

ABSTRACT

The high production of the automotive industry has a negative impact, namely end-of-life vehicles (ELV). ELV should be managed through a waste recycling process. Therefore, the automotive industry has great responsibility towards ELV. One of the automotive industries that has successfully managed ELV is Hyundai. This is shown in the Youtube advertisement for Hyundai Re:Style Presents 2020 version. The advertisement shows Hyundai's collaboration with fashion designers to recycle car waste such as car leather, airbags, seat belts and glass. They produce fashion from waste such as denim jumpsuits, work vests, corsets, tote bags, and jewelry. Researchers are interested in conducting research to find out the meaning of the sign representament/sign, object, and interpretant and find the meaning of advertising in terms of green marketing theory. The theory used in this study is Charles Sanders Peirce's semiotic theory with a triadic model consisting of object, representament, and interpretant and green marketng from Sinh's which consists of green product, green price, green promotion, and green place. The research method is qualitative based on Charles Sanders Peirce's semiotics. The results shows that the signs, objects, and interpretants in Hyundai advertisements show the meaning of green marketing.

Keywords: Semiotics, ELV, Hyundai, Re:Style, Green Marketing