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**REPRESENTASI GENDER DALAM PORTRAIT KELUARGA:
KAJIAN VISUAL PADA MEDIA SOSIAL FACEBOOK**

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ABSTRACT

Family portraits represent gender ideology of a family, and even more widely or a socio-culturally construct society. Family portraits are usually saved and displayed in a concrete space, on the media wall of a living room, or a family room. Advances in technology information, bearing new space called the virtual space or cyberspace, have made it possible for family portraits be displayed in the cyberspace. The research explains how gender constructions is displayed through the representation of the family portraits. This research uses qualitative methods and semiotic approach for its analysis. The results show that gender ideology, normative values, and heteronormativity in the family portrait are represented by the position, gestures, clothing, photography, and photographic composition (aesthetics). Furthermore, is also shown that cyberspace has become a space that manifests gender ideology as well contributes to the family construction. Family portraits do not always display the representation of normative gender roles, but also a family portrait can negotiate with the values that are considered non-normative ideology.

Keywords : Family portrait, representation, and gender