

ABSTRACT

The accident of AirAsia airline with flight number QZ 8501 from Juanda Airport Surabaya to Changi Airport Singapore in December 28th 2015 has caused many sympathy reactions from various circles. One of sympathy reactions came from media company Kompas Gramedia with their advertisement titled "Greeting AirAsia Belasungkawa". This advertisement was created by Kompas Gramedia as a form of condolences to the accident of AirAsia QZ 8501. In this research, researcher is interested to unpack the meaning which contained in candle in the advertisement "Greeting AirAsia Belasungkawa" reinforced by the text, background, and backsound in it. This research is a qualitative research with critical paradigm using semiotic technique analysis of Roland Barthes. According to Roland Barthes, there are three stages in analyzing a sign, it is denotative, connotative, also myth or ideology. The result of this research reveal that the text, background, and backsound in advertisement "Greeting AirAsia Belasungkawa" created and reinforced the meaning that contained in the candle. This research also shows the various myths about candle, text, background, and backsound associated with the ideology of the advertisement "Greeting AirAsia Belasungkawa" in conjunction with the media company Kompas Gramedia as advertiser.

Keywords: *Candle, Semiotics, Advertisement, Roland Barthes*