

## ***ABSTRACT***

*“Introducing iPhone 13 | Apple” is an ad that contains a contradictory message where companies with a stigma that are identical with the upper social class actually show courier workers as representatives of the lower social class. This study was made to determine the representation of social class signs as well as to know the overall meaning of social class signs in the advertisement. Researchers used qualitative research methods with Theo Van Leeuwen's social semiotic approach. In analyzing the advertisement, the researcher used four dimensions of social semiotics, namely genre, style, modality, and discourse. From the genre dimension, this ad is packaged as a video that tells the story of the courier's struggle in Barcelona. The style dimension shown a courier who wears casual clothes and rides an old motorbike. Through the modality dimension, the ad did not entirely represent reality, especially the attributes he worn and the ownership of iPhone 13 by the courier. Through the discourse dimension, this ad's discourse is to create advertisements that containing hegemony through the Ideological State Apparatus (ISA), which introduces the iPhone 13 and persuades the lower social classes to buy it so that Apple gets more profit while at the same time changing the stigma of Apple which is always associated with the upper class. The conclusion of this study is that ad is a form of hegemony created by Apple so that the lower social class can be persuaded to buy expensive products that they do not need, thereby potentially creating consumptive behavior in that class society.*

*Keywords: Representation, Social Class, Apple Advertising, Semiotics Theo Van Leeuwen*