

ABSTRACT

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Advertisement has become media communication efforts used by many people around the world. This media has now become an important tool to persuade consumers to act in a desired way. Almost every company in the world uses the advertising services for their commercial products or service products. Advertisement is a media of commercial message which is seen in semiotic as a media of sign and meaning. Based on the context, this thesis attempts to analyze the idea behind advertisements in *Cosmopolitan magazine tenth anniversary, September 2007 edition*. The theory of semiotics proposed by Barthes is used throughout this study, which are linguistic message, denotative meaning, and connotative meaning. From analysis done on advertisements, it is found that each of it has message (linguistic message, and meanings (denotative and connotative). In general, linguistic message they have are: the brand name of the product, the slogan, sub slogan, and other writing information. The denotative meaning comprises the images that the readers see in the advertisements (the image of the product, the actor, and the environment include in the advertisement), while the connotative meaning comprises the idea behind the image they see which may indicate the outline of the advertisement that represents the slogan of *Cosmopolitan magazine* which is fun fearless female.

Keywords: *Semiotics, sign, signifier, signified, linguistic message, denotative meaning, connotative meaning*