

ABSTRACT

FARAH NANDA ISMAWATI, 10820266

The Meaning of Rinso's Advertisement Version Supports Clean Future with Rinso's First Recycled Pouch Packaging in Indonesia (Roland Barthes Semiotic Analysis)

Keywords : Semiotics, Roland Barthes, Advertisement, Youtube

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Technological developments are increasingly influencing the development of the advertising industry in Indonesia. Many companies have started to keep up with the times to be able to promote their products. These promotions are carried out through various media, including printed media, electronic media, and new media. Unilever is one of the companies that utilizes new media to promote their newest Rinso product, namely Rinso with the first recycled pouch packaging in Indonesia through the YouTube platform. The purpose of this study was to find the meaning of the Rinso advertisement in supporting a clean future with the first pouch packaging in Indonesia. The research method used in this study is a qualitative approach. The theory used in this research is Roland Barthes' theory of semiotic analysis with the constructivism paradigm. In data collection, this research used observation, documentation, literature study, and data analysis techniques. Based on the research results, it can be concluded that all living things can play a role in protecting the natural environment so that nature is not polluted, the natural environment remains beautiful, and humans can carry out their activities in the natural environment.

Bibliography (1979 – 2022)