

## ABSTRACT

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*Nobar in A Car version of the Kacang Garuda Ad Semiotic Analysis "Don't Watch Football Without Garuda Peanut"*

**Keyword : Semiotics, Advertising, Garuda, Myths.**

(ix + 48)

*A soccer ball is a sport that very had much cache by many parties , want any of it anak-anak , be in the low teens , and adults .It is needed to legalize the large number of people interested in studying in football , the mass media were on the brink of berlomba-lomba to be able to already we are already a football game want to that is another stood up in the paper public servants on the great commission nor public servants and the mass media is a big influence compared the mass media is to go through the television , television has long been a part of life that are halfway merged in kehidupan sehari-hari to an individual , the family , and the community .*

*When watching television we will see a good impressions advertising advertising the community and commercial advertising jasa.nampaknya advertising products and believed as a way to increase from the sale by most have budget of the promotion.This can be seen from berlimpahnya iklan-klan we can see through television.Of development from advertising on television, so object in scientific research this is nuts garuda.*

*The purpose of this study is to find and analyze meaning message in advertising nuts savory nuts garuda version in in the car “ do not watch the ball without nuts garuda” on television by adopting logician roland barthes .From our analysis that has been done based on meaning denotasi , connotation and myths in advertising nuts savory nuts garuda version in in the car “do not watch the ball without nuts garuda”, it can be seen that advertising nuts garuda have the concept of very simple , unique , and very creative to the concept of one and friends of his being temperamental due to disappointed not can watch a football game because of what happened unexpected happened .*

*Methods used in the study are using the theory a logician roland barthes .In an advertisement that displayed strengthen visual daily kehidupan message we are not going to know what will happen on the day are therefore willing to it is good or bad .Meaning a myth in advertising nuts savory nuts garuda implied in certain scene .In general i just put this thing stated that in the life of unexpected thing could happen wants it get worse or became more good .Because of this advertisement can make the community it interested in purchasing savory snack nut garuda nuts.*

*The meaning of denotasi out of it it can be concluded that a group of men being temperamental because there is no available can watch football bersama-sama request because the an unforeseen occurrence happens when very want to watch a football game .And the sea given konotasinya is by dialogs & notes to be so performed; supporting role in support of terrorist acts in advertisements reflected the bank sound assets into support except the son of perdition expression the face a crowd of people being temperamental as well as restless and at p m other .The meaning of his myth was on assisting persons our lives will have no idea what will happen to us even though weve prepared them all right want any of it good or bad .*