

ABSTRAK

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Super Stay Matte Ink. Skripsi, Jurusan Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Gunung Djati Bandung. Pembimbing: 1. Drs. Irman Nurhapitudin, M.Hum. 2. Faurus Huznatul Abqoriyyah, S.Hum., M.A.

Penelitian ini bertujuan untuk mengidentifikasi signifier dan signified yang digunakan dalam iklan Maybelline Superstay Matte Ink serta untuk memahami makna denotasi, konotasi, dan mitos dalam iklan tersebut melalui analisis semiotika model Ferdinand de Saussure dan Roland Barthes. Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif. Sumber data dalam penelitian ini mencakup data primer yang diperoleh melalui teknik observasi dan dokumentasi.

Hasil penelitian menunjukkan bahwa terdapat signifier dan signified yang muncul dalam iklan Maybelline Superstay Matte Ink, dengan total dua puluh dua elemen dari empat video iklan. Selain itu, penelitian ini juga menemukan dua puluh dua makna denotasi, konotasi, dan mitos.

Penelitian ini diharapkan dapat memberikan motivasi, wawasan, dan referensi bagi pembaca dan peneliti di masa depan yang ingin mengkaji topik serupa, yaitu semiotika.

Kata Kunci: Semiotika, Signifier, Signified, Roland Barthes, Iklan

ABSTRACT

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This research aims to identify the signifiers and signifieds used in Maybelline Superstay Matte Ink advertisements and to understand the denotative, connotative, and mythical meanings in these advertisements through semiotic analysis based on the models of Ferdinand de Saussure and Roland Barthes. This is a qualitative research with a descriptive approach. The data sources for this study include primary data obtained through observation and documentation techniques.

The results of the study indicate the presence of signifiers and signifieds in the Maybelline Superstay Matte Ink advertisements, with a total of twenty-two elements from four advertisement videos. Additionally, this research found twenty-two denotative, connotative, and mythical meanings.

This study is expected to provide motivation, insights, and references for readers and future researchers who wish to explore similar topics, specifically semiotics.

Keywords: Semiotics, Signifier, Signified, Roland Barthes, Advertisement