

ABSTRACT

Through the use of animated advertisements, PT United Tractors, a construction and heavy equipment company, uses advertising media as an innovative way to disseminate information and build image. The UTVIP advertisement, which was launched by PT United Tractors on 13 October 2022 in celebration of the company's 50th anniversary, carries the theme "Working to Build Sustainability". This study aims to determine the representation of work culture in PT United Tractors advertisements using qualitative methods to describe the denotative meanings, connotative meanings and mythical meanings contained in PT United Tractors UTVIP advertisements. The results of this study indicate that the work culture of PT United Tractors which is depicted in the UTVIP advertisement is an ideological work culture, the advertisement expresses the spirit of the company in encouraging innovation among employees as an effort to achieve work goals.

Keywords: Representation, Work Culture, Advertising, Roland Barthes Semiotics