

ABSTRACT

THE INFLUENCE MESSAGE OF TELKOMSEL LOOP AD JANGAN ASAL INTERNETAN VERSION AGAINST VIGILANCE OF SOCIAL MEDIA USERS

A lot of various ad providers that offer easy internet access inflict the growth of social media users increasingly limitless and cause cybercrime. Looking at the phenomenon and the opportunity, Telkomsel Loop launched an advertisement themed digital campaign entitled Jangan Asal Internetan. This research aims to determine the meaning message that contained in the ad using visual semiotics methods and find out how the effect of ad message against the level of social media users awareness using facet model of effects method. The data research were collected by interviews, questionnaires, observation, and literature studies. The results of this research are as follows: (1) The meaning message that contained in the ad of Telkomsel Loop is show off become pesky which representing social media trend this day.. (2) The effect message of the Telkomsel Loop ad is reached the stage to understand the intent of a message, so that audiences can understand the advertising message. Even many audiences did not change their channel when this ad is currently playing.

Keywords: Telkomsel Loop, Social Media, Message Effect.