

## ABSTRACT

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### ***Semiotic Analysis of Ganier's Acno Fight Ad "Philo Paz Armand version"***

*This study aims to identify the meaning of denotation, konotation, and myth or ideology in the television advertisement of GARNIER ACNO FIGHT, Which describe masculinity. The method use in this study is semitoc analysis to reveal its implied meaning. Semiotic analysis use in this study is the Roland Barthes which looks into the denotation and connotation meanings as well as myth. The result of the study shows that there were denotation and connotation meaning and myth or ideology in Garnier Acno Fight advertisement from the dominant mark in recording scene taken based on specifid criteria in the version of Philo Paz Armand, there were three denotation meaning, three connotation meaning, and three myth. The final part, the shape of a man, is someone physical shape which tends to be metroseksual, love by women, smart and successful leader, somebody, creative thinking and hobbies such an advertisement can make people interested to buy the face cleanser product Garnier Acno Fight*

**Keyword :Pierce, masculinity, semiotic**

**( xi + 39)**