

ABSTRACT

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Toll version of the Snickers Ad Semiotic Analysis "Because Hungry Change People"

Keyword : Semiotics, Advertising, Snickers,.

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The purpose of this study was to find out and analyze the meaning of messages in the Toll version of the Snickers chocolate ad "Because Hungry Changed People" on television using Ferdinand De Saussure semiotic approach. From the analysis that has been carried out based on the denotation, and connotation meaning in the Toll version of the Snickers chocolate ad "Because Hungry Changes People", it can be seen that Snickers ads have a very simple, unique, and very creative concept with the concept of an emotional person due to hungry. In the visuals, the advertisement reinforced the message that Snickers' chocolate snack products are targeting the current teenagers who are busy on the trip, who have not had time to eat but can eat a Snickers chocolate to be used as a temporary substitute for making delicious chocolate, beans & caramel.. In general, these advertisements convey that if a person is feeling starving, it becomes emotional, but not everyone if starvation becomes emotional. Because these advertisements can make people interested in buying Snickers chocolate snacks.