

## Representasi Feminitas pada Iklan Parfum dalam Majalah ELLE RUSSIA edisi bulan Juli 2014 = Representation of Femininity in Perfume Advertising in The July 2014 Issues of ELLE RUSSIA Magazine

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### Abstrak

Artikel ini membahas feminitas dalam majalah ELLE RUSSIA. Pada artikel ini, pembahasan difokuskan pada enam iklan parfum yakni Dior Addict Eau de Toilette, GIORGIO ARMANI ACQUA di GIOIA, DOLCE & GABBANA – LIGHT BLUE, GUCCI Flora Gardenia the Floral Fragrances, PRADA CANDY FLORALE The New Eau de Toilette, GIVENCHY Very Irresistible L'eau en rose yang dimuat dalam halaman majalah ELLE RUSSIA edisi Juli 2014. Analisis dilakukan menggunakan teori Semiotika Roland Barthes. Metode yang digunakan adalah metode deskriptif analisis. Hasil analisis artikel ini menyatakan bahwa majalah ELLE RUSSIA memuat konten perempuan dan feminitas dalam bentuk fashion, make up, skincare, parfum memberikan dampak secara tersirat melalui tampilan feminitas yang dipromosikan pada tampilan fisik yang sensual, kebebasan, serta perpaduan warna sesuai konsep.

.....This article discusses femininity in ELLE Russia Magazine. In this article, the discussion focused on six perfume ads, namely Dior Addict Eau de Toilette, Giorgio Armani Acqua di Gioia, Dolce & Gabbana Light Blue, Gucci Flora Gardenia the Floral Fragrances, Prada Candy Florale the New Eau de Toilette, and Givenchy Very Irresistible L'eau en Rose, which were published on the pages of the July 2014 issue of ELLE Russia Magazine. The analysis was carried out using Roland Barthes' semiotics theory. The method used is the descriptive method of analysis. The results of the analysis of this article stated that ELLE Russia Magazine contains women's and femininity content in the form of fashion, makeup, skincare, and perfume, giving an implicit impact through the appearance of femininity that is promoted through a sensual physical appearance, freedom, and a combination of colors according to the concept.