

**CAMPAIGN ON HOMOSEXUALITY ACCEPTANCES REPRESENTED IN
THE PHILIPPINES ADVERTISEMENTS: “BE PROUD. BE YOU” AND
“HOW LONG CAN YOU KEEP A SECRET?”**



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements for
Sarjana Sastra Degree**

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UNIVERSITAS MUHAMMADIYAH PURWOKERTO
2024**

Approval Sheet

This is to certify that this undergraduate thesis entitled **"CAMPAIGN ON HOMOSEXUALITY ACCEPTANCES REPRESENTED IN THE PHILIPPINES ADVERTISEMENTS: "BE PROUD. BE YOU" AND "HOW LONG CAN YOU KEEP A SECRET?"** by Enji Nursyaindah have been approved by the advisor(s) and the Head of the English Department to be examined by the Board of Examiners

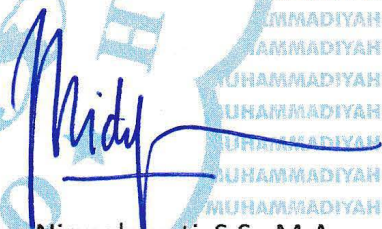
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CAMPAIGN ON HOMOSEXUALITY ACCEPTANCES REPRESENTED IN THE PHILIPPINES ADVERTISEMENTS: "BE PROUD. BE YOU" AND "HOW LONG CAN YOU KEEP A SECRET?"

An Undergraduate Thesis

By

Enji Nursyaindah
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has been examined and approved by the Board of Examiners as one of the requirements for *Sarjana Sastra* degree on August 8th 2024

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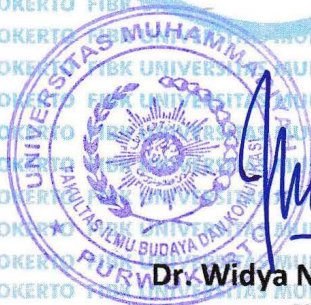
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STATEMENT OF ORIGINALITY

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I, the undersigned researcher of the undergraduate entitled "Campaign on Homosexuality Acceptances Represented in the Philippines Advertisements: *"Be Proud. Be You"* and *"How Long Can You Keep a Secret?"*", hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best of my knowledge, any referenced-quotations are shown in the arrangement of citations and bibliography. If later, it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kind, the researcher will be ready to accept the sanction.

