

Analisis semiotika iklan TV komersial BCA "Gebyar Tahapan BCA 2014 #Menanglebih" versi bola = Semiotics analysis in TV commercial ads BCA "Gebyar Tahapan BCA 2014 #Menanglebih" soccer version

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Abstrak

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Untuk mengetahui makna tanda dalam iklan BCA “Gebyar Tahapan BCA 2014 #Menanglebih” versi bola ini diperlukan sebuah pendekatan yang dilakukan dengan proses semiotika. Charles Sanders Pierce membagi tanda menurut hubungan tanda dan objeknya yang terbagi atas ikon, indeks, dan simbol. Penelitian ini menggunakan pendekatan kualitatif deskriptif dimana penulis melaporkan meaning of events dari apa yang diamati, laporannya berisi amatan berbagai kejadian dan interaksi yang diamati secara langsung dan mendalam. Hasil penelitian menunjukkan bahwa setiap ikon, indeks, dan simbol memiliki makna berupa identitas Bank BCA selaku pengiklan, target audiens program Gebyar Tahapan BCA, serta tujuan beriklan yang ingin disampaikan yaitu mempromosikan program hadiah Gebyar Tahapan BCA yang mana iklan ini dikemas dengan memanfaatkan fenomena Piala Dunia sebagai tema beriklannya.<hr>

ABSTRACT

To know the meaning of the sign in TVC BCA "Gebyar Tahapan BCA 2014 #Menanglebih" soccer version we need an approach that is done with the semiotics. Charles Sanders Pierce divide sign into icons, index, and symbols. This study uses descriptive qualitative approach in which the authors report the meaning of events of what is observed, the report contains observations of events and interactions are observed directly and deeply. The results showed that each icon, index, and symbols have meaning in the form of Bank BCA identity as advertisers, the target audience of Gebyar Tahapan BCA program, as well as the purpose of advertising is to be conveyed, namely promoting the lottery program Gebyar Tahapan BCA which this ad is packed with utilizing the phenomenon of World Cup as a theme in advertising., To know the meaning of the sign in TVC BCA "Gebyar Tahapan BCA 2014 #Menanglebih" soccer version we need an approach that is done with the semiotics. Charles Sanders Pierce divide sign into icons, index, and symbols. This study uses descriptive qualitative approach in which the authors report the meaning of events of what is observed, the report contains observations of events and interactions are observed directly and deeply. The results showed that each icon, index, and symbols have meaning in the form of Bank BCA identity as advertisers, the target audience of Gebyar Tahapan BCA program, as well as the purpose of advertising is to be conveyed, namely promoting the lottery program Gebyar Tahapan BCA which this ad is packed with utilizing the phenomenon of World Cup as a theme in advertising.]