

## ABSTRACT

**FAJAR APRIANSYAH. 12815425**

*Analysis Semiotics of Meikarta Apartment Ads Version "I Want to Move to Meikarta"*

**Keywords: Semiotic, Advertisements, Meikarta Apartments**

(ix + 55 + Attachment)

*The Meikarta Apartment version of "I Want to Move to Meikarta" in the media using Ferdinand De Saussure's semiotics. From the analysis that has been done based on the meaning of denotation and connotation in the advertisement of the Meikarta Apartment version "I Want to Move to Meikarta", it can be seen that the Meikarta Apartment advertisement has a very unique advertising concept, and is very close to everyday life, with Meikarta's advertisement does not offer residential products. The meikarta advertisement is referred to as the urban lifestyle that is based on the categories constructed by the Lippo Group. A visual ad that strengthens the message Meikarta's Apartment Advertisements have been supported by Jakarta with Meikarta, Jakarta with a city that is very chaotic, slum, often flooded, jammed etc., while meikarta offers a comfortable life by having various modern facilities and a clean environment.*

*In this study, the authors chose property advertising as the subject of study, because in the era of globalization having clean and modern residences is one of the biggest dreams of every individual. Can be accessed by any media, the appearance of ads that offer property is classified often. The frequency of occurrence is almost the same as advertisements that market other products such as beauty products or food products.*