

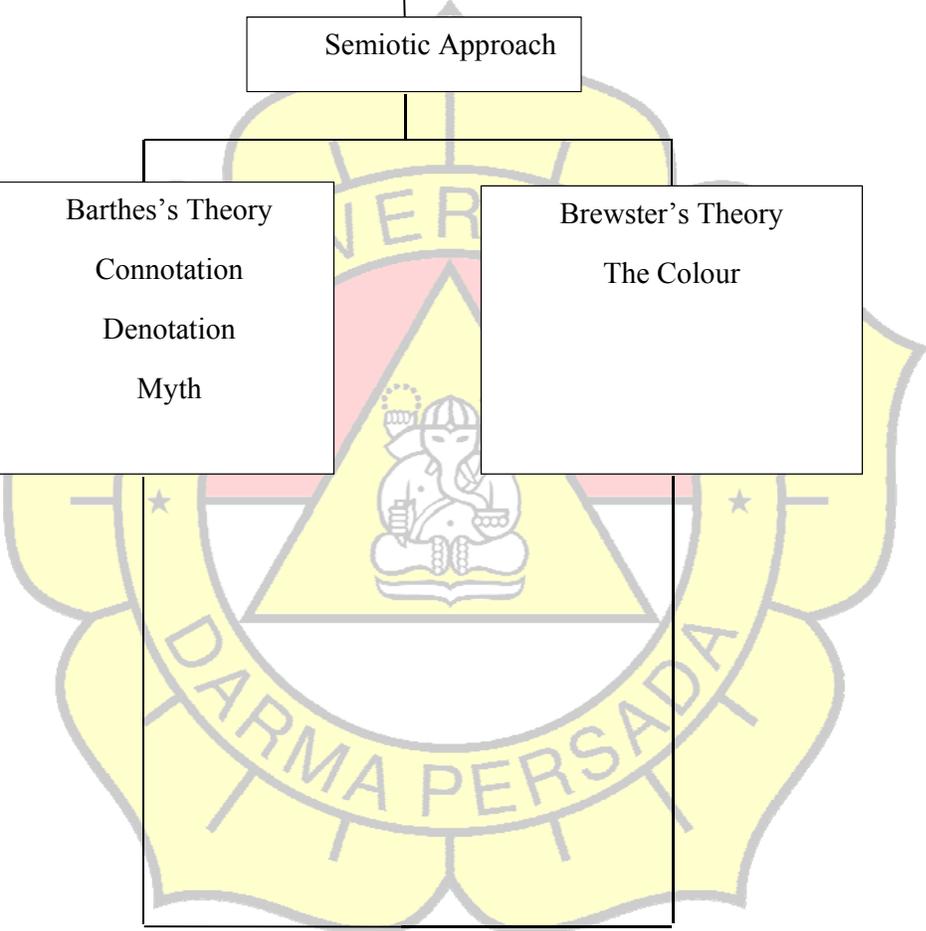
SCHEME OF THE RESEARCH

BARTHES' MYTH INTERPRETATION IN NIKE
"What Will They Say About You?" ADVERTISEMENT

