

ABSTRACT

The number of banks offering credit card services to customers, it makes the bank did a good differentiator in terms of service nor the visual products. Bank BNI provides an attractive design on their credit card design that is by making the design motifs. Batik designs which are used to affect the credit card in the making. This research aims to knowing the meaning of credit card Advertising BNI especially in 2014 that do work the same with the JCB and the year 2015 that do co-branding with Garuda Indonesia. The researchers used a qualitative research method in this research. Research on this logo was examined using analysis of the semiotics of Charles Sanders Peirce. With this method helps the author to be able to figure out the meaning contained behind the Bank BNI credit card advertisements in 2014 and 2015 by conducting analysis of semiotics. The results of this research are (1) credit card Bank BNI ad 2014 that working with visual elements have a JCB captivated Japan society living in Indonesia with bring up Japan's distinctive shades on visual ads. This approach is done by reinforcing elements in ads like the cherry blossoms and bamboo trees have a strong relation menai country Japan. (2) Bank BNI credit card ad 2015 which do co-branding with Garuda Indonesia packed simpler to just bring the product and set belakangkan megamendung motif. Visual advertisement depicts BNI and Garuda equally into a big company with their respective market segments. Through the research that has been done expected there are things that can be developed by further research, especially in terms of science at the Visual Communication Design specialization in the development of advertising to attract more interesting.

Keywords: Bank BNI, JCB credit cards, credit card ad, visually Garuda.