

ABSTRACT

**THE COMMODIFICATION OF WOMAN'S BODY AT TELEVISION
COMMERCIALS**

***(Roland Barthes' Semiotics Analysis on Shimizu Water Pump and Avian
Paint Commercials)***

By

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Television advertisement has enough significant influence to formed woman construction and showed to beholder through symbol which therein its advertisement. The construction set up a potentially affect the public mindset about the image of women as a beautiful figure, sexy and beautiful stature. The purpose of this research is to know what is symbol in advertisement which describe commodification woman body based on analysis Roland Barthes' semiotic, with critical paradigm. The result of this research is symbol which describe commodification woman body in advertisement based on analysis semiotic of Roland Barthes is: conversation which have contain erotisme meaning, setting does not match context of advertisement, clothes, body movement, face expression which flirt men. Woman body is become commodity in advertisement with showed part of body woman intimate, and it is just become sweeter and satisfier of man in advertisement which have big relationship with man. Woman is as if over a barrel on directionary which have of maker of advertisement'. So, inclined is be commodification her body to get benefit.

Keywords: Television Advertisement, The commodification of women's bodies, Roland Barthes' Semiotic's.