

"Kekerasan perempuan" dalam tayangan iklan televisi swasta : suatu studi lintas budaya

Vincentia Irmayanti Meliono, author

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Abstrak

This study reveals that some models of commercial breaks appeared at the Indonesian private television program, e.g. shampoo and soap advertisement, could invite some interpretation and functions. Their appearance could reflect women's surrender facing the action of violence. This article discusses about the metaphor of the women's body and how it becomes a medium that is constructed by two aspects, the power and the beauty. The result shows that the messages of commercial break have meaningfulness of the pragmatical values, the persuasive or ideological statement and the dialectically communicative process. Keywords appeared in the commercial breaks show the women's action of violence, pragmatical value, ideological value, dialectically communicate process.