

Makna dalam teks iklan parfum laki-laki dan perempuan yang dipengaruhi unsur stereotip gender

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Abstrak

This research discusses about the meaning of the text perfume ad for boys and girls which is related with gender stereotype. This research's aims are to explain type of gender stereotype in teens magazines related to sociolinguistic. Methods used in this research are qualitative to describe a staple meaning in perfume ad text and quantitative to get some description about gender stereotype forms in teenagers. Some theories that are applied are Semantics and gender theory about stereotype. The result is the meaning in perfume ad text has a relation with gender stereotype