Semiotic Approach

Barthes' Theory
Connotation
Denotation
Myth

Brewster's Theory
The Colour



CURRICULUM VITAE



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Educational Background

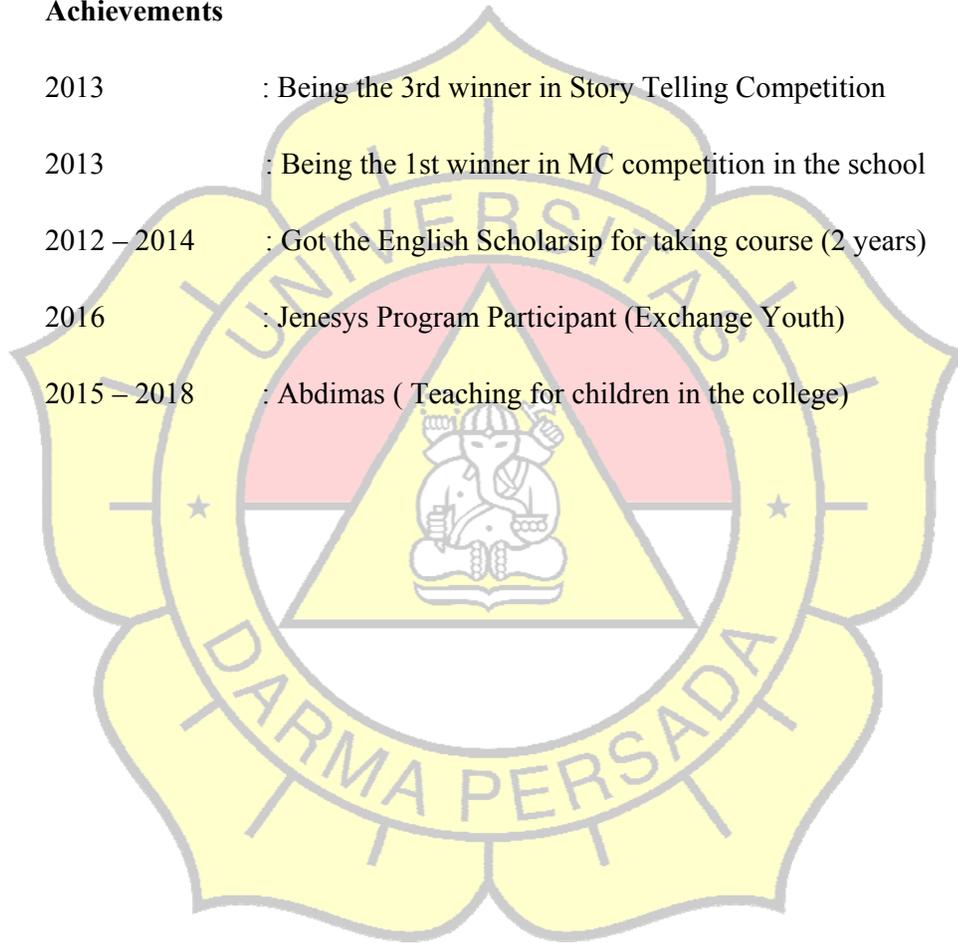
2004 - 2009 : Sekolah Dasar Negeri 19 Pistim, Jakarta
2009 - 2011 : Mts Negri 16, Jakarta
2011 - 2014 : Sekolah Diponegoro 1, Jakarta
2014 - Present : Darma Persada University, Jakarta

Organization Experiences

- Bendahara OSIS Smk Diponegoro 1 Jakarta
- Anggota Tarung Derajat UKM
- Bendahara 1 Himasinda (Himpunan Sastra Inggris di Unsada)
- Bendahara Acara kampus LKMM 2016
- Sekretaris Acara LKMM 2015

Achievements

- 2013 : Being the 3rd winner in Story Telling Competition
- 2013 : Being the 1st winner in MC competition in the school
- 2012 – 2014 : Got the English Scholarsip for taking course (2 years)
- 2016 : Jenesys Program Participant (Exchange Youth)
- 2015 – 2018 : Abdimas (Teaching for children in the college)





**BARTHES' MYTH INTERPRETATION IN NIKE
"What Will They Say About You?" ADVERTISEMENT**

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BACKGROUND

Advertisement is one excellent tool to introduce company's products to consumers. An advertising message has to have a strategy that is represented through images and text so that the message can be received and understood by the public. In this research, I choose Nike "What Will They Say About You?" Advertisement. I want to analyse the advertisement using Semiotic Theories from Roland Barthes and J. Linschostin to know what is the myth that is contained from each denotations, connotations, and messages.

FRAMEWORK OF THEORIES:

Semiotic Theory:

Barthes's
-Connotation
-Denotation
-Myth

Brewster
-Color

Method of Research

The research was conducted through a qualitative approach with a simple analysis of the advertisement. The analysis itself contains about the explanation from the compositions that are used in the advertisement such as sign, symbol, and tag-line and the relations between each elements to know what kind of myth conveyed in the advertisement is.

RESULT OF THE RESEARCH

In this advertisement, there are some indicators that bring people to make their own connotation meaning to this advertisement. There is a woman who wears a black veil. Here, black connotes as elegance and sophistication, because it holds the energy of power and protection. The message from this advertisement, Nike is intentionally to introduce the new product to the world especially for the women. It means that this advertisement is not only about the product, but it is inspiring the women to be better in achieving their goals in sports.