



**A SEMIOTIC ANALYSIS ON SYRUP MARJAN
SPECIAL RAMADHAN ADVERTISEMENT**

AN UNDERGRADUATE THESIS

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Requirements for the Degree of Sarjana Literature**

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My Life, My Choice - Melisa



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ABSTRACT

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This study conducts a semiotic analysis of Syrup Marjan's special Ramadan advertisements, focusing on their visual and narrative elements to understand the underlying messages and cultural significances. Utilizing the semiotic framework proposed by Roland Barthe's, this research examines the signs, symbols, and myths present in the advertisements. The analysis reveals how the advertisements leverage traditional and contemporary symbols to resonate with the audience's cultural and religious values during Ramadan. The findings suggest that Syrup Marjan's advertisements are not merely promotional content but serve as a medium for social commentary, reflecting communal values, environmental awareness, and the spirit of togetherness. This study contributes to the broader discourse on advertising semiotics and cultural representation in media.

Keywords: Semiotics, Advertisement, Marjan, Myth.

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