

ABSTRACT

This research was initiated by the authors interest on an ad that aired during the Indonesia's 2014 National Election through the medium of television, particularly commercial television advertising. Each advertisement has its own means. Through the relationship between the sign, signifier, and signified the meanings that exist on an ad will be known.

The approach that used in this research is qualitative using semiotic analysis to analyze the object of this research. Data analysis technique that used is based upon the theory of "two orders of signification" by Roland Barthes.

The object of this research is Indomie TV Commercial version of "Berbeda-beda Satu Selera" was analyzed using the first order of signification that shows the denotative meaning and the second order of signification that shows connotative meaning. first level of meaning denotation and the level marking the second level which produces connotations.

The results of this research is the message on the Indomie TV Commercial version of "Diversity in one taste" that want to persuade the audience through a visual signal and narrative that filled with moral messages that advocated peace through shared values held by Indomie in facing diversity or conflict on the society and their consumers.

Keyword: Advertisement, Television, Semiotic, Roland Barthes, Analysis