

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page	ii
Declaration Page	iii
Dedication Page	iv
Advisor's Approval Page	v
Board of Examiners' Approval Page	vi
Acknowledgement	vii
Epigraph	viii
Table of Contents	ix
Abstrak	xii
Abstract	xiii
CHAPTER I: INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the Problems	10
1.3 Objective of the Study	11
1.4 Significance of the Study	11
1.5 Definition of Key Terms.....	11
CHAPTER II: LITERATURE REVIEW	13
2.1 Theoretical Framework	13
2.1.1 Gender Role & Stereotypes.....	13
2.2 Related Studies	15
CHAPTER III: RESEARCH METHOD.....	19

3.1 Research Approach.....	19
3.2 Data Source.....	23
3.3 Scope and Limitation.....	24
3.2 Technique of Data Collection.....	24
3.5 Technique of Data Analysis.....	25
CHAPTER IV: DISCUSSION.....	26
4.1 Findings.....	26
4.1.1 The Representation of Indonesian Woman	27
4.1.1.1 The First Shot (00.00-00.01)	28
4.1.1.2 The Fifth Shot (00.05-00.06)	31
4.1.1.3 The Third Shot (00.10)	35
4.1.1.4 The FourthShot (00.10-00.11)	39
4.1.1.5 The Fifth Shot (00.14-00.15)	44
4.1.1.6 The Sixth Shot (00.24-00.26)	49
4.2 Interpretation of Finding.....	54
4.2.1 The Representation of Indonesian Woman in <i>Coolant</i> Advertisement.....	54
4.2.2 The Indonesian Woman Striving for Equality, yet Conforming the Traditional Ideas of Gender Roles and Stereotypes.....	55
4.2.3 Indonesian Cultural Background in the Ideology of Gender Roles, Stereotypes and Patriarchy.....	56
CHAPTER V: CONCLUSION.....	58

5.1 Suggestion for Further Study	61
REFERENCES	62