

ABSTRACT

Every living thing that exists in this universe has the right to have a sense of love, both from parents and from the closest people such as family and so on. This IKEA advertisement shows a father figure who works far from his home and seems to run away from his responsibilities as a father figure who cares for and educates his children, so the message conveyed by the IKEA advertisement is still being debated. This study aims to determine the representation of a father's love for his child contained in the IKEA version of the "IKEA Hadir di Kota Baru Parahyangan Bandung" advertisement. This research is a qualitative research with a descriptive model using John Fiske's semiotic analysis technique. According to John Fiske, the process of representation is divided into three levels, namely reality, representation, and ideology. The results of this study reveal that there are four concepts of affection according to Prayitno which are analyzed using the level of reality, representation and ideology in the IKEA version of the IKEA advertisement "Present in Kota Baru Parahyangan Bandung". In this study there are also values of patriarchal ideology and visual ideology, where in this visual ideology there are styles and cultures that are expressed in IKEA advertisements so as to form the brand positioning shown in the IKEA version of the "IKEA Hadir di Kota Baru Parahyangan Bandung" advertisement.

Keywords: *Affection, Advertising, Semiotics, John Fiske*