

## ABSTRACT

This research explores the denotative, connotative and myth meanings found in Adidas advertisements on Instagram Reels using Roland Barthes' semiotic theory. As digital platforms continue to shape how brands communicate, short-form videos have become a powerful medium for constructing meaning through visual, textual and symbolic elements. This study focuses on identifying how Adidas uses signs to build brand identity, convey cultural values and construct modern myths within its advertising. The data were collected from selected Instagram Reels posted on the official @adidas account. Each reel was analyzed using Barthes' three levels of signification: denotation, connotation and myth. Through qualitative descriptive analysis, this research examines how visual cues, color choices, athlete representations, camera angles, text overlays and product placements work together to deliver layered meanings. The findings show that Adidas employs strong denotative elements such as athlete performances, product close-ups and dynamic movements, while connotative meanings emerge through themes of strength, ambition, aspiration, empowerment and premium identity. At the myth level, the advertisements naturalize ideas of heroism, discipline, success and self-transformation, positioning Adidas products as symbols of achievement and modern athletic culture. This study contributes to a deeper understanding of how semiotic strategies operate within digital advertising, particularly in short-form video formats. It also highlights how brands construct emotional and cultural narratives to connect with audiences in a competitive digital environment.

**Keywords:** Semiotics, Roland Barthes, Denotation, Connotation, Myth, Adidas, Instagram Reels, Digital Advertising.