

ABSTRACT

Affection is a radiance of love from someone to another person who is shown with by various ways which can creates a lot of meaning. Affection as an aspect of human life, not only shown in daily life but also touched by the mass media such as advertisement to get people's attention for marketing their products and services. In this study, researchere is interested understand the meaning of affection which contain in the Ramayana Department Store Ramadan ad with the headline "Bahagianya adalah Bahagiaku". This research is qualitative research with a critical paradigm using semiotic technique analysis of Roland Barthes. According to Roland Barthes, there are three steps to analyze a sign, those are denotative, connotative and myth. The result of this research revealed that "Bahagianya adalah Bahagiaku" has created and reinforced the meaning of affection. This research also shows the various myths about affection and the scene shown in the "Bahagianya adalah Bahagiaku" advertisement.

Keywords: *Affection, Advertisement, Semiotics, Roland Barthes*