

**BARTHES' SEMIOTIC ANALYSIS ON ADIDAS
"BREAK FREE" VERSION ADVERTISEMENT**

TERM PAPER



By

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2019130074

**STRATA ONE (S-1) OF ENGLISH LANGUAGE AND
CULTURE DEPARTMENT**

FACULTY OF LANGUAGE AND CULTURE

DARMA PERSADA UNIVERSITY

JAKARTA

2023

**BARTHES' SEMIOTIC ANALYSIS ON ADIDAS
"BREAK FREE" VERSION ADVERTISEMENT**

TERM PAPER

Submitted in part-fulfillment of requirements for obtaining
Sarjana Linguistik (S. Li) degree



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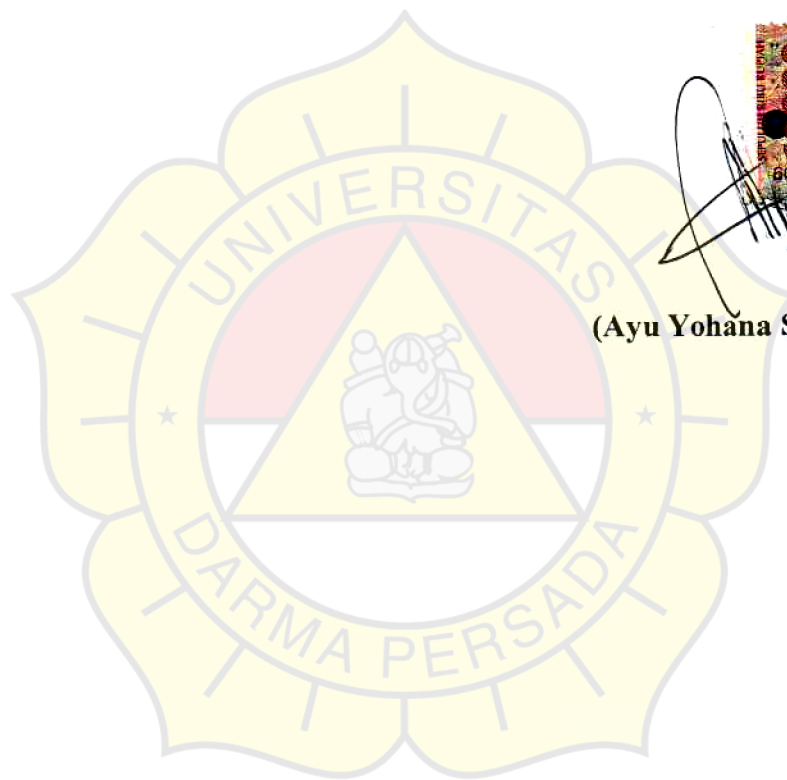
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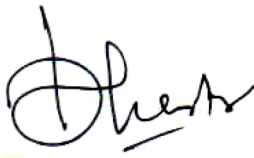
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(Ayu Yohana Setyaningrum)

LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Ayu Yohana Setyaningrum entitled "Barthes' Semiotic Analysis on Adidas "Break Free" Version Advertisement" has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining Sarjana Linguistik (S.Li.) degree to the respective candidate.

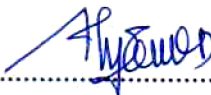
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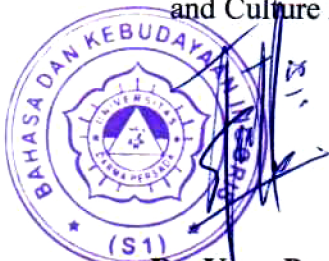
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ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my Savior and miraculous God, Jesus Christ, for His amazing ways in guiding me to complete this term-paper and for His continual love, guidance, and blessing during my studies. Finally, I could complete this term-paper as planned, which entitled “Barthes’ Semiotic Analysis On Adidas “Break Free” Version Advertisement”. This term-paper is submitted to the English Language and Culture, Darma Persada University, as a partial fulfillment of the requirement for obtaining the Strata One (S-1) degree.

I would like to present my gratitude towards all parties who have guided and supported me in finishing this term-paper. My gratitude is presented to those who have given their contribution in completion of this term-paper, which listed as follows:

1. Alia Afiyati, S.S., M.Pd as my Thesis Advisor who always provides guidance, support, advice, and assistance during the process of conducting the research reported in this term-paper until I could complete this term-paper as planned.
2. Dr. Yoga Pratama, S.S., M.Pd. as the Head of English Language and Culture Department and advisor of my term-paper. Thank you for taking the time to support and guide me during the writing of this term-paper.
3. Dr. Fridolini, S.S., M.Hum. as the Head of Board of Examiners and Nurul Fitriani, S.S., M.Hum. as Examiner of my term-paper. Thank you for taking the time to test and provide suggestions for my term-paper.
4. Thank you to all lecturers and staff of the Department of English Language and Culture, Darma Persada University who have given me a lot of knowledge, experience and lessons in academic and non-academic fields.
5. My beloved family; Ayah Mama Bayu Chalvin and Eli, my cousin who now lives at our home, thank you because you guys always taught me about life, about being a good person even though we are not treated well by people, about thinking positively in everything that happens in life and never stop supporting me.

