

ABSTRACT

Patriotism is an attitude that seeks to maintain independence in all ways, including by sacrificing body and soul (Budiyono, 2007: 212). Patriotism developed rapidly since the 16th century when Niccolo Machieavelli, an Italian statesman and political philosopher, announced that he loved his country more than the safety of his own soul. Patriotism as an aspect of human life is not only shown in everyday life but also touched by the mass media such as advertisements to get the public's attention in marketing products and services. In this study, researchers are interested in dismantling patriotism in Telkomsel advertising version #MenjadiYangTerbaik - Pilot. This research is a qualitative research with a critical paradigm that uses Roland Barthes semiotics analysis techniques. According to Roland Barthes there are three stages in analyzing a sign, namely denotation, connotation and myth. The results of the study revealed that in denotation, Telkomsel advertising #MenjadiYangTerbaik - Pilot tells the struggle of a pilot captain named Riko Kabak in the interior of Papua. Whereas in connotation found understanding that patriotism can be done by utilizing the profession and because of attachment to the group itself. The study also shows various myths about patriotism and the scenes shown in Telkomsel ads #MenjadiYangTerbaik – Pilot.

.Keywords: *Patriotism, Advertisement, Semiotics, Roland Barthes*