

ABSTRACT

The phenomenon of women as mothers who work and educate children has its own challenges. A mother is required to maintain communication with her child and also be professional at work. Mother can be the head of the family who is responsible for the family, by managing all household affairs including children, and this shows the importance of a mother in the family besides the father. Seeing how women as mothers are represented in a media and seeing the progress of a mother's representation, researchers are interested in seeing how mass media such as advertisements on YouTube describe the role of a mother. Advertising through YouTube is more accessible to the general public and in large numbers. In addition, making advertisements on YouTube will be able to be enjoyed by the public for a longer time because the duration of the video is longer than other social media or television. In this study, the researcher used a qualitative research method with a semiotic theory approach of Roland Barthes. The research subject focuses on the representation of the role of a mother in the Dancow advertisement version of Mother Not Perfect But Mother's Love Is Always There. Researchers have divided 8 scenes to identify research problems. The researcher's goal in determining these scenes is to fit the focus of the study. The researcher analyzed 8 scenes of Dancow milk commercials, the version of Mother Is Not Perfect But Mother's Love Is Always There to analyze the representation of a mother's role.

Keywords: Representation, Roland Barthes, Semiotics, Advertising, Communication