

ABSTRACT

Advertisement has a trend to mean a reality of social relationship of community that is a symbolization of a corporate that positions its product in the community. "Guitar Maker" Dji Sam Soe advertisement version is one of symbolic advertisement using symbols that has certain mean. The sign and symbols included in the commercial advertisement of a corporate will give various mean, including a mean about social relationship and the value owned by the corporate. Therefore, the author is interested to determine the meaning in the "Guitar Maker" Dji Sam Soe advertisement version in television media.

This study used qualitative interpretative research method using semiotic analysis. Semiotic analysis was a science that examined the role of sign and symbol explaining how the sign was arranged and how the sign could produce various mean. By this method, the author could explain the symbol and sign in "Guitar Maker" Dji Sam Soe advertisement version in television media as a meaning in an advertisement. The result of study was analyzed based on the thought about semiotic concept to determine the meaning in "Guitar Maker" Dji Sam Soe advertisement version in television media. All data was previously confirmed with related parties in this study by data validity technique of nine formulas that would strengthen the analysis.

Based on the result of research and through analysis process that analyze all symbolic package included in this advertisement, it can be seen here that the communicator is Dji Sam Soe has the sole purpose of the meaning of the message. The selection of a place setting in the tobacco fields represent the elements of simplicity and tenacity.