

ABSTRACTION

When women's issues faced in the course will not be apart from the physical body. Body as a medium to introduce the early identification of the outside world. Mass media also have a strength that may affect the awareness of women with ideal body construction is to be like what they show is often slim, tall, fair-da. Women who described the ideal dressing in the clothes section sometime sinetron, film, video clips, infotemen to in and advertising. Incessant media show hiperealitas western culture on women's bodies in the media have a culture that respects the Eastern norms and morality. slimming the many products that compete in the market consumers engaging with the ad, one of the charms used are testimony to the user that the product has been successfully reduce body weight. With the power of visual images before and after using the product. Therefore this research aims to find out meaning by women ideal body fat and describes the context of personal, social and cultural audience a meaning background it. In addition, this study also attempted to disassemble the process of awareness that occurs when the audience meaning ideal body, whether false or true awareness of actual.

This research converage critical communication research studies where reception studies from culture studies is a stand point theory by encoding-decoding Hall model (1987), means there 3 points that will need to be research such as dominant meaning agree white media, negosiasi meaning comporative white media and opposition meaning white disagree white media. False sense in Marxist and tradition in femine view been used to support elaboration of these 3 critical paradigm white qualitative method, participant observations as a research method and in-depth interview, purposive sample, intensity sampling where research subject individual personal level whwere this research tried to gets data from fat women in their view about reduce weight c commercial advertising.

Research results show that those fat women not interest to see the reduce weight commercial advertising because their a ware that advertising is a product of campalitim. But people have a many variety point of view a their testimonial about this advertising such as dominant meaning, negosiator meaning and opposition meaning and that results showed that those key informen been active during decoding text process, and the meaning of media text (advertising) have multiply meaning (polisemi). Personal context, social culture and experience are background of those meaning, although the key informan have adifferent understanding about their advertising testimonial content, but resistancy to aboard media still, weak, but the resistance of the media audience berkultur West as weak, as evidenced by the majority meaning according to the dominant ideology of the media / ad or negotiations meaning even though the adjusted interest in audience research, but this audience still recognize ideology media / ad. This shows that public awareness is a false show of passivity of the audience when the text media audience aware of motif comersialisme media whit message in the advertising but not fat women makes. That the way to hegemony mengcounter-dominant ideology is to enhance self-awareness to see the reality and experience in the life, awareness of local (local wisdom) that the opposition pemaknaan audience so that audience's conscious awareness of the reality that the body is a pure ideal of health from birth to beauty in self-views not only from the physical body only, because the concept is the ideal body image is media construction.