

ABSTRACT

IKEA is one of the leading furniture brands in the world. In its development they always carry out a series of strategies to improve the quality and value of the brand in order to survive and be stable in the midst of intense competition in today's era. This study uses a constructivist paradigm with the aim of researching signs, objects and interpretations in order to find out how a harmonious family which represented in the IKEA advertisement called "With IKEA Cherish Every Moment" version and uses a qualitative method with semiotic analysis from Charles Sanders Peirce through observation, data collection techniques and literature review. This research method uses a descriptive qualitative method, with the subject of a harmonious family and the IKEA version of the "With IKEA Cherish Every Moment" version as the object which generally portrays how a harmonious family representation between parent and children. The results of this study are that it has a message contained in it about a family that respects each other, gives each other a sense of affection and also creates moments or time together. Besides inserting their products, they still do not forget about the moral values of how valuable moments with family are, so that they can create a harmonious family.

Keywords : Representation, Semiotic, Charles Sanders Peirce, Advertisement, Family