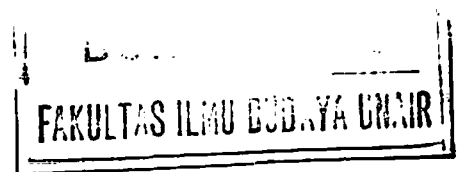


### Abstract

There are many famous international cigarettes. As a local cigarette product from Indonesia especially from central Java, This study chooses Djraum 76 advertisement '*pingin sugih pingin ganteng*' version as the main data and scenes to be analyzed. The study is used qualitative method. There are findings found in the study by the help of the Roland Barthes semiotics. First is that Javanese is represented as the powerful culture above. It includes the power on how Javanese is dominating in term of language, leading power, and culture in detail (how they dressed and behavior). The second finding is that Javanese is a culture that close to their famous animism and dynamism as their identity. After found the two finding, related to the main function of the advertisement that an advertisement is not only introduce a product but also there are companies or individual's interest in the advertisement, the study found that the whole complex representation on Javanese culture is close to represent not only the product but also the company identity.

*Key words: advertisement, identity, Javanese, myth, representation, semiotic*



# **CHAPTER I INTRODUCTION**