

## ABSTRACT

The way women put as models in technology advertisements is possible to have gender bias because of patriarchal domination in society. As we know, technology has been constructed as men's domain. It raises many questions when women are put in this area. Therefore, this study is conducted to find out how women are represented in technology advertisements Alowa+ Series Panasonic, AC LG Terminator, and AC Sayonara Panas 3 Sharp.

This qualitative study uses three newspaper advertisements: Alowa+ Series Panasonic, AC LG Terminator, and AC Sayonara Panas 3 Sharp as research objects. Documentation and literary study are conducted to support problem solving. Semiotics by C.S. Peirce is used to identify the signs, both verbal and non-verbal, in the advertisements.

As the results, patriarchal culture still overshadows the way women are portrayed in these advertisements although women are as the models. The signs that exist in these advertisements show how women tend to be represented as objects that support products as subjects. In conclusion, women stick in the way they are constructed as the second sex who deserves to be in domestic area only.

Keywords: gender, representation, domestic, technology.