

ABSTRACT

This study describes about the new ways of environmental campaign done by Earth Hour specifically in Indonesia through advertisement. The advertisement shown us a green lifestyle by turning off lights and electronics appliances that are not being used for 1 hour and some information about how to save the nature based on Earth Hour program. The purpose of this study is to determine on how the advertisement impact the commodification of some green lifestyle product as symbol to people in order to save the environment. The writer will focus on how the advertisement unconsciously make people interested within some advertisement content to products that are commodified using semiotic analysis by Roland Barthez. Therefore, this study aims to analyze the commodification of Earth Hour in Earth Hour Indonesia “Ini Aksiku, Mana Aksimu!” 2013 Official video advertisement. Technical analysis of the qualitative data analysis using the semiotic analysis by observing the advertisement. The finding of the analysis is, the writer believes that in Earth Hour Indonesia green advertising, commodification is constructed by symbol of green lifestyle product.

Keywords : Advertisement, Earth Hour, Commodification, Semiotic