

ABSTRACT

Reality in advertising becomes a living social reality in the viewer's mind. In the Ramayana advertisement version #KerenLahirBatin reflects the cultural reality of Eid in Indonesia. The Lebaran culture in Indonesia which was constructed in a Ramayana advertisement version #KerenLahirBatin which is packed with a humorous approach. These signs are constructed through visual and audio signs. The purpose of this study was to find out the reality of Lebaran culture in Indonesia in the #KerenLahirBatin version of Ramayana advertisements and to know the culture of Eid in Indonesia in the spectacle society. The research method used is qualitative analysis with Roland Barthes's semiotic approach which looks at three stages namely denotation, connotation, and myth. The sources of data used are primary data (scene fragments in the Ramayana advertisement version #KerenLahirBatin) and secondary data through literature studies (books, journals, literature) that can support during the analysis process of this research. The results of the analysis at the denotation level reflect the existence of migrants who have a simple life eager to bring their fruits to their relatives in their hometowns; at the connotation level, building on the meaning of overseas children who have the obligation to make their parents happy by bringing gifts is a source of happiness and a measure of success when returning home and happiness arises from wearing new clothes at the time of Eid; in the end the myth that was formed in the advertisement was that the overseas child who returned to bring gifts to his family in his hometown became a measure of success and bought something new, especially new clothes when Eid became an entrenched culture. After the discovery of the myth in the #KerenLahirBatin version of the Ramayana ad, the analysis was reviewed using Guy Debord's theory of "spectacle society", which found that there was a consumerism culture inherent in Indonesian society when the Eid moment arrived.

Keywords: Social Reality, Spectacle Society, Advertisements, Roland Barthes Semiotics, Guy Debord