# **ABSTRAK**

**MITOS MASKULINITAS DALAM IKLAN ROKOK DJARUM SUPEREDISI *FOIL SURFBOARD* (STUDI SEMIOTIKA ROLAND BARTHES)**

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Penelitian ini berjudul MITOS MASKULINITAS DALAM IKLAN ROKOK DJARUM SUPEREDISI FOIL SURFBOARD (STUDI SEMIOTIKA ROLAND BARTHES). Tujuan penelitian ini adalah untuk mengetahui pemaknaan simbol maskulinitas pada iklan rokok Djarum Superedisi Foil Surfboard dengan melihat makna denotasi, konotasi dan mitos.Metode penelitian yang digunakan dalam penelitian ini adalah metode kualitatif dengan analisis semiotika Roland Barthes. Teknik pengumpulan data yang dilakukan terdiri dari Observasi dan Dokumentasi.

Berdasarkan hasil penelitian, peneliti melakukan observasi terhadap iklan rokok *Djarum Super edisi Foil SurfBoard* dengan cara memilah adegan yang terdapat simbol maskulinitas. Setelah itu, hasil dari observasi tersebut, peneliti analisis dengan terstruktur. Hasil dari penelitian menunjukan terdapat makna denotasi, makna konotasi dan mitos didalam iklan rokok *Djarum Super* edisi *Foil SurfBoard*. Makna denotasi ditunjukan dengan beberapa adegan yang memiliki tanda maskulinitas. Pemaknaan konotasi ialah berupa tubuh atletis, olahraga ekstrem dan adegan menantang maut. Mitosnya ialah bukti-bukti hasil dari konotasi yang menunjukan maskulinitas.

**Kata Kunci:** Semiotika Roland Barthes, Maskulinitas, *Djarum Super*

# ***ABSTRACT***

***MYTH OF MACULINITY IN SUPER DJARUM CIGARETTE ADVERTISING FOIL SURFBOARD SUPEREDITION (STUDY OF ROLAND BARTHES SEMIOTICS)***

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*The title of this research is THE MYTH OF MASCULINITY IN DJARUM CIGARETTE ADVERTISING FOIL SURFBOARD SUPEREDITION (STUDY OF ROLAND BARTHES SEMIOTICS). The purpose of this study was to determine the meaning of the masculinity symbol in the Djarum Superedisi Foil Surfboard cigarette advertisement by looking at the meaning of denotation, connotation and myth. The research method used in this study is a qualitative method with semiotic analysis of Roland Barthes. Data collection techniques carried out consist of Observation and Documentation.*

*Based on the results of the study, the researcher observed the advertisement for the Foil SurfBoard edition of Djarum Super cigarettes by sorting out scenes that contained symbols of masculinity. After that, the results of the observations were analyzed in a structured way. The results of the study show that there are denotative meanings, connotative meanings and myths in the Foil SurfBoard edition of Djarum Super cigarette advertisements. The meaning of denotation is shown by several scenes that have signs of masculinity. The connotation meaning is in the form of an athletic body, extreme sports and death-defying scenes. The myth is evidence that results from connotations that show masculinity.*

***Keywords:*** *Roland Barthes Semiotics, Masculinity, Djarum Super*