

ABSTRACT

The purpose of this study is to determine how the narratives take place and structure of the flow in three Sampoerna A Mild Go Ahead advertisement series with the application functional and actantial model by Algirdas Greimas. This study uses some relevant theories such as communication theory, mass communication theory, advertising theory, advertising on television theory, cigarette advertisement on television, narrative study, and structural narrative functional and actantial model by Algirdas Greimas. Research methods used in this study is qualitative research with descriptive approach while the method of collecting data is using primary data in the impressions form of Sampoerna A mild 'danau' version, 'konser' version, and 'split screen' version ads clips taken from youtube. Secondary data were obtained from the interview with creative director of Sampoerna A Mild Go Ahead advertisement as the secondary informant and added with data sources like books, journal, online articles, and other information considered relevant with the research topic. The result of this study shows the narrative positions of actant, all of the three series of narrative advertisement which have the position filled 5 actants and 1 actant who have zeroisasi. While on the functional model, all the three series of Sampoerna A mild Go Ahead has a balance in the stories because it can filled all phases of functional model. This make an event where the object is obtained at the last situation of each story.

Keyword : advertisement, narrative, theory of structural naratology, actantial, functional.