

## **ANALYSIS SEMIOTIKA MEANING OF TEMAN MURNI IN ADVERTISMENT**

### **BEAR BRAND VERSION “TEMAN MURNI”**

**(Analysis Semiotic Roland Barthes in advertisement Bear Brand Version “Teman Murni”)**

#### **Abstract:**

Since first created, the man kind is as social creatures. Reasonable if a friend matter very much in our life. Even from of old man said to be social creatures namely creatures that in his life could not live alone or can not loose from the influence of another human being. Own man said to be social creatures, also because basically inside of human there was an impulse to relate interactions with others. Human said a social species, also because basically in human there was an impulse to relate (interaction) with others. This is what make social values friendship very often we find in life. Friends or friendship is currently being several warm theme film and advertising not only that friends or friendship now inducted into the theme in several promotion company .One of which is advertising bear brand of the “ Teman Murni “ tells a family bankrupt but with support family and his wife who in advertising this is true friends give spirite to rise again. Research aims to understand how meaning “ Teman Murni “ in advertisements bear brand. This research using descriptive qualitative with the critical and using analysis logician roland barthes. The result of this research suggests that the bear brand having four the true friend, namely the dyadic, the attention and concern, the voluntary and egalitarian elements.

**Keyword: Qualitative, Advertising, Logician**