

ABSTRACT

Afifah, Tazkia Izzah. 2022. *Commercial Creative Strategy Analysis on H&M Advertisement*. Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung, Supervisors: Mrs. Dr. Pepi Siti Paturohmah, S.S., M.Pd and Mrs. Ice Sariyati, S.S., M.P.d.

Key Words: *Semiotics, Commercial creative strategy, Roland Barthes, Advertisement, Sign.*

Advertisements more effective at attracting the audience's attention in this digital era today, by producing several improvements as in the H&M short film advertisement which attracts its audience by inserting creative strategies. Thus, this study is about that topic with the purpose to discuss the analysis of commercial creative strategy using the semiotic analysis of Roland Barthes by dividing it into two research questions: (1) What types of commercial creative strategy are used in H&M short film advertisements? (2) How can commercial creative strategy build communication to the audience in H&M short film advertisements? This study used a descriptive qualitative method and the theory of denotative and connotative from Roland Barthes (1957), and the theory of commercial creative strategy from Martin (2006). The findings from the data analysis showed the most dominant type found was symbolism (18 data), then cultural identity (6 data), sense of humor (4 data), and sexual appeal (1 data). Meanwhile, commercial creative strategy build communication to the audience by building an interpretation in the audience's mind. From that findings, it can be concluded that the creative process in H&M short film advertisements used the commercial creative strategy types, namely symbolism, sense of humor, sexual appeal, and cultural identity. H&M used those strategies in order to build communication to the audiences to attract attention and build brand awareness because the function of these aspects is to help the advertising achieve its goal effectively to deliver accurate information.

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Kata Kunci: *Semiotik, Strategi kreatif komersial, Roland Barthes, Iklan, Tanda.*

Iklan semakin efektif menarik perhatian khalayak di era digital saat ini, dengan menghasilkan beberapa penyempurnaan seperti pada iklan film pendek H&M yang menarik perhatian khalayaknya dengan menyisipkan strategi kreatif. Oleh karena itu, penelitian ini membahas topik tersebut dengan tujuan untuk membahas analisis strategi kreatif komersial menggunakan analisis semiotik Roland Barthes dengan membaginya menjadi dua pertanyaan penelitian: (1) Jenis strategi kreatif komersial apa yang digunakan dalam iklan film pendek H&M? (2) Bagaimana strategi kreatif komersial dapat membangun komunikasi kepada audiens dalam iklan film pendek H&M? Penelitian ini menggunakan metode deskriptif kualitatif dan teori denotatif dan konotatif dari Roland Barthes (1957), dan teori strategi kreatif komersial dari Martin (2006). Temuan dari analisis data menunjukkan jenis yang paling dominan ditemukan adalah simbolisme (18 data), kemudian identitas budaya (6 data), selera humor (4 data), dan daya tarik seksual (1 data). Sedangkan strategi komersial kreatif membangun komunikasi kepada khalayak dengan membangun interpretasi di benak khalayak. Dari temuan tersebut dapat disimpulkan bahwa proses kreatif dalam iklan film pendek H&M menggunakan jenis strategi kreatif komersial, yaitu simbolisme, rasa humor, daya tarik seksual, dan identitas budaya. H&M menggunakan strategi tersebut dalam rangka membangun komunikasi kepada khalayak untuk menarik perhatian dan membangun brand awareness karena fungsi dari aspek-aspek tersebut adalah membantu periklanan mencapai tujuannya secara efektif untuk menyampaikan informasi yang akurat.