

ABSTRACT

The Study of Body Language Meaning and Audience Perceptions of Garuda Indonesia Advertisement “Hands” Version

Airline commercials can be said to be rare in advertising industry in Indonesia. Garuda Indonesia as a national airline come up with an ads that using a combination of symbolic movements and traditional Indonesian dance as a form to deliver the message in ads. This study aimed to understand the meaning of nonverbal signs that can be found in this ad and to understand perception of audience to the ad. This research used nonverbal semiotics and semiotics of Roland Barthes as basic theory to dissect the meaning behind the ad, and used perception theory to understand audience’s perception of the ad. Methods and techniques that used in this research are qualitative descriptive method, study literature, and questionnaire. The results of this research are the meaning of nonverbal signs of the ad (1) describes the realization of the nature of unity, spirit, cohesiveness, cooperation, loyalty, trustworthiness, and sincerity in serving, (2) audience could understand the meaning of the ad. This research expected to provide an understanding to the meaning that implied in the ad thus the audience can be more easily to interpret nonverbal sign in the ad and understanding the mesaage that the advertisers want to convey to the audience.

Keyword: semiotics research, nonverbal semiotics, semiotics of Roland Barthes, the meaning of the message, Garuda Indonesia ad.