

## **Analisis Iklan Televisi Bakmi Mewah Versi "Raffi-Indy" Menggunakan Teori Semiotika Roland Barthes**

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### **ABSTRAK**

Persaingan produk semakin menunjukkan kemajuan periklanan di Indonesia. Banyak produk dipromosikan sedemikian kreatif melalui iklan, salah satunya iklan Bakmi Mewah versi "Raffi Indy". Melalui iklannya, Bakmi Mewah memperkenalkan inovasi produknya yaitu mie instan dengan topping daging ayam dan jamur asli. Raffi Ahmad dan Indy Barends adalah salah satu artis tersohor yang dipilih Bakmi Mewah sebagai endorser produk di iklan pertamanya. Selain endorser, iklan ini menampilkan produk Bakmi Mewah dengan perpaduan warna emas dan hitam yang mendominasi. Dengan metode penelitian kualitatif, pengumpulan data-data yang relevan dan menunjang penelitian didapat dari beberapa sumber yaitu berdasarkan hasil wawancara dengan narasumber yang berkompentensi pada bidang periklanan, sumber tertulis, dan beberapa dokumen berupa foto atau video. Proses analisis dimulai dari melakukan breakdown scene iklan kemudian mengidentifikasi dan mendeskripsikan elemen audio dan visual yang terdapat dalam iklan. Lalu dilanjutkan menganalisis menggunakan pendekatan teori semiotika Roland Barthes. Hasil dari penelitian ini yaitu ditemukannya makna dan pesan yang terkandung dalam iklan Bakmi Mewah versi "Raffi-Indy" melalui pendekatan denotasi, konotasi, dan mitos.

Kata Kunci : Bakmi Mewah, Iklan, Roland Barthes, Semiotika

## **Analysis of Bakmi Mewah's Television Ads "Raffi-Indy" Version Using Roland Barthes Semiotics Theory**

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### **ABSTRACT**

Product competition is increasingly showing the advancement of advertising in Indonesia. Many products are promoted creatively through advertisements, one of which is Bakmi Mewah advertisement version 'Raffi Indy'. Through its advertisement, Bakmi Mewah introduces its product which is instant noodles with chicken topping and original mushroom. Raffi Ahmad and Indy Barends is one of the famous artists selected Bakmi Mewah as product endorser in the advertisement. In addition, to endorse, this ad featuring Bakmi Mewah products with a blend of gold and black color sizes. With qualitative research methods, the completion of relevant data and support the research obtained from several sources that are based on the results with sources that competence in the field of advertising, written sources, and some documents such as photos and video. The analysis process starts with doing breakdown scene ads then identify and describe the audio and visual elements contained in the ad. Then proceed to analyze using Roland Barthes's semiotics theory. The result of this research is the discovery of the meaning and the message contained in Bakmi Mewah advertisement version "Raffi-Indy" through the approach of denotation, connotation, and myth.

**Keyword** : Advertisement, Bakmi Mewah, Roland Barthes, Semiotics