

Women Sexism in PETA's Veganism Campaign

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Abstract

Veganism is an ideology that is recently talked especially in digital media. Focus on the ideology of consuming products and services without animal exploitation, Veganism has a lot of organizations from international and local. PETA is one of the founding organizations of Veganism ideology, where PETA actively fights for animal rights such as in their ads and campaigns. However, it was found that there are sexist elements in how they represent women in the campaign ads. Therefore, this research discusses the meaning of sexist representation in PETA's campaign ads. The researcher uses the semiotic method by Roland Barthes, usually called as Barthesian method. Using this method, the researcher studies the meaning of sexism representation using Denotation, Connotation, and Myth. The researcher took 14 campaign ads to study, where all the ads were taken from PETA's YouTube channel. The researcher took some scenes for the research data, then it is discussed using the Barthesian method from the view of Denotation, Connotation, and Myth. Based on the research that has been done, it is found that campaign ads of PETA still consist of sexist representation. From the outline, there are three sexist views that PETA gave to women, such as the view of media, public places, and domestic. From the three views, there is a sexist representation that results in prejudice, discrimination, objectification, and physical assault that is aimed at women in PETA's campaign ads. For example, PETA associated consumerism habits with women, discriminated against women in the workplace, objectified women in the media, and showed women being physically assaulted in public areas such as parks

Keywords: Sexism, Semiotics, Veganism, PETA

1. Introduction

Media sosial dan Sexism is discrimination against a gender which majority happened to women. Sexism is also a part of how media represent a gender, which falls under negative images such as women as sexual objects, gender-based violence, and many more. PETA has a lot of advertisements that use sexist elements in their campaign, such as putting gender-based violence in the same place as animal violence and showing women solely for sexual pleasure for men. The majority of campaigns that have more than fifty thousand views consisting sexual element inside, for example, campaigns like "Goes Naked for PETA", "Bares it All for PETA", "Banned Ads," and many other campaigns that show women in a sexualized manner and depiction. With the popularity of those campaigns, PETA sees the sexism element as one of the successful keys to picking many people's interest to watch their videos. Such a view from PETA sparked controversy, which inspired the writer to analyze PETA's veganism campaigns from a semiotic view to see how sexism is represented in their ads as an element inside their YouTube campaigns.

To make this research more focused, the writer will only use PETA's campaigns on YouTube as the main media for the Semiotic research. Later, this research will use Roland Barthes's method, in which the representation of sexism will be seen and analyzed through the context. The writer uses semiotic methods considering their flexibility to analyze many types of media.

The main question of this research is: "How does the sexist representation of women in PETA's campaign look like?" The goal of this research is to see how the sexist representation of women in PETA's campaign ads has two benefits: From theory, the result can be used for acknowledgment and information for the researcher to see how the sexism looks like in PETA's campaigns. From a practical, the researcher hopes this paper can be used as a reference for the next paper or journal with a similar method and goal, especially in research on women's sexism in veganism campaigns.

Based on the works of literature searching, some researches are used as references for this paper. The first one is research belonging to Yanfei Hu and Claus Rerup titled "Sensegiving And Sensemaking Of Highly Disruptive Issues: Animal Rights Experienced Through Peta Youtube Videos" which was studied in Sociology of Organizations in 2019. This study used PETA's 30 campaign videos containing animal violence from YouTube. The similarity with this paper is that both used PETA's campaigns from YouTube as the main platform to study, while the difference is that their research used Audience Perceptions and focused on Animal Violence rather than using the Semiotic method and sexist representation of women.

The Second one is a study belonging to Lisa Kemmerer, titled "Oppressive Liberation: Sexism in Animal Activism" which was written as a book and published by Springer International Publishing in 2023. This research studied about the sexism in Animal Activists community and the cases inside. The similarity with this paper is that both talk about women and sexism in the Veganism (or similar) community. The difference is that this book talks about male privilege in animal activist community cases while this paper talks about PETA and the sexism campaigns they have.

The third one is a research from Corey Lee Wrenn titled "Building a Vegan Feminist Network in the Professionalized Digital Age of Third Wave Animal Activism" from the University of Kent 2019. This research studied structural sexism that is caused by the patriarchal vegan organization and the effect of women's role inside as well as feminism in the animal activist movement. The similarity with this

paper is both talk about the sexism in the vegan campaign, while the difference is that the study focuses on the role and action of feminism inside the patriarchal vegan community, while this paper focuses on the sexist representation of the vegan campaign in YouTube as the media.

