

**Representation of Shifting Violence on WWE Wrestlemania 30 Commercial
(Roland Barthes Semiotics Analysis About Violence in Advertising)**

Abstract

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The theme of violence is an integral part of the entertainment industry. Various forms of entertainment from music, movies to sport contains the violence seen explicitly or implicitly. WWE as a sport entertainment program is one part of the popular culture that present in the global community. Before becoming a parental guidance program, WWE is intended for audiences aged 14 years and older. To adapt to the target audience, promotional materials such as ads created by WWE for Wrestlemania 30 shows other values that exist in the world of wrestling, in this case, the attributes that attached to each character of wrestlers and also the loyal fans of WWE. Comparing with the violence seen on Wrestlemania 14, 17, 18, and 24 the Wrestlemania 30 commercial shows the characters involved but with another point of view. Viewpoint where characters wrestlers are able to inspire and accompany the fans in the life span as represented on the Wrestlemania 30 commercial. To explain the shift in the representation of violence in Wrestlemania 30 commercial, this study using the method of analysis Semiotics Roland Barthes in uncovering the meaning of the signs through denotation, connotation and myth. Which is supported by a variety of academic literature, such as the theory of mass communication, advertising theory, and the theory of violence. Which aims to keep the study in order to remain within the framework of theoretical thinking. Thus the findings that existed at Wrestlemania 30 commercial and comparative that has been done, put forward a construction of reality with the values that are shown as part of an understanding agreement jointly by the fans and the people involved in the world of WWE.

Keywords: violence, semiotics, Roland Barthes, advertisements