

SEMIOTIC ANALYSIS ON IKEA “CONQUER THE GREAT INDOORS - TV ADVERT 20”

Student Name : Nabila
Reg. Number : 5504201025
Supervisor lecturer : Arita Destianingsih, M.Pd
Student Institute : State Polytecnic of Bengkalis

ABSTRACT

The purpose of this the aim is to find out the meaning denotations, connotations, and myths in the IKEA “Conquer the Great Indoors-Tv Advert 20” & to analyze these advertisement and only focus on the message contained in IKEA “Conquer the Great Indoors-Tv Advert 20”. This advertisement is worth analyzing because it uses strong and striking symbolism, especially in the context of using IKEA products. The three main components of semiotics used are denotation, contradiction and symbolism. All of these components provide insight into how readers construct and interpret the meaning of the advertisement. The descriptive analysis of this research identifies the key visual elements of the advertisement, including how IKEA products are presented in certain attention-grabbing areas. The result of this study showed that denotative element showed that the visual presentation of these products emphasizes functionality and aesthetic appeal. The lion, which is usually associated with power and dominance, also emphasizes a healthy lifestyle in this advertisement.

Keywords: Semiotic, IKEA Advertisement, Connotation, Denotation, and Myth.