

ABSTRACT

DESI PRATIWI. 1165030045. *Personal Brand of Dian Pelangi on Her Instagram Account: Semiotic Analysis*. Undergraduate Thesis, English Study Program, Adab and Humanities Faculty, State Islamic University of Sunan Gunung Djati Bandung.

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Keywords: *Semiotics, Denotation, Connotation, Personal Brand*

In social life, humans are accustomed to creating a brand for themselves. This thesis discusses Personal Brand of Dian Pelangi on Her Instagram account through semiotic theory. Semiotic theory is one of the theories in linguistics that studies the meaning of signs. In this study, researchers made an analysis of Personal Brand of Dian Pelangi on Her Instagram account by using semiotic theory, especially Rolland Barthes' theory of the meaning of denotation and connotation and Peter Montoya's theory of personal branding. The objectives of this research are (1) to find out the denotation sign that describes the personal brand concept of Dian Pelangi on his Instagram account (2) to find out the connotation sign that describes the Dian Pelangi personal brand concept on his Instagram account (3) to find out the relationship between denotation signs and connotations with personal concepts the Dian Pelangi brand on his Instagram account. Dian Pelangi uses five concepts for the formation of personal branding, namely: the concept of the law of specialization, the law of personality, the concept of the law of distinctiveness, the law of visibility and the law of unity.

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Dalam kehidupan bermasyarakat manusia terbiasa menciptakan brand untuk dirinya sendiri. Skripsi ini membahas tentang personal brand Dian Pelangi pada akun instagramnya melalui teori semiotika. Teori semiotika merupakan salah satu teori dalam linguistik yang mempelajari tentang makna tanda. Dalam penelitian ini, peneliti membuat analisis terhadap personal brand Dian Pelangi pada akun instagramnya dengan menggunakan teori semiotika khususnya teori Rolland Barthes mengenai makna denotasi dan konotasi dan teori Peter Montoya mengenai personal branding. Adapun tujuan dari penelitian ini (1) mengetahui tanda denotasi yang menggambarkan konsep personal brand Dian Pelangi pada akun instagramnya (2) mengetahui tanda konotasi yang menggambarkan konsep personal brand Dian Pelangi pada akun instagramnya (3) mengetahui hubungan antara tanda denotasi dan konotasi dengan konsep personal brand Dian Pelangi pada akun instagramnya. Seorang Dian Pelangi menggunakan lima konsep pembentukan personal branding, yaitu : konsep the law of specialization, the law of personality, konsep the law of distinctiveness, the law of visibility dan the law of unity.