

## **ABSTRACT**

*The development of the world advertising has been developing rapidly over the large number of advertisers put ads on TV shows that are watched by the viewers so that any ads increased frequencies on the TV, one of them is Elevenia version Juju Beli Baju. In this advertisement, there is a construction application change purchasing behavior based on location, from shopping at conventional stores to onlineshop. Researcher uses the constructivist paradigm with the purpose to find out the depiction of codes (the proaretic code, hermeneutik code, semic code, symbolic code, and the gnomik code) on consumer behavior contained in the advertisement Elevenia version of Juju Beli Baju. This research uses the qualitative method by analysis of semiotics Roland Barthes through techniques of observation and data collectio. The object research is TVC of Elevenia version Juju Beli Baju with eleven scenes visual and audio as the unit of analysis.*

*The results show that hermeneutic code represent mystery questions about who is a Juju mentioned Raisa in the opening advertising? And how mother and child can get new clothes without hears the cries of more than an object resembling wallet? Semic code represents the type of consumer behavior, proaretic code represents a series of patterns (model) consumer behaviour in the conduct of woman purchasing decisions (shopping), the symbolic code represents the stereotype of women as a gender who enjoys shopping, and cultural codes represent a new culture in shopping activity called onlineshop in Indonesia.*

*Keywords: representation, consumer behaviour, semiotics, roland barthes, television commercials, roland barthes code system*