

ABSTRACT

This study examines how the commodification of nutritious milk occurs in *Prenagen mommy* advertisement entitled *Dian Sastro's Happiest Moment with PRENAGEN Mommy*. Qualitative approach used in this study to conduct descriptive analysis about the issue. Semiotics theory by Roland Barthes and commodification theory by Jean Baudrillard are used to reveal how the commodification occur, and then control and manipulate viewers' perception in creating new needs. The results of this study show how the commodification of nutritious milk occurs in *Prenagen mommy* advertisement, and then create false need and instant treatment for pregnancy.

Keywords: *advertisement; commodification nutritious milk; false need; prenatal; semiotics*