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**ABSTRACT**

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This study attempts to identify the way the advertisers of Tri provider developed the concept of young executive represented in their commercial. The writer applies the theory of Semiotics proposed by Barthes and employs qualitative method in this study. As the theory used, this study is focused on the three level of analysis which Barthes used in his Semiotics analysis; textual analysis, picture analysis and interpretation while analyzing the data. This study found that the advertisement here applies young executive as the main story plot as the “luxurious” job in order to be used for showing it off to people around them. The conclusion of the study is that Tri had developed such a reality of young executive life is to attract the audience so that they could identify themselves with the idealized Tri young executive endorser. Young executive here is presented as one of occupation which the salary is paid monthly that will get more beneficial in consuming this kind of product.

Keywords: Barthes’ Semiotics, Advertisement, Tri, Young Executive

