Abstract

Being the main model, women keep appearing in commercial today. There are many coffee commercials that use woman as the model. In some coffee commercials, the female model usually has small portion of screen time to promote the coffee product. However, in *Top White Coffee* Raline Shah version the woman model has huge portion of screen time. This study attempts to reveal how the feminine women is used to promote the coffee product, in this case, *Top White Coffee*. Applying gender display by Erving Goffman, this study will identify several captured scenes based on gender patterns, such as *the feminine touch, function ranking, the ritualization of subordination* and *licensed withdrawal*. This study is examined by 4 categories of gender patterns by Erving Goffman theory. This study reveals that feminine woman is used to attract more audiences and more buyers by using woman as the main model.

Keywords: Commercial, Consumers, Feminine, Product.