

ABSTRACT

Smartphone Addiction is a social situation that we often encounter in today's social society. Because of the sophistication of a smartphone where the features of a smartphone make it easy for people to carry out their activities. However, because of that convenience, people become dependent and cannot be separated from their smartphones in any situation and anywhere. A Mild's ad "Bukan Main" version raises the social situation that occurs in Indonesian society. One of them is the Smartphone Addiction social situation. This study used a qualitative approach using John Fiske's semiotic analysis approach. Based on the three levels of television code put forward by John Fiske, namely the level of reality shown by the Z generation who always holds and stares seriously at his smartphone wherever and whenever. At the representation level, it is shown the camera code, lighting code that supports the environment, and the settings where people tend to spend their time with their smartphones. At the ideological level, smartphone addiction is represented by the ideology of individualism.

Keywords: Advertising, Representation, Smartphone Addiction, John Fiske Semiotics