

Representasi budaya belanda pada visualisasi iklan sereal Kellogg's Tresor rasa coklat = Dutch culture representation in the visualisation of Kellogg's Tresor chocolate flavored cereal advertisement

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Abstrak

This journal discusses about the advertisement of chocolate flavour Kellogg's Tresor. Kellogg's Tresor is a healthy cereal meal. Through its unique advertisements, Kellogg's Tresor leave an impression on the Netherland's public. The analysis in this discussion uses semiotics to discover the meaning in the advertisements. From the analysis, can be seen that Kellogg's Tresor's way of promotion represents the Dutch culture as it is intended by the ads creator itself: