

ABSTRACT

The problem that occurred in this advertisement namely Bukalapak wrote the birth date of the Youth Oath which was wrong which caused a reaction to netizens. The focus of this research is to find out what are the markers, markers and meanings that are generated from these advertisements. The research method here is a qualitative research method. The data collection technique here is by observation, documentation and literature study. Data analysis techniques by reducing data, presenting data to drawing conclusions. Based on the results of Ferdinand de Sasussure's semiotic analysis (signifier) and the signified found in the October 28 version of the Bukalapak advertisement for Youth Pledge, it can be seen that the visual meaning of the advertisement is that Bukalapak wants to experiment to what extent the community's understanding of the Sumpah Pemuda The Youth Oath was born. Therefore, at first Bukalapak made a billboard which would later be installed in a public place with the writing of the wrong date on October 29. Some time later after seeing various kinds of reactions from the public, especially netizens about the advertisements on billboards, Bukalapak made an ad on YouTube which explained why they wrote the wrong date on their billboards when commemorating the birth of the Youth Oath. So from the advertisement it can be seen that there are still many Indonesian people who remember when the Youth Oath was born.

Keywords: advertising, semiotics, markers, markers, and visual meanings