

ABSCTRACT

This research use qualitative method with John Fiske Semiotic approach. It was intended to understand representation of narcissism in Djarum 76 advertising “Pengen Eksis” version. It was intended to know the representation of narcissism in Djarum 76 advertising “Pengen Eksis” version from the signification of sign in reality level, representation level and ideology level.

The result demonstrated that Djarum 76 advertising “Pengen Eksis” version contains sign of audio and visual sign. And then these signs are grouped as John Fiske’s Television Codes. Clothes, appearance and expression belongs to the reality level. Setting, dialog and back sound belongs to representation level. And ideology level seen through the ideology codes that contained in the advertisement.

The conclusions of this minithesis are clothes and appearance from the reality level represent narcissism which is usually done by people who are aware of their shortcomings. In the representation level, the dialog “Nah Jin aku mau terkenal se-Indonesia. Fotoku eksis dimana-mana, the setting that shown a black background and a flash and also the backsound that like a camera sound represent narcissism which is usually done by uploading pictures to social media to gain popularity. Overall the storyline of Djarum 76 advertising “Pengen Eksis” version is a product of the narcissism ideology that currently adopted by Indonesian society.

Keywords : representation, narcissism television advertising, semiotics, John Fiske