

ABSTRACT

These days YouTube is an effective media to deliver advertising message, because to watch a video in YouTube, people need to see the advertising video first that can be skipped in 5 seconds or you have to watched it until the end. This thing is a huge advantage for an advertiser, because the audience have to see the advertising first before the video that they choose. GO-JEK Indonesia company created ramadhan advertising version back in 2018 “Cari Pahala” and choosing YouTube as a medium to deliver the messages. This research aims to knowing multicultural representation level connotation, denotation, myth in GO-JEK advertising “Cari Pahala” version using qualitative method. The paradigm in this research is constructivism with semiotic by Roland Barthes analysis technique. This research also used a few scene in GO-JEK advertising “Cari Pahala” as triangulation source to find out data validation. The result of this research shows that the denotation level in this advertising a voice over is the most dominant element, at the connotation level psysical appearance and verbal communication is the most dominant element, and also the myth formed is Bhinneka Tunggal Ika. The results of the research shows that GO-JEK advertising “Cari Pahala” version representing multicultural.

Key Word: Representation, multicultural, YouTube Advertisement, Roland Barthes’ Semiotic.