

ABSTRACT

Krismelinda, Reg NIM 2181220002, Gender Portrayal In Indonesian Detergent Advertisement. A Thesis, English Literature Program, Faculty Languages and Arts, Universitas Negeri Medan, 2022.

The gender imbalance toward the female in household is something that occurs in the past until now among the Indonesian. The gender imbalance was occurs because the existing male domination toward female. Actually, the female was inflicted from this domination, until occur the imbalance in household's work sharing, which is male or husband was always placed at above female or wife. Gender in advertisement there were that disagreement in respect of male and female among who behavior on consumer difference portrayal men and women in the attitude of the gender role. This research aims to analyze gender portrayal in Indonesian detergent advertisement. This study used gender theory from John Money (1955). The technique of analyzing the data applied the theory Thematic analysis from Clark and Braun (2006) with research design qualitative. From 18 data found that male participated in 7 advertisement in detergent with the percentages (39%) and woman involved in 18 in detergent advertisement with the percentages (100%). It showed that male only attend in seven advertisement while female participated overall in detergent advertisement. This study found that gender study can be applied in analyzing gender portrayal detergent advertisement. In conclusion, laundry is a domestic work doing women activity. For the readers this research , it is suggested to know more about the newest gender study John Money modes used by previous research.

Keywords: *Gender Portrayal, Gender Study Advertisement, Thematic Analysis.*

Character Building