

ABSTRAK

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PENGGAMBARAN RAS KULIT HITAM DALAM IKLAN POSTER GAP “*MEET THE KIDS WHO ARE PROVING THAT GIRLS CAN DO ANYTHING*”

(ix + 80 halaman: 9 gambar; 2 tabel; 3 lampiran)

Kata Kunci: Analisis Semiotika, Rasisme, Iklan GAP “*Meet The Kids Who Are Proving That Girls Can Do Anything*”

Proses penyampaian pesan kepada khalayak luas disebut komunikasi massa, sedangkan medium yang digunakan adalah media massa. Media massa adalah sarana penyampaian pesan yang berhubungan langsung dengan masyarakat luas, seperti radio, televisi, surat kabar dan salah satunya melalui poster iklan. Latar belakang pada masalah ini yaitu penggambaran ras kulit hitam sebagai sosok inferior. Mitos ras superior dan inferior merupakan faktor yang masih terjadi di masyarakat hingga saat ini, mempengaruhi produksi media seperti film, surat kabar sampai ke poster iklan sekalipun. Penelitian ini dilakukan untuk mengetahui dan menjawab seperti apa ras kulit hitam digambarkan pada poster iklan GAP “*Meet The Kids Who Are Proving That Girls Can Do Anything*”. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan analisis semiotika. Hasil dari penelitian ini menggambarkan bahwa ras kulit hitam dalam iklan GAP mendapatkan perlakuan diskriminasi terhadap ras kulit putih yang masih terjadi hingga saat ini.

Referensi: 78 (1967-2021)

ABSTRACT

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DESCRIPTION OF THE BLACK RACE IN GAP POSTER ADVERTISING “MEET THE KIDS WHO ARE PROVING THAT GIRLS CAN DO ANYTHING”

(ix + 80 pages: 9 pictures; 2 tables; 3 attachments)

Keywords: Semiotic Analysis, Racism, GAP Ad "Meet The Kids Who Are Proving That Girls Can Do Anything"

The process of conveying messages to a wide audience is called mass communication, while the medium used is mass media. Mass media is a means of conveying messages that are directly related to the wider community, such as radio, television, newspapers and one of them is through advertising posters. The background to this problem is the depiction of the black race as an inferior figure. The myth of superior and inferior races is a factor that still occurs in society today, affecting media production such as films, newspapers and even advertising posters. This research was conducted to find out and answer how the black race is depicted on the GAP advertisement poster "Meet The Kids Who Are Proving That Girls Can Do Anything". This study uses a qualitative descriptive research method with semiotic analysis. The results of this study illustrate that the black race in GAP advertisements is discriminated against the white race which still occurs today.

Reference: 78 (1967-2021)