



**SEMIOTIC ANALYSIS OF FORE COFFEE
ADVERTISEMENT ON YOUTUBE**

A THESIS PROPOSAL

Presented to Widya Kartika University Surabaya in Partial Fulfilment of the
Requirements for the Thesis Proposal Writing Design Course

By:

Esterlita Sharon

61421012

UWIKA

**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND LANGUAGE EDUCATION
WIDYA KARTIKA UNIVERSITY
SURABAYA
2025**

Abstract

This study analyzes the Fore Coffee advertisement on YouTube using Roland Barthes' semiotic theory to uncover the denotative, connotative, and mythological meanings created in the advertisement's verbal and non-verbal signs. The findings reveal that Fore Coffee advertisements are not merely promoting coffee as a beverage, but are constructing deeper ideological messages that associate coffee with hope, authenticity, and modern lifestyle.

The study identifies three dominant myths: coffee as a symbol of hope, a representation of authenticity and quality, and a reflection of an exclusive yet accessible modern lifestyle. These myths contribute to shaping Fore's brand identity and resonate with a broader audience. This research highlights the role of advertising as a cultural text that reflects and influences societal values and aspiration.

Keywords: Semiotics, Roland Barthes, Advertisement, Fore Coffee, Myth



TABLE OF CONTENTS

ABSTRACT	1
TABLE OF CONTENTS	2
CHAPTER I	6
INTRODUCTION.....	6
1.1 BACKGROUND OF THE STUDY.....	6
1.2 STATEMENTS OF THE PROBLEMS	9
1.3 PURPOSE OF THE STUDY	9
1.4 SIGNIFICANCE OF THE STUDY	9
1.5 SCOPE AND LIMITATION	10
1.6 DEFINITION OF KEY TERMS.....	10
CHAPTER II.....	11
LITERATURE REVIEW	11
2.1 SEMIOTICS.....	11
2.2 SEMIOTIC CONCEPT OF ROLAND BARTHES	12
2.2.1 <i>Denotation, Connotation and Myth</i>	13
2.2.2 <i>Barthes' Reading Photography</i>	14
2.3 PREVIOUS STUDIES.....	16
CHAPTER III	19
RESEARCH METHOD	19
3.1 RESEARCH DESIGN	19
3.2 DATA SOURCE.....	19
3.3 DATA COLLECTION	20
3.4 DATA ANALYSIS.....	21
CHAPTER IV.....	22
FINDINGS AND DISCUSSION.....	22
4.1 FINDINGS	22
4.1.1 <i>Denotative and Connotative Analysis</i>	23
4.1.2 <i>Myth in Fore coffee</i>	44
4.2 DISCUSSION.....	45
CHAPTER V	46
CONCLUSION AND SUGGESTION	46
5.1 CONCLUSION	46
5.2 SUGGESTION.....	46
REFERENCES.....	47

LIST OF FIGURES

Figure 2 people of entertainment	40
Figure 3 people of Fore hero	40
Figure 4 the logo of Fore.....	42
Figure 5 the product of Fore	43
Figure 6 the ingredient of coffee	43



LIST OF TABLES

Table 2.1 sign map of Roland Barthes 1	13
Table 4.1 Denotation and connotation 1	23

