

Representasi Perempuan pada Lukisan di Bak Truk

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Abstrak

The backs of dump trucks have transformed to not only as a transportation mechanism, but also as visual communication media. This phenomena goes along with the many advertisements that utilizes this kind of medium in promoting certain products. But the backs of dump trucks become a promotional medium because of the already many paintings painted on them, which they are originally plain on the right, left, and the back sides. Women become figures that many portray as their painted subjects. This article focuses more on the painting phenomena that uses the female figures through a gender study, to see whether woman representations in the paintings of the backs of trucks are signified as having imbalanced gender relation.