

## ABSTRAK

**Mitak, Clara Natalia Christina. 2017. "Wacana Iklan Televisi Rokok Djarum 76 Versi "Pengin Eksis": Analisis Tanda Menurut Roland Barthes" Skripsi. Yogyakarta: Program Studi Sastra Indonesia, Fakultas Sastra, Universitas Sanata Dharma.**

Skripsi ini bertujuan mengungkap makna denotasi, konotasi, dan mitos pada iklan televisi rokok Djarum 76 versi "*Pengin eksis*" berdasarkan tanda-tanda visual dan verbalnya. Analisis makna-makna tersebut menggunakan teori tanda menurut Roland Barthes. Teori tersebut diaplikasikan dengan tujuan mengungkapkan makna denotasi, konotasi, dan mitos.

Pada tahap pengumpulan data, teknik dasar yang digunakan berupa teknik sadap dan teknik lanjutan berupa teknik catat. Pada tahap analisis data, teknik yang digunakan ialah teknik Bagi Unsur Langsung (BUL) dan penggunaan model sistem semiologi Roland Barthes. Pada tahap penyajian hasil analisis data, penyajian secara informal dengan perumusan kata-kata biasa, sedangkan penyajian formal dengan perumusan tabel dan bagan.

Iklan Djarum 76 versi "*Pengin Eksis*" terbagi menjadi sembilan adegan. Berdasarkan tanda-tanda verbal dan visualnya, ditemukan makna denotatif dan konotatif sebagai berikut. Pada adegan 1, ditemukan makna denotatif dan konotatif tentang tokoh pria paruh baya dan latar (tempat dan waktu). Pada adegan 2, ditemukan makna denotatif dan konotatif tentang tokoh pria paruh baya dan lampu emas ajaib. Pada adegan 3 ditemukan makna denotatif dan konotatif tentang tokoh jn dan penggabungan dua mitos. Pada adegan 4 ditemukan makna denotatif dan konotatif tentang tokoh jin. Pada adegan 5 ditemukan makna denotatif dan konotatif tentang tokoh pria paruh baya. Pada adegan 6 ditemukan makna denotatif dan konotatif tentang tokoh jin. Pada adegan 7 ditemukan makna denotatif dan konotatif tentang tokoh pria paruh baya. Pada adegan 8 ditemukan makna denotatif dan konotatif tentang tokoh jin serta pada adegan 9 ditemukan makna denotatif dan konotatif tentang logo Djarum 76.

Terdapat enam mitos dalam iklan Djarum 76 versi "*Pengin Eksis*", yaitu (a) mengekalkan *branding*, (b) menunjukkan eksistensi sebagai rokok rakyat, (c) melestarikan budaya, (d) mengkritik budaya "*pengin eksis*", (e) membangun citra humoris, dan (f) menunjukkan kuasa produsen rokok.

## ABSTRACT

**Mitak, Clara Natalia Christina.** 2017. "Discourse of Television Cigarette Advertisement of Djarum 76 "*Pengin Eksis*" Version: An Analysis of Signs on Roland Barthes". Thesis. Yogyakarta: Indonesia Literature Studies, Faculty of Letters, Sanata Dharma University.

This thesis aims to reveal the meaning of denotation, connotation, and myths on television cigarette advertisement of Djarum 76 "*pengin eksis*" version based on visual and verbal signs. The analysis of these meanings uses the sign theory according to Roland Barthes. The theory is applied with the aim of expressing the denotation, connotation, and myth meaning.

At the data collection stage uses tapping techniques and recording techniques. In the data analysis stage uses Immagiate Constituent Analyzing (Indonesian: *Bagi Unsur Langsung*) technique and used Roland Barthes's semiological system model. In presentation of data analysis results, at the formal way uses common word, for informal way used tables and charts.

Djarum 76 cigarette advertisement is divided into nine scenes. The denotative and connotative meaning are described based on their verbal and visual signs. In scene 1, there are two the meaning of denotative and connotative about the middle-aged man character and background (place and time). In scene 2, there are two meaning of denotative and connotative about the middle-aged man character and magic gold lamp. In scene 3, there are two meaning of denotative and connotative about the jinn character and the merging of two myths. In scene 4, that is one meaning of denotative and connotative about jinn character. In scene 5, there is one meaning of denotative and connotative about middle-aged man character. In scene 6, there is one meaning of denotative and connotative about jinn character. In scene 7, there is one meaning of denotative and connotative about middle-aged man character. In scene 8, there is one meaning of denotative and connotative about jinn character and in scene 9, there is one meaning of denotative and connotative about Djarum 76 logo.

For the myth meaning obtained some meaning that are (a) eternize branding, (b) shows existence as a people's cigarette, (c) preserving culture, (d) criticizing the culture of "*pengin eksis*", (e) building a humorous image, and (f) showing the power of cigarette producers.