

ABSTRACT

Marketing communications have an important role in enterprises to imaging to certain brands. One of the forms of marketing communications that can be carried by the company is make an advertisement. Some sign that contained in several advertisements have their own meanings and messages both verbal and non-verbal. The purpose of this research is to know the meaning of non-verbal messages at the level of reality, representation, and ideology in Tokopedia ads “Jadikan Ramadan Kesempatan Terbaik”. This research uses constructivism paradigm and qualitative methods with John Fiske’s Semiotic analysis technique. In testing the validity of the data, researchers used source triangulation in several scenes in Tokopedia ads “Jadikan Ramadan Kesempatan Terbaik” and related scientific references relevant to this research. The results of the research at the reality level concluded that Rafi and his mother were individuals who loved and lived in simplicity. At the representation level the dominant camera technique is close up medium, the dominant use of music produces instrumental with happy emotions, and the dominant direction of lighting uses downlights. At the level of ideology there is a class ideology that is formed. Where the class ideology that looks dominant in this advertisement is the lower social class.

Keywords: Non Verbal Messages, Social Class, Advertisement, John Fiske’ Semiotic.