

ABSTRACT

*This research's title is **Representation of Humanism on The Guardian's Commercial-Ads "Three Little Pigs" (Semiotics Analysis on The Guardian's Commercial-Ads "Three Little Pigs")**. Television commercial as a manifestation of mass culture not only intended to offer and influence public to buy products or services, it also represents certain values and ideology. In 2012, The Guardian has released a 120 seconds commercial-ads to campaign their editorial news system, open journalism. With the modern story of Three Little Pigs, this ads has achieved many international best-ad awards. Through the audio and visual element, The Guardian describes the implementation of open journalism that represent their point of view about humanism. The term of humanism presents a world that's full of concept and value to respect human being, human rights and humanity. This research is a qualitative research by using Roland Barthes semiotics approach to analyze the commercial-ads object with second-orders of significations, denotative, connotative, myths and ideology. The result of this research shows that symbols and signs on the Three Little Pigs commercial-ads represent three values of humanism ideology which are liberty, equality and fraternity to evoke public awareness concerning about capitalism suppression and leading to socialism.*

Keywords: Advertising, Roland Barthes Semiotics, Humanism, Socialism, The Guardian – Three Little Pigs