

ABSTRACT

Ghazi Nazhmi Aufa. 1195030090. A SEMIOTIC ANALYSIS IN H&M ADVERTISEMENTS. An Undergraduate Thesis, English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisor: 1. Dr. Dadan Firdaus, S.Ag., M.Ag.; 2. Erfan Muhamad Fauzi, M.Pd.

One of the media products that has the ability to change people's knowledge, attitudes and behavior is advertising. Advertising is a form of communication between producers, consumers and audiences by utilizing mass media, so that messages can be received by audiences globally and simultaneously. The advertising communication contains information about the existence of the product through words, images, writing and sound which is packaged in such a way with an attractive appearance to encourage the audience to purchase the advertised product. This research aims to analyze and highlight the meaning of signifier, signified, denotative and connotative as well as the moral messages contained in the H&M *A Magical Holiday* and H&M *Come Together* advertisements. H&M *A Magical Holiday* tells the story of a child who finds a secret door in his mother's wardrobe and then enters a world full of magic and joy. Meanwhile, H&M *Come Together* tells the story of an "H&M Lines Winter Express" train that was stuck in the middle of a snowstorm, forcing passengers to celebrate Christmas on the train. To study this problem thoroughly and in depth, a descriptive qualitative approach was used using Roland Barthes' semiotic analysis method. Semiotics is considered appropriate for knowing or analyzing what is behind the meaning of signs in advertising. In this research, it was concluded that the meaning of signifier, signified, denotative and connotative are contained in several signs such as humans, parallel worlds, trains, as well as facial expressions and efforts to deal with difficult situations. The moral message conveyed by the two H&M advertisements emphasizes the importance of togetherness and solidarity as moral values that can bring happiness and overcome challenges and it is also hoped that this advertisement can inspire the audience to value social relationships more, work together and celebrate moments with the people they love.

Keywords: *Advertisements, Moral Messages, Semiotics.*

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Iklan memiliki kemampuan untuk mengubah pengetahuan, sikap, dan perilaku seseorang. Melalui pemanfaatan media massa, iklan menjadi bentuk komunikasi antara produsen, konsumen, dan audiens secara global dan simultan. Penelitian ini menganalisis makna signifier, signified, denotative, dan connotative serta pesan moral dalam iklan H&M A Magical Holiday dan H&M Come Together. H&M A Magical Holiday mengisahkan seorang anak yang menemukan pintu rahasia di lemari ibunya dan memasuki dunia paralel. Sementara itu, H&M Come Together mengisahkan kereta "H&M Lines Winter Express" yang terjebak badai salju, memaksa penumpang merayakan Natal di dalam kereta. Pendekatan deskriptif kualitatif dengan metode analisis semiotik Roland Barthes digunakan untuk mempelajari masalah ini secara mendalam. Dalam penelitian ini, disimpulkan bahwa makna signifier, signified, denotative, dan connotative terkandung dalam tanda-tanda seperti manusia, dunia paralel, kereta, ekspresi wajah dan upaya menghadapi situasi sulit. Pesan moral yang disampaikan oleh kedua iklan H&M menekankan pentingnya kebersamaan dan solidaritas sebagai nilai-nilai moral yang membawa kebahagiaan dan mengatasi tantangan. Iklan ini diharapkan dapat menginspirasi audiens untuk menghargai hubungan sosial, bekerja sama, dan merayakan momen bersama orang yang mereka cintai.

Kata kunci: *Iklan, Pesan Moral, Semiotika.*