

ABSTRACT

This study uses semiotic analysis techniques with descriptive-interpretative study to analyze Pepsodent's television commercial "Sikat Gigi Malam Bersama Ayah Adi dan Dika versi Tidur Malam Dengan Ayam" where in the advertisement Mr. Adi, as the father is the character who educate, guide and spend the time with his son, Dika. The base of this research is because the concept of advertisement which using father as a figure to educate his son to getting used in brushing their teeth before bed. The purpose of this study was to determine the relation of Pepsodent television commercial with the custom of educate children in the family environment, especially Indonesia. In this Pepsodent television commercial, the object will be analyzed by finding the denotation and connotation level to be later find the secondary meanings (myth). There are some conclusion taken by the author from the research i.e. a message which conveyed by the advertisement from Pepsodent for parents to take a moment to educate their children and also about the father figure who had an important role in educating and guiding children's activities.

Keywords: semiotic, child development, father's role, family