

**FALSE WOMEN'S EMPOWERMENT: THE REPRESENTATION OF
FEMININITY AND SUBORDINATION OF WOMEN TO MEN IN THE
OLX INDONESIA COMMERCIALS "RUMAH TANGGA" VERSION (2014-
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Abstract

In traditional gender roles, women are excluded from the decision-making and closely associated to the domestic sphere. However, nowadays, media has created female representation to be complex and complicated. Female characters in media sometimes could perform the action of superiority. Unfortunately, the female representation only remains with femininity and negative depiction. Draw upon this case, the writer uses one of popular e-commerce products commercials in Indonesia named *OLX* and chooses the "*Rumah Tangga*" version as the object of this study, since it represents the patriarchal culture in the form of marriage life and use different concept in displaying the female models. This study aims to disclose femininity representation in *OLX* commercials. This study was conducted by using interpretative approach and qualitative method. The writer uses Simone de Beauvoir's critical thinking of femininity construction as the main theory. The 14 pictures were chosen as the primary data in this study by applying Erving Goffman's pattern of gender display in advertisements. The finding shows that in *OLX* commercials, there are changes in the pattern of gender display of femininity by the female models as married women with a false

concept of women's empowerment and it reasserts the financial subordination of women to men in purchasing power.

Keywords: Femininity, Representation, Women's Empowerment, Purchasing Power, OLX commercial