The fourth one is a case study from Izabel Rodrigues Peixoto titled “ The Dry Facts Behind an Advertisement: A Multimodal Investigation of Persuasion Techniques Used by PETA “ from Pontificia Universidad Catolica 2021. This case study focuses on PETA's persuasion in their marketing technique to pick people's interest for their campaign, especially using women in the advertising. The similarity is both studies on how women are portrayed in the veganism campaign by PETA, while the difference is the study case uses only photos and sees the sexualization while this paper uses video and focuses on the whole sexism in general.

The last one is a thesis from Galang Achmad Paizal titled “Representasi Seksisme Dalam Film Purl (Analisis Semiotika Roland Barthes Mengenai Representasi Seksisme Dalam Film Purl)” from Universitas Komputer Indonesia in 2019. Both the thesis and this paper used Barthesian Semiotic to analyze sexism representation inside a media with women. The difference is the thesis used a fictional media movie named “Purl”, while this paper uses PETA's campaign as the research media

2. Method

This paper uses Qualitative method, which is described as “prosedur penelitian yang menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari orang-orang atau perilaku yang dapat diamati [A research procedure that is resulting in descriptive data which are written or spoken word from the people that are studied] (Lexy, 2006:4)”. Another definition is “*metode penelitian kualitatif adalah metode penelitian yang berlandaskan pada filsafat yang digunakan untuk meneliti pada kondisi ilmiah (eksperimen) dimana peneliti sebagai instrumen, teknik pengumpulan data dan dianalisis yang bersifat kualitatif lebih menekankan pada makna* [Qualitative method is a research method that is based from philosophy that is used to study from a scientific condition (experiment) where the researcher is an instrument, therefore the technique of the data and analysis in qualitative will be focused on the meaning itself] (Sugiyono, 2018:213)”. The use of this method was considered from the type of data that will be studied in this research. The writer sees qualitative method is a fit method to see the meaning and facts that is aim to be the goal of this paper. One of the qualitative method type is “Semiotic”. As a method studying signs, Zoest described it as “*segala sesuatu yang dapat diamati atau dibuat teramati dapat disebut tanda. Dan tanda tidak terbatas pada benda* [Everything that can be seen or made to be seen is considered as signs. And sign isn't limited to just thing] (Zoest, 1993:18).”

The type of semiotic that is used in this paper belongs to Roland Barthes, which is focused on three things, Denotation, Connotation, and Myth. Denotation consists of signifier and signified. This sign chain system involves materialistic and abstract concepts that are connected. In Denotation, Barthes described that in that first step, a lot of social signs can be seen directly in the media. While in connotation, the signs are usually hidden and had to be found. This hidden meaning then will be described further in Myth.

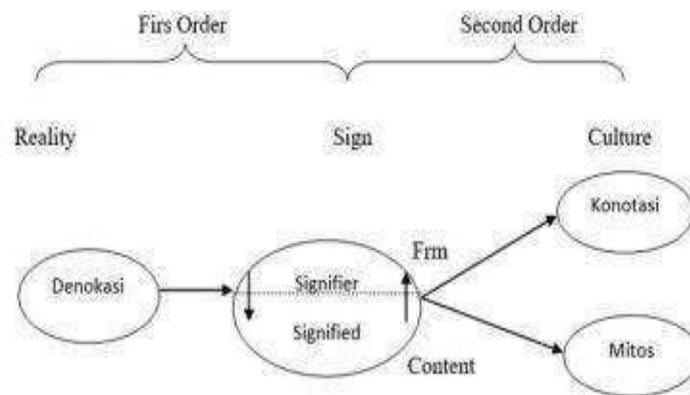


Figure 1. Barthesian Methode Diagram.

This paper will only use digital media for the research, so the writer doesn't need a specific location to write this paper. The data will be collected and grouped in two types, Primary and Secondary. The method that is used to collect data will consist of Observation, Documentation Study, and Literature Study

3. Results

A. "Are You Eating a Baby?" Campaign

a. Denotation

Signifier	Signified
	<p>Outfits: Apron</p> <p>Gesture: Bringing meals from kitchen alone</p>

Table 1. "Are You Eating a Baby?" Campaign

b. Connotation

Set in the dining room at Dinner time, the mom figure in the ads came out alone from the kitchen with the cooking. She wore an apron with a blue color, preparing the dinner of the day for the Thanksgiving celebration.

c. Myth

In the 1950s era, Apron often appeared as a symbol of housewives with their house chores. Lots of magazines from the 1940s and 1950s showed women in Apron in advertisements for house stuff such as cooking wares and cleaning wares. Women had a big role in the 1950s in the “Nuclear Family” era of the Cold War, expected to fully take care of the family rather than focusing on careers. However, in the first era of feminism in the 1960s, Apron lost its popularity and became more gender-neutral.