6. Mikhael Kevin as my boyfriend who always give me advice, love, encouragement, and support. Thank you for everything! I couldn't have done it without your support. I'm glad we can grow together.
7. Thanks to Fajriyati Jamaliyah, as my college partner from the beginning of college until now we are at the end. Finally, we did it jri. Congartulation for us. It's time to travel!
8. Thanks to my close friend ; MyAI, kak Zaki, Santi, Foren, Micel, Pitri, Endri, Asih, Erni, Andrian, and friends that I can't mention one by one, thank you for always being there when I'm down, thank you for giving me advice, encouragement and support. Especially for Ines and Niki as my guidance during my thesis. Thanks for helping me accomplish my goal. Thanks so much for giving me a hand yesterday.
9. Thanks to Sambalado ; Micel, Ines, Cyntia, Rizki, Saskia, Irja. My Junior High School friends, we have been together for 10 years guys, thank you for giving me advice and supporting me all this time. I love u guys!
10. Thanks to Ayangku ; Angel, Amel, Bob, Jeje. My Senior High School friends. we have been together for 8 years, thank you for being a good friend, who always gives joy, who always supports and advises me. I love u guys!

BARTHES' SEMIOTIC ANALYSIS ON ADIDAS "BREAK FREE" VERSION ADVERTISEMENT

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ABSTRACT

This thesis is entitled "Barthes' Semiotic Analysis On Adidas "Break Free" Version Advertisement" which aims to reveal the meaning of the advertisement "ADIDAS – Break Free". This study focusses on answering two problem formulations : 1) The meaning of the signifiers, signified, denotative, connotative, and myth in the advertisement "ADIDAS – Break Free" and 2) Revealing the moral message contained in the advertisement "ADIDAS – Break Free". This study uses a qualitative approach with qualitative descriptive methods. The result of this study are as follows, there are 28 tables with a total of 56 signifier and signified from all scene. In the advertisement "ADIDAS – Break Free" talks a lot about the old man. The old man have a signifier that is a man who is being kept in a retirement home but is craving for freedom. The old man have a signified that the old man symbolizes the Adidas in his life journey facing various challenges to succeed. The old man have a myth that Adidas is the best brand because is made to provide comfort and happiness for its users. The conclusion of this study is the sign has a hidden meaning from this video advertisement has both positive and negative sides. On the positive side, this advertisement shows how the old man struggles to get the freedom, he never gives up and keeps trying until he succeeds. On the negative side, this video advertisement shows the story is told by the appearance of a short silent scene.

Keywords : *Semiotic Study, Signifier, Signified, Advertisement, Adidas*

BARTHES' SEMIOTIC ANALYSIS ON ADIDAS "BREAK FREE" VERSION ADVERTISEMENT

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ABSTRAK

Skripsi ini berjudul "Barthes' Semiotic Analysis On Adidas "Break Free" Version Advertisement" yang bertujuan untuk mengungkap makna dari iklan "ADIDAS – Break Free". Penelitian ini difokuskan untuk menjawab dua rumusan masalah yaitu 1) Makna penanda, petanda, denotatif, konotatif, dan mitos dalam iklan "ADIDAS – Break Free" dan 2) Mengungkap pesan moral yang terkandung dalam iklan "ADIDAS – Break Free" ". Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif. Hasil dari penelitian ini adalah sebagai berikut, terdapat 28 tabel dengan total 56 penanda dan petanda dari semua scene. Dalam iklan "ADIDAS – Break Free" banyak berbicara tentang lelaki tua itu. Laki-laki tua memiliki penanda yaitu laki-laki yang dititipkan di panti jompo tetapi mendambakan kebebasan. Orang tua memiliki makna bahwa orang tua melambangkan Adidas dalam perjalanan hidupnya menghadapi berbagai tantangan untuk berhasil. Orang tua memiliki mitos bahwa Adidas adalah merek terbaik karena dibuat untuk memberikan kenyamanan dan kebahagiaan bagi penggunanya. Kesimpulan dari penelitian ini adalah tanda memiliki makna tersembunyi dari iklan video ini memiliki sisi positif dan sisi negatif. Sisi positifnya, iklan ini menunjukkan bagaimana perjuangan orang tua untuk mendapatkan kebebasan, dia tidak pernah menyerah dan terus berusaha sampai dia berhasil. Sisi negatifnya, iklan video ini menampilkan cerita yang diceritakan dengan munculnya adegan bisu pendek.

Kata Kunci : *Kajian Semiotika, Penanda, Petanda, Iklan, Adidas*

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