

Abstract

Cigarette product advertisements is included to the types of ads that are restricted by applicable regulations which prohibits the appearance of the physical form of products and product superiority in advertising. So the ads of cigarette products are usually made using signs that contain meaning with an image approach that reflects the characteristics of the product, the target consumer, or the image of the tobacco company. Djarum 76 advertisement om jin pengen kurus version on television, is one of cigarette product advertisement that use symbol and sign in promoting its product. The purpose of this research is to determine the meaning contained from the signs and symbols that exist in ads cigarette products Djarum 76 Om Jin Pengen Kurus version on television. This research used qualitative research method with the help of paradigm of constructivism and semiotic analysis approach by Ferdinand De Saussure with signifier, signified and signification concept in giving meanings on Djarum 76 ad. The result of this research shows that signs and symbols in Djarum 76 ad “Om Jin Pengen Kurus” version, represents promotion messages through depiction of product characteristic. This research is also reveals how social reality is constructed into an advertisement.

Keyword : Television Ad, Semiotic, Ferdinand De Saussure