

Abstract

Buzz marketing activity is always interesting to be explored by using one of the media in film. Film is one of mass communication media which successfully disseminates information. The example of film that raised the buzz marketing activity by using Twitter is a Film entitled 'Chef'. This film tells a story about A chef named Carl Casper who decided to stop working, along with his family and colleagues; thereafter Carl successfully creates a food truck that is accepted by society. It happens after he has undergone twists in his long journey. The support of his son, Percy, apparently useful enough to advertise homemade products through Twitter. Berger and Luckman (1990: 75), stated that film presents social realities through three aspects, which are externalization, objectivation, and internalization. Through semiology Charles Sanders Peirce, this study attempts to describe the activity of buzz marketing through the media contained in the film. As a result is, in this film there are elements of buzz marketing which can be seen from icons, indexes and symbols such as product, differentiation, deployment, harvesting and maintenance.

Key Words: Buzz marketing, Semiotic, Grand Theory