



ABSTRAK

ANALISIS SEMIOTIKA MAKNA PESAN HEMAT DALAM IKLAN GRAB VERSI “TONTON BIAR PERCAYA GRAB SEHEMAT ITU” DI YOUTUBE

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Penelitian ini bertujuan untuk mengetahui makna denotasi, konotasi, mitos, dan makna pesan yang terkandung dalam iklan Grab versi “Tonton Biar Percaya Grab Sehemat Itu”. Penelitian ini merupakan jenis penelitian kualitatif dengan menggunakan metode studi kasus deskriptif dan model semiotika Roland Barthes. Hasil dari penelitian ini menunjukkan bahwa iklan Grab versi “Tonton Biar Percaya Grab Sehemat Itu” mengandung makna pesan hemat. Selain itu, makna denotatif ditunjukkan dengan perjalanan seorang pria dari dia kuliah sampai bekerja. Pemaknaan konotatif pada iklan ini ialah Grab menjadi teman setia di setiap perjalanan. Sedangkan mitos dalam iklan ini berupa hemat dan kemudahan layanan Grab. Kata hemat dan mudah akan berbeda pengertian berdasarkan preferensi setiap individu.

Kata Kunci: Semiotika, Grab, Hemat

ABSTRACT

SEMIOTIC ANALYSIS OF THE MEANING OF THE SAVINGS MESSAGE IN THE GRAB ADVERTISEMENT VERSION OF "WATCH IT TO BELIEVE GRAB IS THAT SAVINGS" ON YOUTUBE

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This study aims to determine the meaning of denotation, connotation, myth, and the meaning of the message contained in the Grab advertisement version "Watch to Believe Grab is as Economical as That". This study is a type of qualitative research using a descriptive case study method and Roland Barthes' semiotic model. The results of this study indicate that the Grab advertisement version "Watch to Believe Grab is as Economical as That" contains the meaning of a message of economy. In addition, the denotative meaning is shown by a man's journey from college to work. The connotative meaning in this advertisement is that Grab is a loyal friend on every journey. While the myth in this advertisement is about economy and the ease of Grab services. The words economy and ease will have different meanings based on each individual's preferences.

Keywords: *Semiotics, Grab, Economical*