

Shinta Fitria Wulandari (140531100009) Ilmu Komunikasi “Komodifikasi Halal pada Iklan di Televisi (Studi Semiotik Charles Sanders Pierce pada Iklan FreshCare Minyak Angin Aromatherapy)” Dibawah bimbingan Dr. Yuliana Rakhmawati, S.Sos.,M.Si

Abstrak

Penelitian ini berjudul Komodifikasi Halal pada Iklan di Televisi (Studi Semiotik Charles Sanders Pierce pada Iklan FreshCare Minyak Angin Aromatherapy). Tujuan penelitian ini untuk menjelaskan makna tanda halal pada iklan FreshCare Minyak Angin *Aromatherapy* dan mengetahui proses komodifikasi halal pada iklan FreshCare Minyak Angin *Aromatherapy*. Latar belakang penelitian ini dimana saat ini semakin berkembangnya iklan di televisi yang mengatasnamakan agama untuk menarik perhatian konsumen, salah satunya dengan penggunaan kata halal. Penelitian ini menggunakan jenis penelitian deskriptif kualitatif dengan metode penelitian semiotik. Pengumpulan data dilakukan dengan teknik dokumentasi yang mana iklan di dapat dari youtube. Teori Semiotik Charles Sanders Pierce menjelaskan tentang objek-objek yang menyerupainya dengan keberadaannya yang memiliki hubungan sebab-akibat dengan tanda-tanda. Dengan menggunakan segitiga makna atau *triangel of meaning* meliputi *object*, *reference*, dan *interpretant*. Penulis akan mengamati dari ketiga unsur tersebut dan menghubungkan ke dalam penelitian ini. Hasil dari penelitian ini adalah tanda-tanda yang terdapat dalam iklan FreshCare Minyak Angin Aromatherapy merupakan suatu komodifikasi *talent* yang mana pada analisis terdapat talent yang digunakan untuk memaparkan makna halal tersebut. Dengan *talent* yang menggunakan gaya busana yang islami, selain itu adanya logo halal pada produk juga merupakan komodifikasi yang diciptakan pada iklan. Komodifikasi halal yang terdapat pada iklan FreshCare Minyak Angin Aromatherapy melibatkan bagian penting yaitu pakaian yang digunakan *talent*, *setting* iklan, label halal dan bahan-bahan yang digunakan dalam iklan untuk mengkomodifikasikan bahwa iklan FreshCare Minyak Angin Aromatherapy merupakan produk obat halal dikonsumsi untuk konsumen.

Kata Kunci : Semiotik, Iklan FreshCare Minyak Angin *Aromatherapy*, Halal, Komodifikasi.

Shinta Fitria Wulandari (140531100009) Ilmu Komunikasi “Halal Commodification on Television Advertisement (Charles Sanders Peirce’s Semiotic Study on FreshCare Minyak Angin Aromatherapy Advertisement)” Under the guidance of Dr. Yuliana Rakhmawati, S.Sos.,M.Si

Abstract

This study has a title of Halal Commodification on Television Advertisement (Charles Sanders Peirce’s Semiotic Study on FreshCare Minyak Angin Aromatherapy Advertisement). The objectives of this study are to explain the meaning of halal sign on FreshCare Minyak Angin Aromatherapy advertisement and to know the process of halal commodification on FreshCare Minyak Angin Aromatherapy advertisement. The background of this study is the growing development of television advertisement on behalf of religion to attract consumers’ attention, one of them is the use of halal word. This study uses qualitative descriptive research type with semiotic research methods. The collecting data is done by documentation techniques from the advertisement that obtained from YouTube. Charles Sanders Peirce’s semiotic theory explains the objects that resemble it in existence which have a causal relationship with signs. By using triangle of meaning including object, reference, and interpretant, the writer will observe the three elements and connect them to this study. The results of this study show that the signs contained in FreshCare Minyak Angin Aromatherapy advertisement are included into talent commodification which in the analysis, there is a talent that used to describe the halal meaning. The talent who wears Islamic fashion and the halal logo on the product are the commodification created in the advertisement. Halal commodification contained in FreshCare Minyak Angin Aromatherapy advertisement involves important parts such as clothing used by talent, advertisement settings, halal label and ingredients of the product. Those are used in the advertisement to commodify that FreshCare Minyak Angin Aromatherapy is a halal medicinal product for consumers’ consumption.

Keywords: *Semiotic, FreshCare Minyak Angin Aromatherapy Advertisement, Halal, Commodification.*

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