

ABSTRACT

Individual quality has become one of the main pillars in the demands of the industrial revolution 4.0 era towards the need for creative human resources as one of the main points of work competition. This creativity and ingenuity was then adopted by the Gojek ad creative team into a basic idea in creating a commercial advertising concept entitled "Gojek Mempersembahkan: Cerdikiawan". The term Cerdikiawan itself is known as a new affix because the word is not found in the Kamus Besar Bahasa Indonesia (KBBI).

*In this study, the authors will explain how the representation of meaning of words *cerdikiawan* at the level of denotation, connotation and myth. This research is a qualitative research with constructivist paradigm which uses Roland Barthes semiotic analysis. The results revealed that Gojek's ads illustrate the ingenuity that can produce an innovation of economic value. This research shows that the advertisement "Gojek Mempersembahkan: Cerdikiawan" tries to reconstruct the myth that exists in society that creativity is only owned by certain people.*

Keywords: *Ingenuity, Creativity, Cerdikiawan, Gojek Advertising, Semiotics, Roland Barthes*