

ABSTRACT

Humans have a role in their respective lives, especially in marriage, there is a role that must be carried out by each family member so that the goal of becoming a harmonious family can be achieved. However, due to societal stereotypes about gender, the meaning of the roles of wives and husbands becomes an obstacle. This problem then triggered the creative team of ABC Heinz to come up with the commercial ad concept “ABC Soy Sauce Helps Real Husbands Respect Wives”. In this study, researchers were interested in knowing the meaning of the husband's role in the advertisement. This research is a qualitative research with a constructivist paradigm using Roland Barthes's semiotic analysis which will result in the meaning of the husband's role at the level of denotation, connotation, and myth. The results of this study reveal that the ABC Soy Sauce advertisement shows the role of the husband who also does household chores. This study also shows that the ABC Soy Sauce advertisement “ABC Soy Sauce Helps Real Husbands Respect Wives” tries to reconstruct the myth of the role of husbands in the family that already exists in society.

Keywords: Advertising, ABC Soy Sauce, Husband's Role, Semiotic, Roland Barthes