

ABSTRACT

Representation of Citizen Lifestyle in Television Commercial (Semiotics Analysis of John Fiske in commercial A Mild Go Ahead Manimal version)

Dinan Anjar Gustian

1204120290

Sometimes ads are created from a social situation that is developing in society. One of the ads that use a depictions of social situations is A Mild Go Ahead version of Manimal. The purpose of this research is to find out how behavioral and social class is described in the ads Go Ahead A Mild version of "Manimal". The method that uses in this research is analysis of semiotics John Fiske with qualitative approach, using constructivism paradigm with technique of optimizing data capture capabilities of researchers in seeing a sign on A Mild Go Ahead ads version "Manimal". The result of this research is showed the behavior of happiness that is too excessive, the absence against around and have a selfish behaviour, they just follow everyone else and didn't have own establishment of self, the behavior that just want to show something excessive, exposing the dictator powers, shows the attitude of narcissism, as well as showing an attitude of tolerance and a sense of responsibility towards others, without any sense of strings attached inside. The social classes in this ads is upper-middle. This can be seen on clothing and the environment that shown in the A Mild ads. This ads shows a group of workers, a group of socialite, motor bicycle community, community, and youth group that also drive a unique vehicle, such as classic cars and vespa. The conclusion is, that the community lifestyle shown the impression of excessive and also beyond the limits of reasonableness. The ideology that ultimately emerges is social class. The lifestyle that shown in this ads is for quip the upper class social community.

Keywords: Representation, Semiotics, Advertising, Lifestyle.