

## Abstract

This paper entitle “**A semiotic analysis on *Gerakan Nasional Revolusi Mental Ayo Berubah* Advertisement**”. It attempts to analyze the meanings of public service advertisement used semiotic approach. The purpose of this research is to find the meanings of *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement by Coordinating Ministry of Human Development and Culture. The context of this paper is to analyze hidden meanings in several advertisement videos version by Coordinating Ministry of Human Development and Culture, as follows, *PNS* version, Soekarno’s version, *Gotong-Royong* version and *Petani* version. In *PNS* version tell us about the government employee in office environment, the advertisement tells the story of government employee are disciplined and comply with regulations. Soekarno’s version shows the strong voice of soekarno in giving oration and the visual tell about Indonesian people’s life. *Gotong-Royong* version tells us about traffic problems, which is caused by a stalled car. In *Petani* version shows a poor farmer life, even though he was poor but he wanted to facilitate his son to school. Essentially, the advertising content shows the social phenomenon of Indonesian society life. The writer is interested to analyze the hidden meanings of the public service advertisement about social phenomenon of Indonesian society life. The writer uses a descriptive qualitative approach in order to answer the research question. First, the writer collects the data, then watching and observe in details several times on one of the private television station. After that to support the process of data collecting, the writer downloading the advertisement videos with MP4 format on Youtube sites ([www.youtube.com](http://www.youtube.com)). The writer collects in the form of videos, the main data sources are the study of discourse text advertisement and images in *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement. Then the writer analyze the video scene by scene in order to find out how many signs that would be appears. Then, the writer classifies what he got into three elements that mentioned triangle’s meaning by Peirce’s theory: signs, objects, and interpretation. After that, the writer explores the data he found that concludes as signs. Actually the data can be gotten from what the people do in the video, what they say, or where the setting of the video is. All of data findings will be described with Triangle’s meanings theory by Peirce’s. Making a conclusion is the writer’s last step. The conclusion is made from the result of the analysis. There are the hidden meanings from the *Gerakan Nasional Revolusi Mental Ayo Berubah* Advertisement. The meanings can be seen in the three steps Triangle’s Meaning are signs, objects, and interpretation.

Keywords: *advertisement, semiotic, sign*