

## ABSTRACT

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Avian Influenza (also Avian Flu) is one of the most popular phenomena in the world. Due to the serious consequences of the disease, Indonesian government launched 4-month-long national campaign with the slogan ‘Tanggap Flu Burung!’ through *Public Service Announcements* or PSA which consists of four different versions. This study is expected to prove that the reason of making the advertisement in four versions is establishing the ideology that the disease is danger. Due to that, this study focuses on the ideology or myth contained on the PSA. Barthes defines ideology as similar as myth as a result of signifying process of a signifier and signified. Myth will be divided into three points of view: the advertiser, the mythologist and the viewer. On the advertiser’s point of view, myth revealed as how the advertiser wants to make the PSA. On the mythologist’s point of view, myth is considered as what the PSA functioned toward the ideology. This point of view will be supported by genre analysis. On TV viewer’s point of view, myth revealed as how the ideology on the PSA is perceived by the viewer. This point of view will be supported by questionnaire to measure the degree of watching the PSA. The respondents of the questionnaire also divided into three types: poultry sellers, chicken sellers, and housewives. As the result, through three types of reading myth, myth can be considered as: 1) ideology on the PSA is delivered through reduplication on the beginning of each PSA, 2) through genre analysis, the PSA functions as a procedure, and 3) through questionnaire, housewives were more understand the PSA because they were more often watched the PSA than poultry sellers and also chicken sellers.

*Keywords: ideology, myth, signifier, signified, deciphering myth, signifying process, PSA, Avian Flu*