 AON advertisement is the first broadcast in national television containing a controversy in society about the issue of gender that seems affecting the audiences about the stereotype attached to women. According to KPI, this advertisement is breaking the broadcasting rules in Indonesia. The regulations on the norms of decency are constrained. Therefore, this research analyzed the representation of women in Indonesian advertisement, 3 always on (3 AON) (woman version). This research aims to show how Indonesian local advertisement constructs the representation of Indonesian women. By using the advertisement theory of Judith Williamson, this study focused on the gender display on 3 AON advertisement. Moreover, the researcher used the concept of gender advertisement by Erving Goffman to analyze the data. The Results of the research showed that the woman in 3 AON advertisement is represented through ritual subordination, withdrawal and feminine touch poses. Those poses show how the woman in the advertisement is represented as a domesticated, disciplined and subordinated object. In conclusion, the woman is represented as an object with fake freedom offered by the advertisement since the advertisement is influenced by patriarchal atmosphere that still exists in Indonesia.

Keywords: *Advertisement, Always on (AON), Dehumanization, Domestication, Gender, Stereotype.*