Purwokerto, August 2024




Enji Nursyaindah

MOTTO

﴿يُسْرًا أَعَسِرَ مَعَ فَانَ﴾

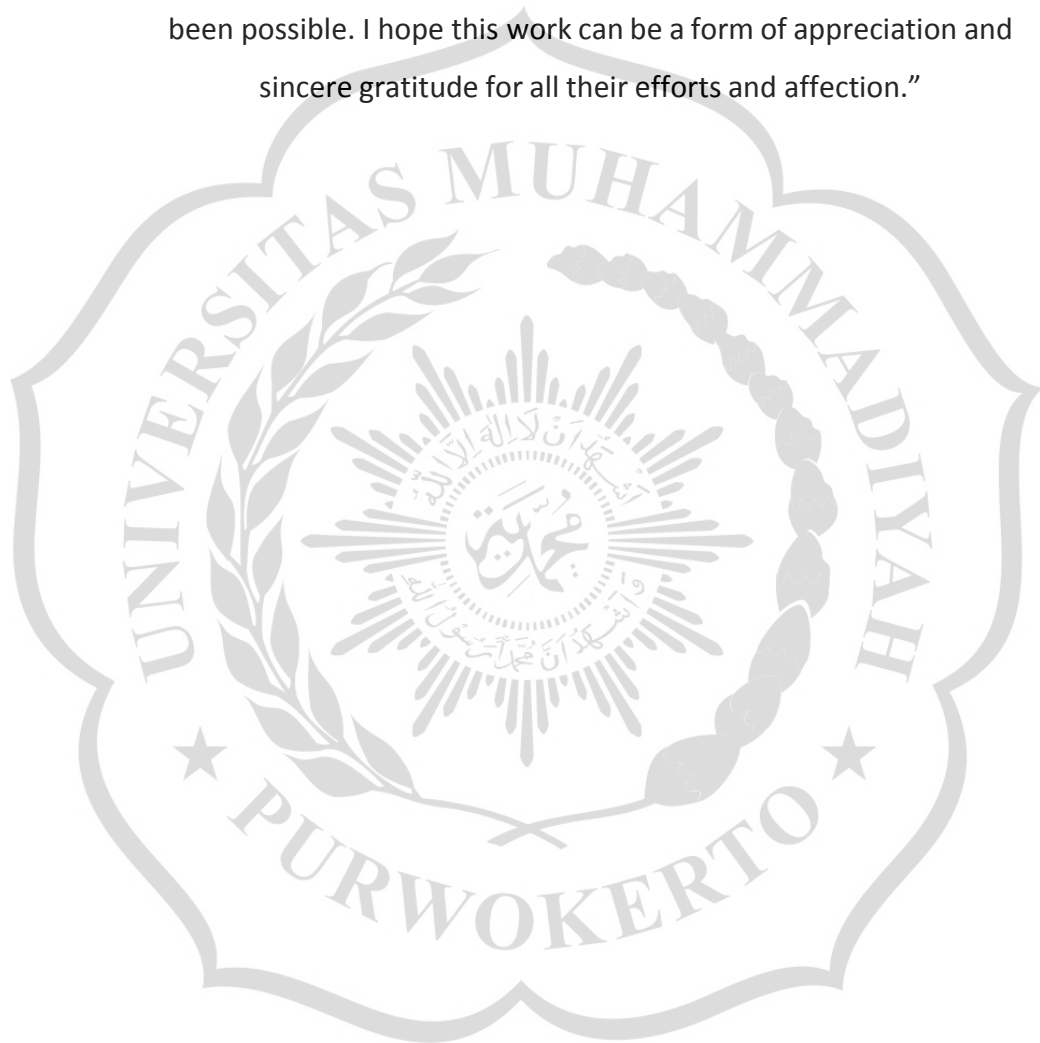
“So truly where there is hardship there as also ease...”

(Al-Insyirah:5)



DEDICATION

“I dedicate this thesis to my beloved parents who have provided support, love, and sacrifice throughout my educational journey. Without their prayers and encouragement, this achievement would not have been possible. I hope this work can be a form of appreciation and sincere gratitude for all their efforts and affection.”



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The implementation of research and the preparation of this thesis can be completed by the researcher, of course, thanks to the services, guidance, support, direction, and cooperation of various parties. So, on this occasion, the researcher expressed his gratitude to:

1. Mr. Dr. Jebul Suroso, S.Kp., Ns., M. Kep. As the Rector of Universitas Muhammadiyah Purwokerto who has provided facilities in the process of taking the S1 program;
2. Mrs. Dr. Widya Nirmalawati, S.S., M.A as the Dean of the Faculty of Cultural Sciences and Communication and also as a supervisor who has provided direction to the author with patience,

thoroughness, and always provides advice and solutions in completing the thesis;

3. Mrs. Sulasih Nurhayati, S.S., M.Hum as the Head of the English Literature Study Program has provided various information and guidance on the procedure for preparing the thesis;
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5. All friends of the Class of 2020 of the English literature Study Program, who have always struggled together from the beginning to the end of this semester;
6. As well as all parties who have provided assistance and support that cannot be mentioned one by one.

The researcher realizes that the preparation of this thesis is far from perfect. Therefore, for constructive suggestions, the researcher will accept the perfection of this thesis. The researcher hopes that this thesis will be useful for readers, for writers, and for the advancement of knowledge in the future.

