ABSTRACT

Semiotics Analysis of Men's and Women's Lifestyle in Advertisement

By
Alifia Oktrina Fayardi

The advertising industry which growing rapidly create advertisers vying to make the ads look as attractive as possible. Various themes are used in advertising, one of which is a lifestyle. Lifestyle is something inherent in daily life and has become a necessity for men and women. The purpose of this study was to determine the lifestyle of men and women in men's product advertisements and men's product advertisements as well as how the construction process of lifestyle in ads. This study used semiotic analysis of Roland Barthes as the method and the theory of analytic research. This study found that men’s product advertisements emphasized men’s lifestyle with masculine image. Women’s product advertisements instilled women’s lifestyle attached to appearances. Lifestyle in advertising is used as a medium to form a public tastes. Advertising as though dictating people's lifestyle by providing an idea of how a person should be dressed, what needs to be consumed, and how to spend leisure time.

Keyword: Advertisement, Lifestyle, and Semiotics.