The apron the mother figure wearing in the campaign shows that the mother is the sole family caretaker, with the apron being her symbol as a housewife while other family members are just waiting for the meal rather than helping

B. Babies STOLEN From Mothers | PETA's #WorldVeganMonth Video” Campaign

a. Denotation

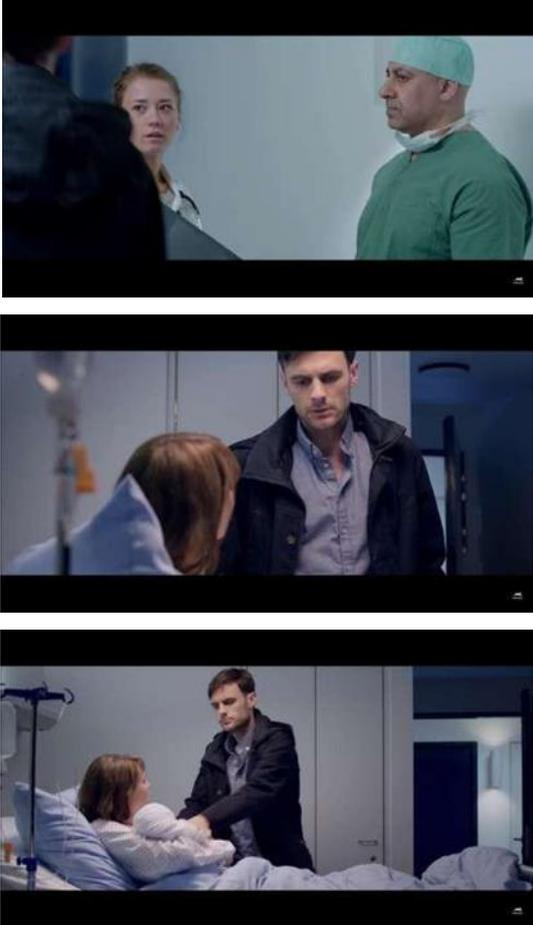
Signifier	Signified
	<p>Expression: Male: Not caring, Sinister Female: Anxious, Scared</p> <p>Scene: Baby being kidnapped from their mother, A mother being chained up</p>



Table 2. “Babies STOLEN From Mothers | PETA's #WorldVeganMonth Video” Campaign

b. Connotation

There was a clear expression difference between the women and men in this campaign. The Doctor and the women are shown to be anxious and scared, while the nurse and the mysterious men are shown to be uncaring and sinister. This expression of emotion shows what those characters are feeling, and acts as a sign in the visual.

The mother also struggled when her baby was taken, but later she was suddenly chained up and unable to save her child while the man took them away.

c. Myth

The expression difference and the struggle show there is a power imbalance between women and men in the campaign. This power imbalance causes injustice, oppression, and violence. What can cause power imbalance in society are norms, routines, and laws that are unquestioned or fixed. Those factors could hinder certain groups of people.

The power imbalance between genders is a result of patriarchy. Patriarchy is a social system where men are considered to be the central authority of society. *“Posisi laki-laki lebih tinggi dari pada perempuan dalam segala aspek kehidupan sosial, budaya dan ekonomi [Men’s role is seen to be higher than women in all aspect of society, culture, and economy.]* (Pinem, 2009:42).” This caused women to be seen as lower, as women are seen as the gender that is weak and powerless, causing injustice and violence towards women while men are seen as the one that hold power and authority.

In the scene from the campaign, the chains and the mother’s struggle as well as the doctor’s expression symbolize women’s power compared to men.

C. "I Could Never Go Vegan,' Said Every Vegan Before Going Vegan" Campaign

a. Denotation

Signifier	Signified
	<p>Expression: Male: Enjoying, Curious Female: Confused, Intrigued, Sexual</p> <p>Gesture: Male: Stealing, Showing, Eavesdropping Female: Helpless, Gossiping, Mirroring on something</p>
	
	
	

Table 3. "I Could Never Go Vegan,' Said Every Vegan Before Going Vegan" Campaign

b. Connotation

This campaign focused on 2 women and 2 men, named Chelsea, Carmen, Ibrahim, and John. In the first scene, Ibrahim unknowingly took Chelsea's vegan lunch and enjoyed it, while Chelsea was confused yet unable to do much while Ibrahim ate her lunch. Chelsea seemed to be upset yet helpless in this part

The second scene showed where Chelsea met John's vegan campaign shirt where it said: "There's poop in every meat." Chelsea seemed upset, but at the same time intrigued a little bit but did not show it in front of John.

The third scene showed Carmen showing a sexual expression while gossiping about her vegan husband being good at bed. John was behind Carmen and her friend, eavesdropping on their conversations out of curiosity.

