

ABSTRACT

This study is a qualitative research with approach of case study at annual reports of Conventional banking and Islamic banking. The purpose of this study is to understand and analyze gender portrayal practices on companies' annual reports through photographic images. This study also aims to analyze the differences of gender reality disclosure in the annual reports of companies.

This study uses a semiotic analysis on photographic images in the annual reports. The analyzed data are annual reports of Conventional banking whose Islamic banking as subsidiaries. The data are eight annual reports of Conventional banking and eight annual reports of Islamic banking.

Results of this study claims that the companies presents gender reality disclosure uses photographic images which designed such a way in the annual reports. Furthermore, the annual reports in Indonesia also becomes media reports to legitimize the men's domination against the women.

Keywords: gender reality, annual reports, gender, semiotics.