

ABSTRACT

Ads is one way to identify a product, increase audience's interest to buy the product, and also building brand image. Therefore, a brand and product wouldn't escape from using this marketing tools, especially for big company like Gillette. This study aims to understand the meaning of Gillet ads "We Believe: The Best A Man Can Be", a qualitative research method with the tradition of phenomenology. The data for this study collected through observation and deep interviews with online audience who became informants. It also collected through many literatures from library and other printed or digital documentation. The collection of data obtained through in-depth interviews reveals that each of each one of informant have their own interpretation of the ads, furthermore informant tend to interprets the ad's meaning by their own experience which they can relate with the Gillette Ad We Believe: The Best A Man Can Be.

Key words: communication, meaning, advertisement