The fourth scene showed Carmen eating fried chicken for her lunch, only to puke it because it contained puss and swear to be a vegan. The characteristic of Chelsea was a little bit confusing, as she was shown to be upset about John's vegan campaign shirt yet she brought a vegan lunch. For Carmen, she was portrayed in sexual expression and stupidity of her not being a vegan. Their characteristics are different compared to Ibrahim and John, where John is portrayed as smart and curious while Ibrahim is shown to enjoy the benefits of Vegan meals.

c. Myth

"Di banyak media, terutama media cetak koran dan majalah serta media elektronik seperti televisi melalui iklan dan berita, kaum perempuan "dikemas" sebagai kaum yang lemah [In many Media, especially newspaper and magazine as well electronic media such as television through ads and news, Women often portrayed as weak group.] (Thadi, 2014)."

Many women characters are given negative traits such as weak, stupid, and unknowing while the men are given the opposite. Those characters' traits are affected by patriarchy in society as the majority of media are produced by men. "Dominasi laki - laki dalam media yang bersifat patriarki menghasilkan stereotip pada perempuan. Barker [The domination of men in patriarchal media resulting in Stereotypes of women] (2004:415)." These stereotypes reduced women's exaggerated negative traits. Based on the narration in the campaign, Chelse and Carmen were put in stereotypes of women as dumb, helpless, and sex objects.

D. “The Truth Behind Pumpkin Spice Lattes” Campaign

a. Denotation

Signifier	Signified
	<p>Outfits: Animal-based fashion Stuff: Seasonal trendy drink</p>

Table 4. “The Truth Behind Pumpkin Spice Lattes” Campaign

b. Connotation

The campaign showed the celebration of seasonal fall trends, PSL or Pumpkin Spice Latte. Populated by Peter Duke, Starbucks’s beverage team leader in 2003, Duke was thinking about a new trendy drink for the fall. Later the drink that was made with milk, espresso, pumpkin spice, whipped cream, and pumpkin pie spice, instantly gained popularity in America and Canada.

As for fashion, Fall tends to get colder, and thick clothing is fit for the season. With dried leaves and a breeze everywhere, many people choose to wear warm outfits and boots. However, many choices of outfits are made from animal products rather than plant sources. Not to mention high-quality fall outfits are usually more expensive.

c. Myth

The use of those trendy seasonal fashions and beverages implies the existence of consumerism. Zygmunt Bauman defined that Consumerism occurs when people buy stuff just for the sake of the joy of consuming, not because it is needed.

Consumerism is often represented in media, mostly by women. Almost in all commercial marketing, women are shown as the “face” of the advertisement to pick people’s interest. This often happens in stuff that is considered a trend rather than a need, such as beverages and expensive fashion. Patriarchy also partakes in women being the icon of “commercials”, as women are given the role of doing the house items and shopping.

The campaigns show all the buyers of the PSL beverage trends and expensive animal-based outfits are women, which supports the idea of women being the consumerism in commercials.

E. “Twisted Makeup Tutorial #shorts” Campaign

a. Denotation

Signifier	Signified
	<p>Ekspresi: Male: Uncaring, Sinister Female: Hurt, Confused, Scared</p> <p>Gesture: Male: Being violent, torture, attempt on murder Female: Being hurt, tortured, not realizing on danger</p>
	
	

Table 5. “Twisted Makeup Tutorial #shorts” Campaign

b. Connotation

The campaign was about an influencer named Ivana Lynch who collaborated with a scientist named Chad. Chad wearing a completely covered lab outfit while Lynch only wearing a red tank top. Lynch is later shown to be full of scars from the “tutorials” that Chad did with violence.

c. Myth

The violence that often happened to women usually shown to show gender based power. *“Kekerasan terhadap perempuan terjadi sebagai akibat adanya anggapan bahwa inferioritas perempuan merupakan keturunan yang ditandai oleh fisik yang lemah, keterbatasan intelektual, dan kecenderungan pada emosi [Violence that happens to women is result from the assumption women’s inferiority is signed from weak physis, limited intellect, and tend to be more emotional] (Madsen, 2000:2).”* This caused what we can call Gender-based violence.

This gender-based violence in media is affected by the patriarchy inside media, in this case in the advertisement. Advertisements can be seen as a parameter of the bias of gender inequalities. *“Periklanan kini cenderung menjadi sarana legitimasi hegemoni ideologi maupun pelestari dominasi ideologi patriarkis [Advertisement nowadays tend to be the media for hegemony ideology or preservation of dominating patriarchal ideology] (Astuti, 2016).”*

In the campaign, Lynch was shown to be a victim of gender-based violence as she was constantly hurt by a man, which was supported by her red tank top that resembled the color of blood.

