

ABSTRAK

The study, entitled Social Criticism in TV Commercial (Semiotics Analysis on Cigarette Ads Djarum 76 Version 'Wani Pira', Honest, Genie contest, and representative discard) wants to examine the existing symbols on cigarette advertising which are trying to represent reality in society that occurred our country. These ads were selected as research object because of its behind of the contents of the advertisements are interesting things to serve as a social message or social criticism to the community or people by the ad impressions. Text, images and signs that were analyzed in this study are as verbal and nonverbal communication that have symbolic meaning. The study was conducted by the method of structural analysis, or better known as Roland Barthes' semiotic theory. Semiotics is considered as an appropriate way to determine something behind the use of symbols or signs of advertising. Obtained from this study, we can know the meaning of Djarum 76 version of "Wani Pira, Jujur, Kontest Jin, dan Wakil dibuang" meaning by analyzing the symbol or sign in the advertisement. Djarum 76 advertisement is one of cigarette advertisement which thematically adapted based on social and political phenomena that occur in the midst of society such as illegal livies, the official candidate twaddle, corruption cases and ect. It is common that social and political realities theme used in the cigarette advertisement nowadays, and not showed the cigarette as the product in the advertisement. It's related with the tight of cigarette advertising regulation that make the advertiser have to be more creative to create an advertisement which can show a different side from another advertisement which generally aimed for product merketing. Then now advertising has shifted function as a medium to conveys social criticism.

Keyword: Semiotic, Barthes, Qualitative .