

### ***Abstract***

*Mass media is a medium of communication for a wide audience. Because has a wide scope, many companies or organizations choose mass media as their medium of communication for their products or services to be known and in demand by audiences. As the advertisement on television platform, which is one of mass communication that using television as the medium of information dissemination about a product or service. Advertising is a form of indirect communication based on information about the advantages of a product that arranged in such a way that gives rise to a sense of gratify and change people's minds to buy (Kotler, 2003 : 206). Moriarty et al (in Suyanto 2009:332) said that uses television as the medium of advertisement can give a strong emotion impact for the audiences because of the combination of images, sounds, colors, movements and dramas that can create emotionally responsive than the other media. As well as Extra Joss, an energy enhancer drink that become the top brand in Indonesia, Extra Joss has an interesting ads on one of their variant, that is Extra Joss Bland with "laki kalah sama pelangi" version. That ads can be investigated about the meaning of, especially the slogan "laki kalah sama pelangi, move on dong, minum yang next level", using semiotic analysis by John Fiske.*

***Key Word : Semiotic, Advertising, Television Ads, John Fiske, Meaning***