

## ABSTRACT

*Marjan's advertisement is synonymous with showcasing symbols of Indonesian culture and its advertising messages. In the Baruna Sang Penjaga Samudera version of Marjan's ad, researchers noted Marjan's association with syrup as closely tied to iftar products, particularly during Ramadan. However, the latest Marjan advertisement featuring Baruna Sang Penjaga Samudera demonstrates the courage to incorporate the mythological figure Baruna, the Hindu god of water. The research aims to analyze the representation of Dewa Baruna in Marjan's advertisement version of Baruna Sang Penjaga Samudera, utilizing qualitative methods and John Fiske's semiotic approach. Data sources include observations and documentation from the advertisement, along with various journal and book references. Findings indicate that in reality level, Dewa Baruna is represented through physical appearance, areas of authority, characteristics, and attire. The advertisement utilizes mythological and visual elements to portray Dewa Baruna as a wise and courageous leader engaged in protecting the community. On the representation level, Marjan's advertisement creates dramatic visuals, audio, and settings that vividly depict Dewa Baruna, enhancing the overall experience. On the ideological level, the ad applies utilitarianism, emphasizing values of struggle, leadership, environmental conservation, and cultural awareness. Despite symbolic errors, the advertisement successfully associates Marjan's product with positive values and broad benefits, aligning with utilitarian principles.*

**Keywords:** *Representation, Baruna God, Advertisement, John Fiske Semiotics*