F. “Be A Sweater They Said” Campaign

a. Denotation

Signifier	Signified
	<p>Ekspresi: Male: Uncaring, Sinister Female: Hurt, Confused, Scared</p> <p>Gesture: Male: Being violent, torture, attempt on murder Female: Being hurt, tortured, not realizing on danger</p>



Table 6. "Be A Sweater They Said" Campaign

b. Connotation

The campaign showed a lot of women in many visualizations, from full covering the body to the skimpy one. Some even showed a scene where a woman only wears the top part of outfits, a woman with one of her breasts being groped, and two women with money pistol toys and skimpy clothing. This campaign gives the analogy of animal objectification through women. The scenes shown above show one similarity: Objectified women. It can be seen based on gestures and outfits.

c. Myth

Calogero (2012) defined that the Objectification theory was founded by Barbara Fredrickson & Tomi-Ann Roberts (1970). This theory aims to show and explain how the public tends to associate women with their body that can result in negative images of women's bodies. Objectification majority happens in media. This usually has the goal to pick audience interest, especially from males.

The scene where two women are surrounded by money also supports the idea that women are materialistic gender. Materialism is when a human prioritizes mainly worldly material to fulfill their life. "*Sifat materialistis tersebut sangat mendorong manusia untuk melakukan pengumpulan sebanyak-banyaknya harta benda duniawi* [Materialism pushes human to hoard as many as much of worldly wealthiness] .(Wuryanano, 2009:51)." This image gives the impression that women aim for materialism as well as being objects of sex.

Based on the theory, the campaign represented women in the shown scenes as sex objects and gender associated with worldly materials. It can be seen with the outfits they wear and the money surrounding them

G. "Silent Scream" Campaign

a. Denotation

Signifier	Signified
	<p>Expression: Male: Anger, Threatening Female: Scared</p> <p>Gesture: <i>Tidak berdaya, mengalami kekerasan</i></p> <p>Male: Attacking, Angry, Robbing Female: Helpless, being passive</p>

Table 7. "Silent Scream" Campaign

b. Connotation

The two scenes have a similarity: Showing two women in helpless situations and being attacked by men. The first scene was about a wife being scolded by her husband that she begged to stop as he gripped her body to make her listen. The second scene showed an old woman being robbed by thieves, trying to ask for help although she couldn't scream.

c. Myth

The gender-based violence that happened in the two scenes are result of the patriarchal concept. Patriarchy is a social system where men are considered to be the central authority of society. "*Posisi laki-laki lebih tinggi dari pada perempuan dalam segala aspek kehidupan sosial, budaya dan ekonomi* [Men's role is seen to be higher than women in all aspect of society, culture, and economy.] (Pinem, 2009:42)." As men are considered higher than women, many men tend to abuse their power towards helpless women, forcing them to submit to their violent acts.

The sign of violent action can be seen from the body and hand gestures as well as loud volume. The husband attacked her wife through voice, while the thieves attacked the old woman through the action of robbery.

H. "Women Explain What Rape Feels Like for Animals in the Food Industry" Campaign

a. Denotation

Signifier	Signified
	<p>Expression: Sad, pity, scared Gesture: Showing photo of animals as sympathy for fellow victims</p>
	
	
	

Table 8. "Women Explain What Rape Feels Like for Animals in the Food Industry" Campaign

b. Denotation

The campaign was shown in a monochromatic filter with yellow as the font color. This black, white, and grey palette helped to show the sadness and grief for the message. The women in the campaign tell their sexual assault story while holding photos of exploited farm animals. This was a way to show solidarity with fellow victims of exploitation and violence.

c. Myth

The black and white style in the advertisement was first used by a watch brand called Bulova on 27 June 1941. This monochromatic film was common back in the days when colored media didn't exist. Now, in the modern days, some people choose to use this to complement their media. Usually in movies that mimic old style, or sad movies. The colorless palette was used in this campaign to symbolize sorrow, grief, and sadness. The black color itself can be assigned to the color of darkness and violence. All of this is meant to gain sympathy from the audiences, as the campaigns implied that sexual assault on women is the same as how animals are exploited especially in breeding.

Most farm animals like dairy cows farm use this artificial insemination method. Artificial insemination is a method of putting a sperm inside a womb through an insemination gun. This method is considered rape by PETA, considering animals can't consent to the method. Rape includes any form of sexual assault targeted on someone.

With the use of black and white film, PETA wants the audience to feel sad about how animals are sexually assaulted, just like women. This gives the implication that Insemination on farm animals is on par with sexual assault on women. Not only that, PETA gives the message that both women and animals are objectified. One of the women explains in the campaign how her body was used for money, which is seen as the same as how farm animals are exploited to make money. The way how women are seen on par with animals is caused by the bias of gender. "*Bias gender tersebut dapat berbentuk subordinasi, marginalisasi, stereotip, kekerasan terhadap perempuan, dan beban kerja ganda.* [Gender bias can be shaped in subordinates, stereotypes, violence towards women, and double work roles.] (Fakih, 2008)." This implies there is some objectification, as women are seen as on par with animals in terms of their sexual assault and exploitation.

