

BENTUK KOMODIFIKASI TUBUH PEREMPUAN DI KOVER MAJALAH *PLAYBOY*

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Abstract : The problem concerned in this study is about exploring the form, process and meaning of comodification of women body in the Playboy magazine cover, taken among Denpasar society. The analysis is based on the theory of post modern aesthetic theory, comodification theory and post feminism theory. Research methodology is qualitative, location in Denpasar, the informan are the reader of Playboy, photographer, journalist, intellectuals , scholar and cultural observer, which are taken purposively. The problem formulated in this study were : (a) what are the firm of commodification of women body in the Playboy magazine cover; (b) what are the procceser of commodification of women body in the Playboy magazine cover; (c) what meaning are conveyed in the commodification of women body in the Playboy magazine; (d) There were three processes in the commodification of women's body in the Playboy magazine cover. They were production process, distribution process, and consumption process

Key words : commodification, woman body, and cover