

ABSTRACT

Advertising is an important part of products and services marketing. Nowadays, television advertising is began to be penetrated by advertising political parties, especially when elections event coming close. Political parties began campaigning through television advertising in order to get the people's voice when election day comes. Same thing for Perindo as newly political parties and chaired by Hary Tanoesoedibjo who is also the owner of the media in Indonesia. Hary Tanoesoedibjo already well known as a businessman, but his political career is still relatively new. Starting from this, the authors wanted to examine further how the political branding showed by Hary Tanoesoedibjo in Perindo TV ads mars Perindo version. This study aims to determine the political branding that showed by Hary Tanoesoedibjo in Perindo TV ads mars Perindo version 2. In examining the political branding of Hary Tanoesoedibjo, the author uses a qualitative method using the constructivist paradigm and Charles Sanders Peirce semiotic analysis through data collection form of observations and insights literature. The object of this study is Hary Tanoesoedibjo's political branding in Perindo TV ads mars Perindo version 2 with 15 scenes in advertising as the analysis unit . The results showed that Hary Tanoesoedibjo's political branding divided into four categorizations, namely the perception of political branding as a candidates, the perception of political branding for the parties, the perception of political branding for candidates in response to the issue, the perception of events in political campaigns.

Keywords: political branding, hary tanoesoedibjo, semiotics, charles sanders peirce, television commercials, icon index symbol