

Abstract

Film is a form rather than mass communication used to convey messages stored on it in a audio-visual works, a movie called The Joneses with the theme of marketing can be an inspiration for the audience, especially in business activists in memasrkan products to be able to better understand the intent of the existing messages in the film, this study uses semiotic analysis John Fiske making clear representation of personal selling contained in the film the Joneses and analyze any signs relating to the representation of personal selling on the level of reality, the level of representation and the level of ideology that is part of the codes John Fiske. This research type is qualitative and uses a constructivist paradigm, data collection techniques used are soft file film The Joneses while research subjects using a sequence contained in the film The Joneses by taking three sequences. Results of the discussion of the level of reality, the level of representation and the level of ideology in the movie The Joneses is if personal selling is done by slowly can be an alternative in the marketing of a product, in this film the Jones family has successfully made its new environment to be very consumptive. At the level of reality appeared emotional side that occur between keluarga Jones with the target consumer for their respective interasksi frequent. Level of representation there is no hidden meaning messages in a single conversation. Level consumerist ideology is seen that a negative impact on the mental health condition of the individual. Researchers hope that the creative activists, especially in the field of cinema can create works that can inspire the public course with fresh ideas that can make changes either individually or in groups to a more again.

Keywords: personal selling, semiotics, consumptive