

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.*