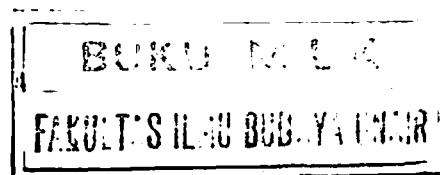


Abstract

Globalization and modernity are important issues nowadays. Advertisement is one media that contains a global culture to spread to the society. This research discusses the Orientalism in Indonesian advertisement, Terry Palmer. The purpose of this research wants to show how Indonesian local advertisement constructs the representation of Indonesia. Through the meaning of denotative, connotative, and myth, the writer assumes that Orientalism exists in this advertisement. Using the orders of significations by Roland Barthes, this study focuses on verbal and visual language of Terry Palmer advertisement. The writer analyzed the narration and scenes from advertisement video. Then relate it with the Reproduction of East and Latent Orientalism as a concept in Orientalism study by Edward Said. In the case of Terry Palmer advertisement, apparently Indonesia represented as not as natural country because this advertisement tends to represent it with Western perspectives.

Keywords: Advertisement, Orientalism, Semiotic, Terry Palmer



CHAPTER I

INTRODUCTION