

Abstract

The Internship is a comedy movie set at the number one internet company in the world that is Google. The film that is played by the duo Vince Vaughn and Owen Wilson, who successfully churn the stomach in Wedding Crashers (2005), tells the story of two best friend and co-partner named Billy (Vince Vaughn) and Nick (Owen Wilson) who daily become a salesman. However, when the company is closed because the digital expansion, Billy and Nick decided to look for a job at Google to become internship participant. The film is produced by 20th Century Fox, many criticals say, this is a form of large-scale advertising of Google. Through semiotics, signs in the movie can be analyzed, it is because the film is built with lots of signs. The Internship movie is divided into four scenes in which there were found signs to support the formation of character to build a reality that happened in the movie. This study uses the John Fiske's code of television theory consisting of a level of reality, the level of representation and ideological level. Then supported by the mass communication theory, marketing communication theory, and the theory of semiotics John Fiske so that, this research has a theoretical thinking foundation. Therefore this study can find an understanding of the forms of marketing communication in the form of sale contained in the movie The Internship.

Keyword: marketing communication, semiotics, movie