

The sensual of Carl's Jr. ad : the Cranberry Apple Walnut Chicken Salad = Sensualitas dari iklan Carl's Jr. : the Cranberry Apple Walnut Chicken Salad

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Abstrak

[ABSTRAK

Artikel ini fokus pada representasi gender dalam iklan terutama iklan komersial di televisi. Secara khusus, saya menganalisis bagaimana gambaran Kim Kardashian dalam iklan "The Cranberry Apple Walnut Chicken salad" pada tahun 2009 oleh Carl's Jr. Saya meneliti makna keunikan iklan ini yang menggunakan Kim Kardashian sebagai model seksi. Keseksian tubuh, pakaian, dan gerakan yang sensual dari model digunakan untuk membahas gambaran dan pesan tersembunyi yang ditunjukkan oleh iklan. Dengan menggunakan teori gender advertisements oleh Goffman, iklan Carl's Jr. menunjukkan ambivalen terhadap stereotip perempuan yang dibangun oleh masyarakat. Di satu sisi wanita dalam iklan digunakan sebagai model untuk menjual produk makanan. Di sisi lain, iklan digunakan sebagai pemasaran seks yang sensual.

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ABSTRACT

This article is focused on gender representation in advertisements, mainly in commercial television advertisements. In particular, I analyze how the image of Kim Kardashian is used in this ad "The Cranberry Apple Walnut Chicken salad" in 2009 by Carl's Jr. advertising. I examine the meaning of the uniqueness of this ad which is the usage of a sexy model, Kim Kardashian. The model's sexiness, her clothing, and her sensual movements are used to examine a portrayal of hidden messages brought across by the advertisements. By using the Goffman's theory of gender advertisements, Carl's junior advertising shows an ambivalent attitude towards women gender stereotyping which is constructed by society. On the one hand the woman in the ad is used as model to sell the food product. On the other hand, the ad is used provocatively as sex sensual marketing., This article is focused on gender representation in advertisements, mainly in commercial television advertisements. In particular, I analyze how the image of Kim Kardashian is used in this ad "The Cranberry Apple Walnut Chicken salad" in 2009 by Carl's Jr. advertising. I examine the meaning of the uniqueness of this ad which is the usage of a sexy model, Kim Kardashian. The model's sexiness, her clothing, and her sensual movements are used to examine a portrayal of hidden messages brought across by the advertisements. By using the Goffman's theory of gender advertisements, Carl's junior advertising shows an ambivalent attitude towards women gender stereotyping which is constructed by society. On the one hand the woman in the ad is used as model to sell the food product. On the other hand, the ad is used provocatively as sex sensual marketing.]