

ABSTRACT

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Semiotic Analysis of Ferdinand De Saussure in the Meaning of the Advertisement Message of Gojek Version All Your Needs #SatSet Just Use Gojek!

Keywords: Semiotic Analysis, Ferdinand De Saussure, Message Meaning, Gojek Advertising.

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Title of this research is "Semiotic Analysis of Ferdinand De Saussure in the Meaning of the Advertisement Message of Gojek Version 'All Your Needs #SatSet Just Use Gojek!'" The researcher chose this advertisement because This ad has been watched 218,313 times, liked by 263 viewers and has been commented on by 30 viewers and, moreover, it is an official sponsor of the Mandalika GP. The purpose of this research is to analyze the meaning of the message from the signifiers and signifieds in the Gojek advertisement version 'All Your Needs #SatSet Just Use Gojek!'. The method used in this research is a qualitative approach with Ferdinand De Saussure's semiotic analysis method. This research uses data collection techniques such as literature review, non-participant observation, and documentation. The data analysis technique in this qualitative research is carried out through several stages, namely data reduction and interpretation and The technique for determining data in this research is based on signifier and signified in Ferdinand de Saussure's semiotics, by selecting representative advertisements that have a diversity of signs such as text, images, sound, or other visual signs. The results obtained in this advertisement research, based on the analysis of 8 scenes divided into 20 image clips from the Gojek advertisement version 'All Your Needs #SatSet Just Use Gojek!' in 2022 with Ferdinand De Saussure's semiotic analysis, depict how Gojek can be a solution for various needs of its customers. Gojek offers various features that can help its customers travel, order food, pay bills, send goods, and even meet daily needs such as shopping. Overall, this advertisement aims to promote Gojek as a service that is fast, easy, and safe for all needs. The advertisement also wants to show that Gojek is always there to help its customers, even in unexpected situations. This advertisement is packaged with a unique concept in conveying its message. This advertisement successfully demonstrates that Gojek is a service that can be a solution for various needs of its customers. Additionally, the advertisement uses simple language that is easily understood by all audiences

Bibliography (1996-2023)