

ABSTRACT

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Analysis Semiotik The ads Traveloka “Jadi Mau Seru-Seruan”.

Keyword : Semiotics, Advertising, Traveloka.

(ix + 52)

Traveloka is one of the leading online travel agent companies in Indonesia. In one of the advertisements, "From Monotone to Wants Exclamation that uses semiotic analysis from Ferdinand De Saussure, this ad has a creative concept and gives a family meaning. The purpose of this research is to find out the meaning of the connotation and denotation and analyze the Traveloka advertisement version of "From Monotone to Be Exciting" on YouTube. The research method used is through a qualitative approach. The meaning of denotation in the Traveloka ad version "From Monotonous So Want to Exclamation is to tell a story about a father who has a monotonous and boring nature. While the connotation meaning that is displayed in each scene reflects a monotonous father and son who never goes on vacation, a father who has a monotonous nature, the same at the beginning of the scene shows that he was emotional because he knew his son lied to his friends. The writer hopes to make a more detailed ad. As for the audience or consumer, they can be more critical in evaluating the message that is actually being conveyed.

Bibliography (1993-2016)