

ABSTRACT

The emergence of lifestyles and consumptive culture is aware to keep growing in this current era, can be seen from the culture in Indonesia where every Eid arrives, people will compete to buy and put on some new clothes to comply the lifestyle and get social status in the neighborhood.

Ads are delivered in persuasive manners to society and aimed to satisfy the society itself, this allows ads to create consumptive culture by persuade society to continue buy a product or service that brings them into hedonism.

This research used qualitative descriptive approach with a semiotic analysis. Constructivism paradigm with data collection techniques using documentation review is used in this research and also by directly analyze the ads. This research also uses analytical techniques based on the theory of "The Codes of Television" by John Fiske which were divided into three levels that consist of the level of reality, the level of representation, and the level of ideology.

At the level of reality, the appearance of the advertiser in each scene is considered to show a culture of wearing new clothes before the Eid arrives. There are hidden messages and meanings behind the shooting technique and the music used on the level of representation. At the level of ideology, lifestyle and consumptive culture that is continuously done can lead to an ideology of hedonism.

In conclusion, if someone buys something just to maintain the appearance and prestige continuously, this can lead to consumptive lifestyle which lead to hedonism.

Keywords: *Hedonism, Semiotics of John Fiske, Television Ads*