

ABSTRACT

DENA NOVITA ROSIANA. 1204110109. ROLAND BARTHES' SEMIOTIC ANALYSIS IN GARUDA INDONESIA'S TVC "ALL THE REASONS WHY YOU SHOULD FLY WITH US" VERSION ON 2014.

This research is motivated by the researcher's interest in the meaning of Garuda Indonesia's TVC "All The Reasons Why You Should Fly With Us" version which describes the comparison between Garuda Indonesia which is full service-based and other airlines which is low cost service-based. The concept of comparison that was used in this TVC was different from the concepts previously TVC of Garuda Indonesia.

The intent of this research is to determine the meaning of Garuda Indonesia's TVC "All the Reasons Why You Should Fly With Us" version and the purpose of this research is to determine the denotative meaning, connotative meaning and myth in those TVC. The methodology in this research is descriptive qualitative, using constructivism paradigm and semiotic approach of Roland Barthes.

The results in this research indicate that the denotative meaning and connotative meaning in Garuda Indonesia's TVC "All the Reasons Why You Should Fly With Us" version represent the brand image of Garuda Indonesia through the products attributes, consumer benefits and brand personality was depicted in the TVC. The myth which was found in this research is Garuda as mounts god, appropriate to Garuda Wisnu Kencana, so that customers are treated like gods, honored and revered.

Keywords: TVC, meaning, semiotics, Roland Barthes, Garuda Indonesia