

## ABSTRACT

Elleonora, Yosephine. 2018. Symbolism of Prudential's Brand Film on YouTube. S1. Thesis. English Department. Faculty of Letters and Language Education. Widya Kartika University. Surabaya. Advisor I: Yulius Kurniawan, S.Pd., M.Pd. Advisor II: Ender Rachmawaty Linuwih, S. Hum, M.Pd.

Advertisement is the part of communication that exists in the social life. Advertisement's purpose is divided into two which are commercial and non commercial purpose. Commercials are one way of marketing strategy products which always becomes the factor to sell product in the society. The forms of commercials also stand around us which prove that it's being a part of the social life nowadays. Prudential Life Insurance also applies this marketing method in their products. Prudential as one of the biggest insurance companies considered as a successful sample that applied the commercials success in society. The main topic of this study is to determine the way Prudential brand film idea delivers the meaning and their successful communicating processes through the commercials on the society. From this main topic, the research determined the forms of the video which divided into several images to explain the meaning of images existed in the Prudential's brand film on Youtube. This short film is needed as the sample to show the essence of Prudential which formed as signs or symbols in those images. After concluded the essence of this problem, the writer realize that symbolism theory which is the stem of semiotics is the appropriate theory to analyze this study. Symbolism theory is basically needed to analyze the forms of symbols that appear in the Prudential brand film. This theory is meant to deeply analyze the images symbols and to explain the meaning of the symbols in contribution of the commercial success. Based on the result, the researcher found that every scene on the advertisement contains different message but always has an object with red and white colours.

**Keywords : Commercial, Symbol**