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ABSTRACT

Nursyaindah, Enji, 2009010008: Campaign on Homosexuality Acceptances Represented in the Philippines Advertisements: *“Be Proud. Be You”* and *“How Long Can You Keep a Secret?”*. Undergraduate Thesis for *Sarjana Sastra* Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This research aims to identify and explore the various forms of acceptance towards individuals with homosexual orientation as represented in two advertisements from the Philippines. In conducting this research, the researcher applied Roland Barthes' semiotic theory, specifically focusing on denotation, connotation, and myth, to analyze elements such as color, expression, and gesture in the advertisements. Additionally, Michel Foucault's theory of homosexuality was utilized to provide a broader understanding of the cultural and social contexts surrounding the representation of homosexuality. From the analysis, the researcher found that there are three forms of acceptance of homosexuality depicted in the two advertisements: hug, smile, and support.

Keywords: *homosexuality, Philippines, semiotic, advertisement*

INTISARI

Nursyaindah, Enji, 2009010008: Kampanye Penerimaan Homoseksualitas yang Direpresentasikan dalam Iklan di Filipina: *“Be Proud. Be You”* dan *“How Long Can You Keep a Secret?”*. Skripsi. untuk memperoleh gelar Sarjana Sastra, Program Studi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

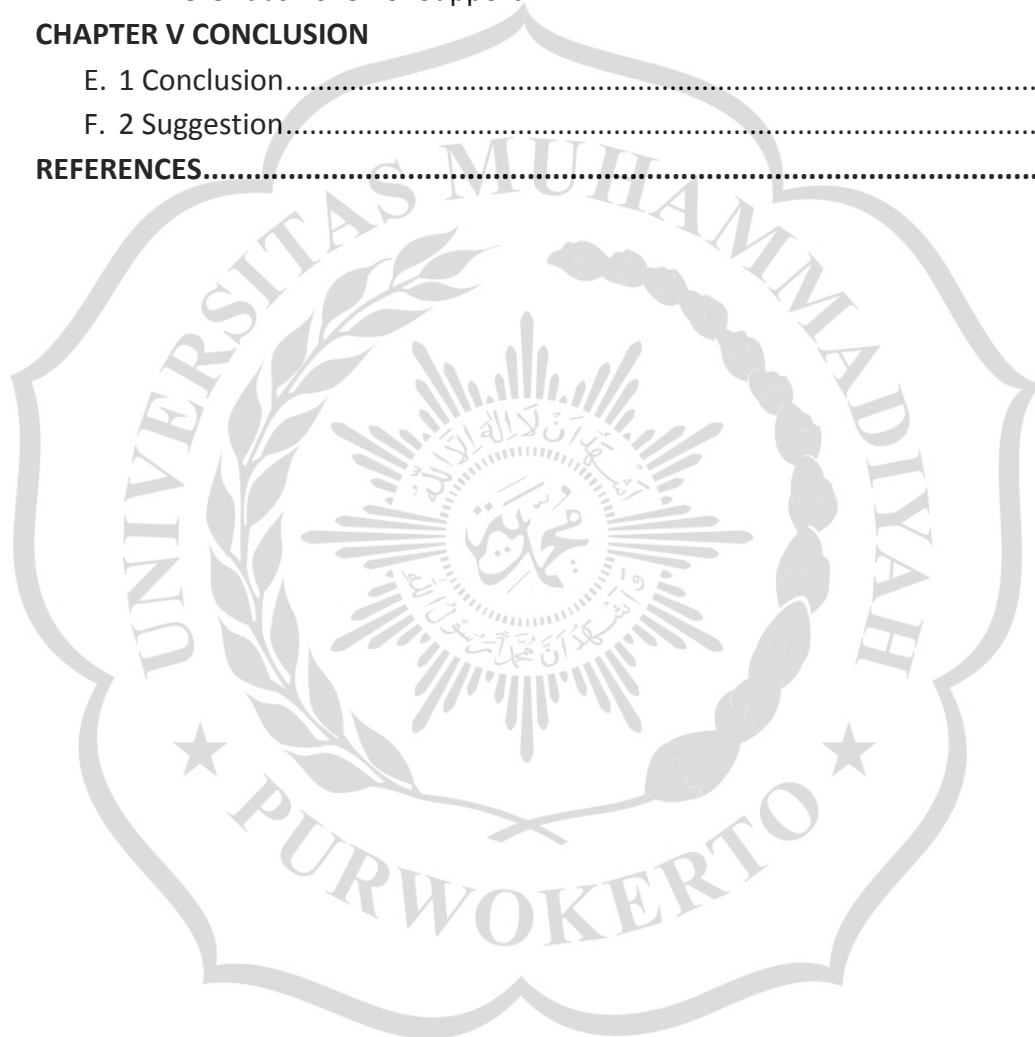
Penelitian ini bertujuan untuk mengidentifikasi dan mengeksplorasi berbagai bentuk penerimaan terhadap individu dengan orientasi homoseksual yang direpresentasikan dalam dua iklan dari Filipina. Dalam melakukan penelitian ini, peneliti menerapkan teori semiotika Roland Barthes khususnya berfokus pada denotasi, konotasi, dan mitos, untuk menganalisis elemen-elemen seperti warna, ekspresi, dan gerak tubuh dalam iklan. Selain itu, teori Michel Foucault tentang homoseksualitas digunakan untuk memberikan pemahaman yang lebih luas tentang konteks budaya dan sosial yang melingkupi representasi homoseksualitas. Dari hasil analisis, peneliti menemukan bahwa ada tiga bentuk penerimaan terhadap homoseksualitas yang digambarkan dalam kedua iklan tersebut, yaitu pelukan, senyuman, dan dukungan.

