ABSTRACT

REPRESENTATION OF DIVERSITY IN ADVERTISING INDOMIE INDONESIAN SOCIETY "WARMTH AMID DIFFERENCES"
(Semiotic Analysis Of Roland Barthes About The Representation Of Diversity In Adveristing Indomie Indonesian Society "Warmth Amid Differences")

By :
Putri Fahmawati
NIM. 41811103

This research under the guidance of :
Sangra Juliano P., M.I.Kom

This research aims *to determine the representation of diversity in advertising indomie kehangatan ditengah perbedaan/ indomie indonesian society warmth amid differences. Sub focus of this research is to know the meaning of denotation, connotation, and mythic/ideology by Roland Barthes*

This is a qualitative research *method using semiotic Roland Barthes. Data collection Techniques used were documentary studies, literature studies, internet searcing, and field studies by interviewing informants. The objects being analyzed is three sequences contained in the advertisment Indomie Kehangatan Ditengah Perbedaan.*

The result of research *that is denotative meaning in this ad show Chinese culture in Indonesia. Connotative meaning is the indonesia people society's view of the chinese culture and their religion. Whereas myth/ideologi that can be taken is the chinese that existed long ago used as minorities in Indonesia.*

The conclusion *based on the result of research on the representation of the diversity of Indonesian society in Indomie ad kehangatan ditengah perbedaan this ad shows the cultural diversity of ethnic, rase, skin color, and religion that exist in Indonesian society.*

Advice *for tenants ads to create ads that have character and good quality, has a modern perspective, but do not forget the traditional culture as the nation's identity.*

Keyword : Diversity of Indonesian Society, Ad, Semiotic, Roland Barthes.