

ABSTRACT

Nowadays, advertisements still remains becoming one of the promotional tools that are widely used by companies and various affiliates in Indonesia. In addition to becoming promotional tool, ads are also able to provide an overview of current reality; one of which is the role of a father in a household as broadvasted on television. The background of this research is closely linked with daily product advertisements that are predominantly reflected by the figure of a mother. Pepsodent, as one of the toothpaste products in Indonesia, has, however at times, shown up figure of a father comparatively more often that of a mother. This research has been narrowed down to focus on analyzing the true value of father's roles as contained in Pepsodent's ads, particularly "Sikat Gigi Pagi dan Malam 2015"'s version based upon Roland Barthes semiotics. This research aims at identifying the implicit meaning of a father's role according to denotative and connotative structure as well as the kinds of myths that are being showcased in this ad. The method used is descriptive qualitative under the paradigm of constructivism. Based upon the result obtained from this research, the denotative meaning of this Pepsodent ad is that there is still a lack of awareness in our society to brush their respective teeth both in the morning and before going to bed, especially for parents. The connotative meaning lies on the fact that a father who has to become an exemplary figure for his children is still, however, frequently fails to provide such good example of deeds for his own children and these ads show that there is a close relationship between a father and his children at personal level. The observed myth is that there is an obvious close relationship between a daughter and her father and the myth that male adults tend to pay less attention to their mouth and teeth heatlh.

Keywords: Meaning, Father's roles, Television Ads, Semiotics, Roland Barthes.