Kata Kunci: homosexual, Filipina, semiotic, iklan

TABLE OF CONTENTS

COVER PAGE.....	i
APPROVAL SHEET	ii
VALIDATION SHEET	iii
STATEMENT OF ORIGINALITY.....	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENTS	vii
HALAMAN PERSETUJUAN PUBLIKASI.....	ix
ABSTRACT.....	x
INTISARI.....	xi
TABLE OF CONTENTS	xii
LIST OF TABLE.....	xiv
LIST OF PICTURES	xv
CHAPTER I INTRODUCTION	
A. 1 Background of the Research.....	1
A. 2 Problem of the Research	12
A. 3 Objective of the Research.....	12
A. 4 Significance of the Research.....	12
A. 4. 1 Theoretically.....	12
A. 4. 2 Practically	12
A. 5 Limitation of the Research.....	13
A. 6 Definition of the Research	13
A. 7 Organization of the Research	15
CHAPTER II REVIEW OF LITERATURE	
B. 1 Theoretical Framework.....	17
B.1.1 Heteronormativity	17
B.1.2 Homosexuality: Michel Foucault’s Perspective	19
B.1.3 Socio-Cultural Context in the Philippines	23
B. 2 Review of Related Research.....	29
CHAPTER III RESEARCH METHODS	
C. 1 Type of Research.....	33
C. 2 Data and the Source of the Data	34
C.2.1 Method of Collecting Data	35
C.2.2 Technique of Collecting Data	36

C.2.3 Technique of Analyzing Data	36
CHAPTER IV DATA ANALYSIS	
D. 1 Data Description	37
D. 2 Data Analysis	37
D.2.1 A Warm Hug.....	37
D.2.2 Smile as a Form of Acceptance.....	45
D.2.3 Gift as Token of Support.....	51
CHAPTER V CONCLUSION	
E. 1 Conclusion.....	64
F. 2 Suggestion.....	65
REFERENCES.....	67



LIST OF TABLE

Table 1. Categories of acceptance of homosexuality.....37



LIST OF PICTURES

Picture 1. Ad 1 scene 2, a hug from a mother who accepts her son is gay.....	39
Picture 2. Ad 1 scene 2 his confession of being gay.....	39
Picture 3. Ad 1 scene 2 The mother's expression after hearing her son's Confession	41
Picture 4. Ad 1 scene 3, smile towards a transgender	46
Picture 5. Ad 1 scene 3, Shock of seeing a transgender	47
Picture 6. Ad 1 scene 3, Expressions of transgender people who feel guilty about their choice as transgender people	48
Picture 7. Ad 2 Scene 2, JR smiles after receiving a gift	52
Picture 8. Ad 2 Scene 2, a form of support for being transgender	53
Picture 9. Ad 2 Scene 1, JR's view on campus.....	55
Picture 10. Ad 2 Scene 1, JR is surprised to see the man he liked	55

