

## **ABSTRACT**

*This study titled is “Pemaknaan Iklan Mastin (Analisis Semiotika Roland Barthes pada Iklan Mastin “Kabar Gembira” di TVC)”. As we known that television commercial is a means of mass information and communication in general used by some companies to introduce and promote their product. Mastin is one of herbal medicines that use television commercial to introduce the product in the middle of public. The television commercial of Mastin “Kabar Gembira”, there are some symbols and sign that represents promotional message and the value of the Mastin product, both inside the visual elements and the audio elements of television commercial. This study has been using semiotic analysis, typically on Roland Barthes semiotics that focused on qualitative approach and also supported by constructivis paradigm that presented in descriptive way to get the value from that ads. There is three step to analyzing object in Barthes way, denotative, conotative and myth. The result of this research shows every element in Mastin “Kabar Gembira” ads as a symbols, iconsm and signs represent promotional messages and the value of the Mastin Product. This study also reveals how social reality in society constructed in a commercial advertising television. Eventually, the commercial advertising could provide a clear overview to the public about the truly meserr sages that really want to be subbmited by the company through television commercial advertising.*

*Keywords : Television commercial, advertising, Semiotics, Roland Barthes*