

## ABSTRAK

Di Prancis, jumlah partisipasi perempuan dalam olahraga dan prestasi mereka meningkat pesat. Di sisi lain, penelitian secara konsisten menunjukkan bahwa olahragawan dan olahragawati digambarkan secara berbeda di surat kabar maupun media lainnya. Hanya olahragawan yang digambarkan melalui kemampuan dan prestasi mereka, sedangkan olahragawati digambarkan melalui penampilan fisik mereka meskipun usahanya untuk memberdayakan perempuan. Dari penjelasan kasus ini, penulis mengaplikasikan teori Laura Mulvey tentang *Male Gaze* ke dalam bentuk *fetishism* dan *voyeurism* pada tubuh perempuan. Hal ini diuji menggunakan metode semiotika melalui *Television Culture* dari John Fiske yang memiliki tujuan untuk mengidentifikasi perbedaan penggambaran kedua karakter di video musik *BLV*. Dan temuannya adalah seorang olahragawati tidak dapat dipisahkan dari seksualisasi dan diskriminasi gender di segala situasi.

**Kata kunci:** *tatapan laki-laki, media, olahraga, voyeurism, pemberdayaan perempuan*

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In France, the number of women's participation in sports and their achievements is increasing rapidly. On the other hand, studies have consistently demonstrated that sportsmen and sportswomen are portrayed differently in newspapers as well as other media. Only sportsmen are depicted through their great abilities and achievements, whereas sportswomen are portrayed through their physical appearances albeit her empowering effort. Draw upon this case, the writer applies Laura Mulvey's theory about the Male Gaze into the form of fetishism and voyeurism over the women's body. It is examined using semiotics method through John Fiske's Television Culture which has an aim to identify such the difference portrayal of both characters in BLV's music video. The finding is a sportswoman cannot be separated from sexualization and gender discrimination in many situations.

**Keywords:** *Male Gaze, Media, Voyeurism, Sport, Women Empowerment*