



ABSTRAK

ANALISIS SEMIOTIKA ROLAND BARTHES PADA VIDEO IKLAN FULL ANIMATION KOLABORASI GARENA FREE FIRE DAN NARUTO SHIPPUDEN CHAPTER 2 DI YOUTUBE

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Penelitian ini bertujuan untuk menganalisis makna denotatif, konotatif, dan mitos dalam video iklan full animation kolaborasi Garena Free Fire dan Naruto Shippuden Chapter 2 yang ditayangkan di Youtube. Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis semiotika Roland Barthes. Objek penelitian berupa adegan-adegan visual yang merepresentasikan karakter, aksi pertarungan, transformasi kekuatan, serta simbol kolaborasi antara dunia game dan anime. Teknik analisis data dilakukan melalui identifikasi tanda visual, analisis makna denotatif, analisis makna konotatif, dan analisis makna mitos. Hasil penelitian menunjukkan bahwa iklan tidak hanya berfungsi sebagai media promosi, tetapi juga membangun konstruksi makna ideologis melalui representasi kekuatan, konflik dua dunia, heroisme, dan kesinambungan narasi budaya populer digital. Makna mitos menormalisasi kolaborasi game dan anime sebagai simbol dominasi, hiburan epik, dan strategi komunikasi visual yang efektif. Dengan demikian, video iklan ini dipahami sebagai teks komunikasi visual yang sarat makna simbolik dan ideologis.

Kata Kunci: semiotika Roland Barthes, video iklan, full animation, budaya populer, makna mitos

ABSTRACT

ROLAND BARTHES SEMIOTIC ANALYSIS OF THE FULL ANIMATION VIDEO ADVERTISEMENT OF THE GARENA FREE FIRE AND NARUTO SHIPPUDEN CHAPTER 2 COLLABORATION ON YOUTUBE

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This study aims to analyze the denotative, connotative, and mythological meanings in the full animation video advertisement of the collaboration between Garena Free Fire and Naruto Shippuden Chapter 2 published on YouTube. This research employs a qualitative method with Roland Barthes semiotic analysis approach. The research object consists of visual scenes representing characters, battle actions, power transformations, and collaboration symbols between the worlds of games and anime. Data analysis techniques include visual sign identification, denotative meaning analysis, connotative meaning analysis, and myth analysis. The findings indicate that the advertisement functions not only as a promotional medium but also as a construction of ideological meanings through representations of power, inter-world conflict, heroism, and narrative continuity within digital popular culture. The mythological meanings normalize the collaboration between games and anime as symbols of dominance, epic entertainment, and effective visual communication strategies. Therefore, this video advertisement can be understood as a visual communication text rich in symbolic and ideological meanings.

Keywords: *Roland Barthes semiotics, video advertisement, full animation, popular culture, myth*