

ABSTRACT

Purnamasari, Mega. 2015. *A Study of Women Stereotypes In Advertisement of Beauty Products*. Thesis, English Study Program, Faculty of Social and Cultural Sciences. Trunojoyo University. Advisor: Diah Ikawati Ayuningtias, S.S., M.Pd..

This study is focused on women stereotypes in Olay, L'oreal, and Maybelline television commercials. This study analyzes women stereotypes in the narrator and women utterances in the language use. Besides, it analyzes the implication of women stereotypes in Olay, L'oreal, and Maybelline. This study applies the theory of critical discourse analysis as proposed by Norman Fairclough. Then, this study also applies the theory of women stereotypes in advertisement. The objective of this study are to describe women stereotypes in beauty products of Olay, L'oreal, and Maybelline and to describe the implication of women stereotypes in beauty product of Olay, L'oreal, and Maybelline.

This study used qualitative design. The source of data were Olay, L'oreal, Maybelline television commercials in youtube launched in 2010-2015, while, the data were utterances of woman and narrator of L'oreal, Olay, and Maybelline television commercials. Content analysis is used to collect the data. While, the interactive data analysis is chosen as the technique of analyzing data.

This study found that Olay, L'oreal, Maybelline television commercials represent women stereotypes. In Olay advertisements have 21 data, While, In L'oreal advertisements have 17 data. Furthermore, In Maybelline advertisements have 5 data. They are women are not confident with her physical beauty, women as user of product, women do not want to look old, women want to look physically beautiful, and women want to look natural but beautiful. While, the implication of women stereotypes of Olay, L'oreal, and Maybelline advertisements are closely related to user of product.

Keywords : Women Stereotypes, Advertisement of Beauty Products

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