I. "Woman 'Killed' for Her Coat" Campaign

a. Denotation

Signifier	Signified
	<p>Gesture: Male: Violent, attacking, Female: Being powerless and attacked</p> <p>Outfits: Male: Black Outfits Female: Fur Jacket</p>

Table 9. "Woman 'Killed' for Her Coat" Campaign

b. Connotation

The title itself shows there will be a violent act towards women inside. It can be seen in the scenes where a man approached a woman with a fur jacket, rapidly hitting her and then taking away her fur jacket while she was unconscious. This scene was a metaphor for animal violence in the fur farm.

c. Myth

The metaphor shown is an example of gender-based violence towards women, which is a result of gender discrimination. According to Theodorson and Theodorsan, discrimination is unfair treatment towards a group of people that is based on categories such as race, ethnicity, religion, or social class. Discrimination against women is also a result of a patriarchal world, where men abuse their power and act against women. *"Patriarki didefinisikan sebagai struktur sosial dan prakteknya dimana laki-*

laki mendominasi, mengoperasiakan dan mengeksploitasi perempuan [Patriarchy is defined as a social structure and practice where men dominate, operate, and exploit women] (Walby, 1990:20).”

How the campaign uses women as metaphors for animals in terms of being an exploitable commodity is affected by the existence of patriarchy, as women are considered subpar compared to men. This also implies that gender-based violence is comparable to animal cruelty.

J. “Lil' Luxury Lucy” Campaign

a. Denotation

Signifier	Signified
	<p>Items: Little girl doll named Lucy Theme: Luxurious fashion from animal product</p>

Table 10. “Lil' Luxury Lucy” Campaign

b. Connotation

Lil' Luxury Lucy is a product advertised as the most realistic doll. Lucy resembles a little blond white girl with pink underwear, in which Lucy can be given customized outfits.

c. Myth

The red, pink, and purple colors used for Lucy were to show her femininity, as those colors are mostly identified with girls. Lucy was shown to feel confident with luxurious outfits, hence the name. The kids in the campaign demonstrated how they made Lucy's outfits, for example from cow's hide and sheep's wool. These two materials are considered to be luxurious in the campaign, as it was made by animal products with commonly high prices. This implies Lucy resembles a girl who loves to buy expensive stuff, showing signs of consumerism. Zygmunt Bauman defined that Consumerism occurs when people buy stuff just for the sake of the joy of consuming, not because it is needed.

Lucy is represented as a consumerist girl, who loves to buy expensive fashion to gain her confidence even if it's considered wrong because her fashion contains animal cruelty.

K. “Joanna Krupa Shocks Viewers in New PETA Video” Campaign

a. Denotation

Signifier	Signified
	<p>Gesture: A man hitting a woman then took her jacket away</p> <p>Expression: Disgust</p> <p>Outfits: Cardigan jacket</p>

Table 11. “Joanna Krupa Shocks Viewers in New PETA Video” Campaign

b. Connotation

The whole campaign is about animal cruelty on fur farms. The man hit Krupa, making her unconscious, then took her jacket away leaving her with her tank top and pants. The man walked away with a disgusted expression on his face.

c. Myth

The violence and disgust thrown but the man towards Krupa is one of gender oppression actions. The man saw Krupa as an inferior gender, on par with an animal. This oppression is a result of misogyny. “*Misogini artinya perasaan benci akan perempuan, misogynis artinyalaki-laki yang benci pada perempuan* [Misogyny means a feeling of hatred towards woman, misogynist mean the men who hate women.] (Abubakar, 2012).” Misogyny is connected to sexism, a product of patriarchy. Unlike sexism, misogyny reached the point where violence occurs. Based on the campaign, Krupa was represented like an animal, with her “fur” stolen after being hit by a stranger on the road and then being seen as disgusting.

