

ABSTRACT

Habibie's condolence ad found in the Republika Newspaper is one of the advertisements used to inform and inform. The study, entitled "Representation of Self-Image in Advertisements (Roland Barthes Semiotic Analysis in B.J. Habibie's Advertisements in Republika Newspapers)" analyzes how the representation of Habibie's self-image is seen through a sorrow advertisement. This study aims to determine Habibie's self-image through sorrow advertisements seen through three concepts, namely the concept of denotation, the concept of connotation and myth in Roland Barthes Semiotics. To achieve the research objectives, the writer uses a critical paradigm using qualitative methods and Roland Barthes's Semiotic analysis approach. The focus used in this research is Habibie's self-image in the grief advertisement.

The results of this study are Habibie's self-image seen through the sign in the ad. These signs are koko clothes, cap, glasses, paper airplanes and the text contained in the ad. These signs will be analyzed through the meaning of denotation, connotation, and myth. The conclusion of this research is that Habibie is represented as a religious and religious Indonesian, Habibie looks old and has a friendly nature to people, and Habibie is a scholar or often referred to as Mr Teknokrat. He is a thinker, hard worker, disciplined and never give up.

Keywords: *Representation, Self-Image, Advertising, Roland Barthes Semiotics*