

ABSTRACT

Almost all bone calcium products always use creative advertising strategies by highlighting the physical appearance as the highest strength. Including in dairy products that always showing human's body. Included in Nutrifood Indonesia's product that HiLo Teen pool version television ads. This research is intended to find out the meaning of representing ideal body in HiLo Teen pool version television ads. The research method used is interpretative method with qualitative type. This research using documentation, literature study, and interviews, as well as references related to research for data collection techniques. The analysis technique used is Semiotics analysis by Roland Barthes. This research used four of nine formula is Communicator Motivation, Who is Communicator, Physical and Social Context, Intertextuality, and Intersubjectivity. The results of HiLo Teen pool version television ads research is interpret the ideal body as the side of masculinity seen by high body appearance. The research found meaning of ideal body as the value of masculinity rated by activity of motion, gallantry, handsome, healthy, nimble and strong. Another discovery, there is myth of consumer culture against HiLo Teen product.

Keywords: *Television ads, Masculinity, Semiotics by Roland Barthes, HiLo Teen pool version television ads.*