

ABSTRACT

Hendi Junaedi. 1175030122. Hyperreality in Samsung Advertisement. An Undergraduate Thesis, English Literature, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisors: 1. Dedi Sulaeman, S.S., M.Hum 2. Dadan Rusmana, M.Ag

The purpose of this study is to find out hyper-signs that are represented and to find out the hyperreality that occurs in advertisement videos. This study is done based on the phenomena of how advertisement can cause potential buyers to enter certain community groups who can then give pride and a sense of being different when they have these products while creating a false reality (simulacrum) which was conceptualized by Jean Baudrillard. This study uses Jean Baudrillard's theory of hyperrealism with an analytical focus on the consumption object of Samsung products, especially on advertisements for Samsung Galaxy Book Flex laptop products and Samsung Galaxy Z Fold3 5G smartphones which can be found on the official Samsung YouTube page. Hyperreality is the creation of real models that have no origin or reality. This study is done using the qualitative method, where the research produces descriptive data in the form of written or spoken words from people and observable behavior. The result of the analysis shows that the two advertisements have hyperreality elements where the two advertisements are not only a form of representation of the original reality, but also reproduce the existing signs in reality into new signs so that they become the simulacrum itself. Finally, this research is limited to the forms of signs and hyperreality of Jean Baudrillard's perspective, therefore, it is recommended for future researchers who will conduct research with the same object of study as this research to develop future research with different theories or perspectives.

Keywords: *hyperreality, hypersigns, advertisement, Samsung.*