L. "Would You Go to a Barber Who Treated You Like THIS?" Campaign

a. Denotation

Signifier	Signified
	<p>Expression: Male: Scared Female: Uncaring, sinister, cruel</p> <p>Gesture: Male: Being the victim Female: Hurting and careless about the man</p>
	
	

Table 12. "Would You Go to a Barber Who Treated You Like THIS?" Campaign

b. Denotation

Of all the barbers in the ads, she's the only one shown to be merciless, even hurting and killing her client. She was remorseless, and throwing the client's body with disgust.

c. Myth

From her dialogues "Oh ! Sorry about that. Here, let me just sew you up real quick." and "Hold still hold still hold still ! Oh crap, I killed him. ", the audience can conclude the woman is a cruel barber, where she was being sadistic to her client. She even showed no guilt after accidentally killing the man by breaking his neck. Not to mention she's the only woman barber in the ads and she is the most sadistic. This is the opposite of how women are portrayed in stereotypes, where they are shown to be soft and weak. However, the representation of women as cruel is popular in many scientific research. "Perempuan direpresentasikan 'lebih mematikan dari laki – laki' [Woman represented as "more deadly than men"] (Kirsta 1994)," and "konstruksi "kriminal baru oleh perempuan" pertama kali

dipromosikan pada tahun 1970an [Construction of “new criminals by women” first time was promoted in 1970s] (Adler 1975; Simon 1975) ,*menyebabkan kegegeran dan kecemasan yang dialami publik* [Causing panic and anxiety of public]”. In that way, the representation of women being sadistic and cruel started in the year 1970s, when women criminals had a high rate compared to the previous year. This also caused some people to see women as the gender that is capable of being ruthless, with men being the victims.

From the theory, we can see that the woman barber is represented as a “cruel woman” who hurts men and is shown to be remorseless.

M. “Woman Beaten Up for Her Wool Sweater” Campaign

a. Denotation

Signifier	Signified
	<p>Gesture: Male: Attacking the woman Female: Asking for help, being the victim</p> <p>Outfits: Male: Black Outfits Female: Wool jacket</p>



Table 13. “Woman Beaten Up for Her Wool Sweater” Campaign

b. Connotation

There were at least three hits received by the woman before she fell unconscious and her jacket was taken. The attack was shown by the black-clothed man with the gesture of the woman being powerless and asking for help.

c. Myth

The scenes showed another gender oppression and violent acts towards women like in the previous campaign. The metaphor of the “animal cruelty in fur farm” campaign also showed a representation where women got hurt especially by men, showing gender oppression and gender-based violence. This representation can also be considered as misogyny, which is rooted in sexism. Sexism is hatred or discrimination towards someone’s sex (sometimes connected to gender as well). “*Perilaku seksisme biasanya bersumber dari stereotipe antar gender dan kepercayaan bahwa jenis kelamin tertentu memiliki posisi yang lebih baik dan superior dibanding yang lainnya* [Sexist action usually sourced from the stereotype between gender and believe that certain sex has higher and superior position than the other] (Doob, 2015).”

From the campaign, we can conclude the metaphor of a woman as an animal in a fur farm is a form of sexism.

N. “Grandma's Scary Scarf” Campaign

a. Denotation

Signifier	Signified
	<p>Expression: Male: Scarred, confused Female: Happy, sadist</p> <p>Gesture : Male: Flinched Female: Mimicking an attack, happily telling about animal cruelty.</p>

