

## **ABSTRACT**

*Advertisement is a message that contains information about the superiority of a product delivered through the media in the form of audio and visual. “Temukan Indonesiamu” version of Aqua’s commercial is one of the ads that tells about Indonesian Culture. The study entitled "**Representation of Indonesian Culture in Aqua Advertising (Semiotic Study of John Fiske Concerning Presentation on Amicable Manner in Aqua Advertisement “Temukan Indonesiamu” version of Aqua’s commercial)**" aims to know the meaning of Indonesian Culture on Amicable Manner in Aqua’s “Temukan Indonesiamu” Advertisement through the level of reality, representation, and ideology. To achieve the study objectives, the authors use constructivist paradigm, with qualitative method and semiotic analysis approach of John Fiske based on Television Code which has three levels namely level of reality, level of representation, and level of ideology. This study resulting on Indonesian Culture on the Amicable Manner, is shown by showing the life of a friendly Indonesian society. At the level of reality, Indonesian culture is shown through gesture code, and expression. At the level of representation, Indonesian culture on amicable manner explained through narrative code, and setting. At the level of ideology, Indonesian culture is presented on the Pluralism ideology which shows the friendliness and the kinship of the Indonesian people.*

**Keywords:** Advertising, Culture of Indonesian, Reality, Representation, ideology