

ABSTRACT

The research entitled SEMIOTIC ANALYSIS OF LA VERSION MENTHOL LIGHT PAINTING MONALISA. Advertising is a medium of communication that contains many social message in a society that basically involves forms of visual and linguistic message to encode the message that is conveyed.

This study aims to determine the meaning of denotation, connotation meaning, contained in Ad LA MENTHOL LIGHT PAINTING VERSION MONALISA and know a myth that explains social phenomena that exist, for the advertising audience.

The method in this study using qualitative research with semiotic analysis of Ferdinand de Saussure. Qualitative research methods used to study the problem, if not clearly understand the meaning behind it seems. To develop a theory to ensure the correctness of the data while the semiotic analysis is used to find meaning in a sign.

The results obtained from this study is that there are a lot of meaning denotation, connotation meaning that has a lot of meaning in advertising signs LA Menthol Light version of the Mona Lisa painting. In addition, there are many meanings denotation and connotation meaning conveyed by the film. The story is much gave the message and deserves to be applied in human life in society.

Recommendations given in this study are makers of this ad should be able to apply the bias monalisa paintings role moving images such as the original form or bias in the said goods live. And for people who have been watching this ad should be able to absorb the message contained in this advertisement and is able to apply it in everyday life so that Indonesian people can have creativity better in the future