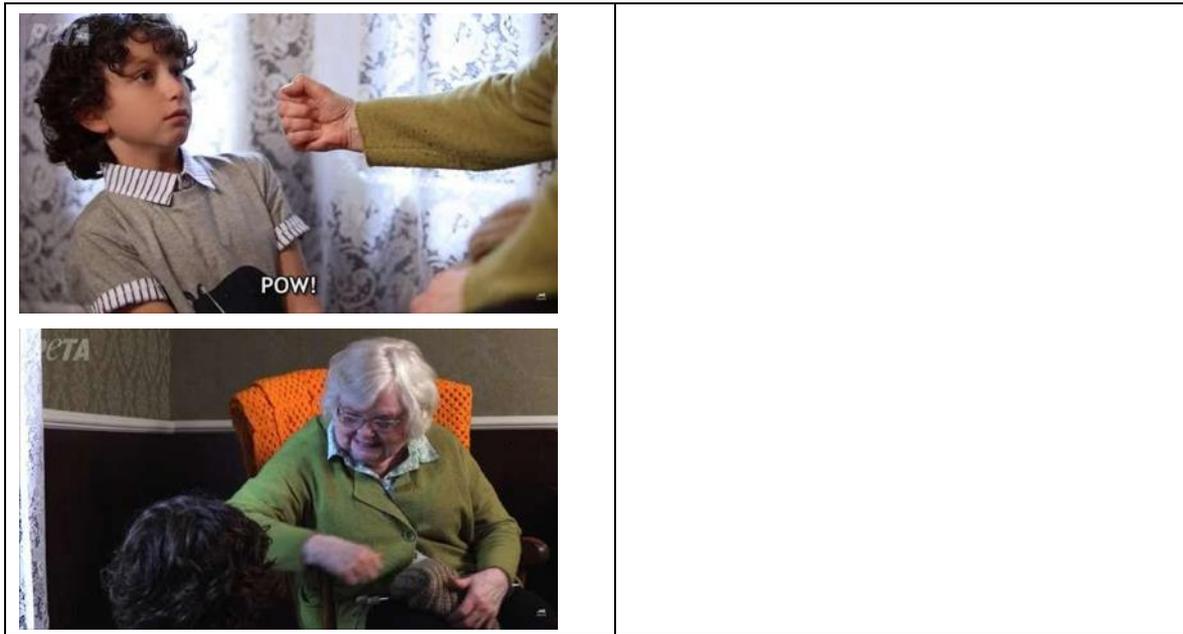


Table 14. "Grandma's Scary Scarf" Campaign

b. Connotation

The most notable sign from the campaign is how the grandma was excited to tell her grandson about animal cruelty in the scarf she gave to him. Her expression lightened up while telling a gruesome story. The dialogue "And if the sheep struggle, the shearers punched them-right in the face. POW ! And all the little sheep get lots of cuts, and the sheerest sew up the gashes with needle and thread-no painkillers. ", it showed the characteristic of the grandma is violent towards animal and not care about their well-being. She didn't notice how her grandson was scared as well.

c. Myth

The representation of the grandma is the opposite of how women are usually portrayed as soft-hearted. She is ruthless, happy with such sadistic actions on animals, and only cares about the gift to her grandson. This can be connected to some old stories where villains were usually portrayed as evil old women, like the witch in Hansel and Gretel, the evil queen in snow white, and Maleficent in Sleeping Beauty. "*Budaya ketakutan terhadap 'sosok wanita jahat' telah ditanamkan sejak kanak-kanak saat monster dan makhluk wanita jahat muncul dalam cerita legenda, mitos dan cerita rakyat* [The culture of being afraid of "evil women figure" has been planted since childhood where monster and women villains appears in legends, myth, and folklore.] (Creed in Jewkes, 2005: 125)."

It can be concluded the grandma is portrayed as "the evil old woman" while the boy is the innocent child who is scared by her.

4. Conclusion

PETA actively fights for animal rights through veganism ideology in their campaigns. PETA is also active in giving demonstrations, and alternative products, as well as direct campaigns against animal exploitation. However, a lot of the campaigns are deemed to be controversial, with one of them being how they use sexist elements in their campaign. As it was shown with 14 campaigns taken as examples and data for this paper, the sexist elements ranged from stereotypes to violence against women. PETA has represented women as on par with animal, the oppressed gender, the consumerism gender, showed woman in objectified and sexual manner, as well putting stereotypes on women.

There is a lot of research, criticism, and commentators from internet users who disagree with PETA's controversial campaign. PETA explains that the controversial elements are on purpose, as based on their website "Our aim is to stop animal suffering, and we use every available opportunity to reach people with our messages. Our gimmicks may sometimes seem silly, but they are vital if we are to reach the masses and initiate discussion, debate, questioning of the status quo, and, of course, action. The current situation is critical for billions of animals, and our goal is to make the public aware of the issues—even if it means wearing a funny costume, engaging in a public stunt, or taking our clothes off." PETA confirms that they will use anyways or gimmicks to pick the public's attention including results like debate, questions, discussion, and action.

PETA also compared that non-controversial campaigns barely gain any traction and clout that is expected. For example, their most popular campaign is "Last Longer | Vegan Sex Drive Shown in Steamy Scene | PETA", watched 221 million times, and it has a sexual element inside. These ads mainly focus on the women inside with their partner, showing vulgar body parts such as the butt and breasts. The way how women were portrayed in these ads, as well as the aim of the message gained controversial discussion, which is what PETA expected for their campaigns. PETA is also deemed to be problematic with how they put women in the same position as animals, hoping that the audience will feel bad as they pity both the women and the animals. In this way, PETA expected its message will be widely spread.

The writer found some limitations in this research. The writer was only able to pick 14 campaigns as data from all PETA's campaigns in Youtube. The writer also chooses short-duration campaigns. As for the method, the writer only studied the data with a Semiotic method, which did not include other elements like interviewing vegans and those who oppose the audience perceptions, as well PETA's opinion on this research. The writer also didn't find much local reference to a similar theme, considering veganism topic is uncommon in Indonesia. A lot of references are sourced from international websites, so the writer has to understand the literature in English.

The writer recommends for the next research study PETA's campaign in other media as well as other vegan organizations, be it international or national scale. The writer also hopes the next researcher will also see the representation of the campaigns in the deeper sexist topics, such as patriarchy and misogyny. An interview method is also recommended for the next study to see insights from vegan and non-vegan opinions.

The last thing, the writer hopes the next research will use another method, such as the semiotic method by Pierce or Saussure.

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