

**REAL REVIEWS, REAL ROLES: A SEMIOTIC-FEMINIST ANALYSIS
OF FRIDA BABY'S NOSEFRIDA ADVERTISEMENT**

A Thesis

**Submitted as Partial Fulfilment to the Requirements for Master Degree of
English Education Study Program**



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LETTER OF APPROVAL

REAL REVIEWS, REAL ROLES: A SEMIOTIC-FEMINIST ANALYSIS OF FRIDA BABY'S NOSEFRIDA ADVERTISEMENT

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LETTER OF RATIFICATION

This thesis entitled “*Real Reviews, Real Roles: A Semiotic-Feminist Analysis of Frida Baby’s NoseFrida Advertisement*”, written by Wahyuni Ikram (P2A421005), has been defended in front of the board of examiners on July 2nd, 2025 and was declared acceptable.

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DECLARATION OF ORIGINALITY

The undersigned below,

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Hereby declares the originality of thesis; the writer has not presented anyone else's work to obtain the university degree nor has the writer presented anyone else's words, idea, or expression without acknowledgment. All quotation were cited and listed in the bibliography of the thesis. If in the future this thesis statement is proven false, the writer is willing to accept any sanction complying with the determined regulation or its consequences.

This statement was made fully with awareness and responsibility.

Jambi, July 7th, 2025

The writer,

Wahyuni Ikram
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MOTTO

“Dear listeners who miss their old selves,

It’s not too late, that person is still inside you & when you’re ready, you can start to let them out again. The new you can be their guide & keep them safe so they don’t have to retreat again. It doesn’t matter what changed you, it matters that you’re wiser now & ready to try again. Change may be slow but it will be steady & every tiny step forward counts.”

— GeorginasJourney

Comment on the YouTube music video “Waitress” by Sara Bareilles

DEDICATION

This research is dedicated to:

Everyone I love to bits

ACKNOWLEDGMENTS

Bismillahirrahmanirrahim...

First and foremost, I would like to express my deepest gratitude to Allah Subhanahu wa Ta'ala for His countless blessings and guidance that have enabled me to reach this stage. Peace and blessings be upon the Prophet Muhammad Shallallahu 'alaihi wasallam, the greatest inspiration for Muslim intellectuals throughout time.

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Nurhidayatullah, how are you doing? It's been so long since we last talked the way we used to. I really miss you. I've finally finished what we once dreamed and fought for together. Thank you for being the one who stood closest to me during those early days. Do you remember how we used to bring food from home and eat lunch together after class? How we used to discuss assignments and share our struggles? I'm sorry you had to walk so

much of the journey alone in the final stretch of our studies. Believe me, my path was not easy either—but you were always in my thoughts.

To all my classmates, how are you, teman-teman? I've seen many of you shine—becoming lecturers, continuing to doctoral programs, or pursuing other amazing successes. It fills my heart with joy to see your accomplishments. You truly deserve all of it. Thank you for the times we spent together, for the lessons and laughter, and for the shared academic struggles that now feel like distant yet beautiful memories. I'm so grateful to have been a part of this class. Wishing you continued success in everything you pursue.

Jambi, July 7th 2025

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ABSTRACT

Ikram, Wahyuni. 2025. Real Reviews, Real Roles: A Semiotic-Feminist Analysis of Frida Baby's NoseFrida Advertisemen. A thesis, Master of English Study Program. Faculty of Teacher Training and Education, Universitas Jambi in Academic Year 2024/2025. First supervisor: **Delita Sartika, S.S., M.ITS., Ph.D** and second supervisor **Failasofah, S.S., M.Pd., Ph.D.**

This thesis explores the intersection of gender, media, and consumer culture through a semiotic-feminist analysis of Frida Baby Presents Real Reviews: NoseFrida Edition, a contemporary parenting advertisement. Drawing from Roland Barthes' semiotic theory and feminist media critique, the study decodes the advertisement's visual and verbal signs at three levels of meaning: denotation, connotation, and myth. It investigates how caregiving roles—particularly motherhood and fatherhood—are constructed, challenged, or reinforced within the 30-second ad. The analysis reveals that the advertisement employs emotional realism, humor, and raw depictions of parenting to subvert traditional portrayals of idealized, sanitized motherhood. At the same time, it presents more inclusive representations of paternal involvement and shared emotional labor. These findings suggest that the ad negotiates postfeminist sensibilities by blending authenticity with consumer appeal, thus promoting feminist agency and resistance while remaining embedded in brand culture. Ultimately, the study positions advertising not merely as a commercial tool, but as a cultural text that participates in the ideological shaping of gender roles in contemporary society.

Key words: *Semiotics, Feminist Media Studies, Advertising, Gender Representation, Roland Barthes, Postfeminism, Caregiving, Motherhood, Fatherhood, Media Authenticity.*

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