

INDONESIAN CULTURAL IDENTITY: ANALYSIS OF ROLAND BARTHES SEMIOTICS IN AQUA ADVERTISEMENT VERSION “TEMUKAN INDONESIA”

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Abstract

The reality of advertising is a hyperreality where meaning in television advertising becomes a living social reality in the minds of its viewers. In the advertisement of Aqua version "Temukan Indonesiamu", advertisement construct culture owned by Indonesian society. There are several Indonesian cultures that are constructed in advertisements through visual and audio alerts. These signs indicate that the culture that exists in advertising is the identity of Indonesian culture. The purpose of this study is to describe the culture of Indonesia that is constructed from the reality of society through audio and visualization in advertisements and explains the interpretation of Indonesian cultural identity in the advertisement of Aqua version of "Temukan Indonesiamu". The theory used in this research is the construction of social reality through television advertising and Indonesian culture that can be used as identity. The method used in this research is Roland Barthes semiotics analysis with a qualitative approach. There are three stages of analyzing the object according to Barthes namely denotation, connotation, and myth. Sources of data are derived from documentary studies obtained from television commercials Aqua version of "Temukan Indonesiamu" as well as from literature studies either through articles, the internet, and any relevant review literature with the research. The paradigm used in this study is a constructivist paradigm that views the truth of a social reality seen as a result of social construction, and the truth of a social reality is relative. The results of this study indicate that the elements contained in the advertisement Aqua version "Temukan Indonesiamu" in the form of visual and audio sign revealed that the existence of several cultures found from the daily life of the community can be the identity of Indonesia. This study also reveals how social realities in society are constructed into an advertisement. Until the end of this advertising can provide a clear purpose, what messages to be submitted Aqua through television advertising.

Word Order: Semiotics, Roland Barthes, Television Advertising, Construction of Indonesian Cultural Identity