

ABSTRAK

Kajian ini membahas tentang iklan Allo Bank yang tayang pada media sosial Youtube. Iklan ini menggabungkan kekuatan visual dan teks. Allo Bank sebagai perusahaan bank digital yang bergerak dalam bidang industri keuangan yang menyediakan layanan keuangan seperti, Dompot Elektronik, *Allo Pay*, *Allo Pay+*, *Allo Prime*, Deposito, *Pay Later* dan *Instant Cash*. Penelitian ini menggunakan teknik pengumpulan data primer dan sekunder dengan metode riset Studi Pustaka (*library Rresearch*). Pengumpulan data dengan mencari sumber dan merekonstruksi dari berbagai sumber seperti buku, jurnal, dan riset yang sudah ada dari metode studi kepustakaan (*library research*). Penelitian ini bertujuan untuk mengungkap makna di balik iklan tersebut dengan menggunakan semiotika model Roland Barthes. Pendekatannya memakai kualitatif-deskriptif untuk menjelaskan makna pesan melalui tiga tahapan yang ditawarkan oleh Roland Barthes yaitu denotasi, konotasi, dan mitos. Hasil penelitian menunjukkan bahwa makna denotasi iklan Allo Bank mereka berusaha untuk bisa selalu menjaga kualitas layanan yang terbaik bagi para nasabah dalam memenuhi kebutuhannya. Makna konotasinya mengandung arti inovasi teknologi berupa kecanggihan serta sistem digitalisasi. Sedangkan mitosnya bermakna pemeran yang selalu menggunakan *gadget*. Dimana menjadi salah satu alat untuk membentuk mitos yang memberi kesan kepada penggunaanya bahwa mereka adalah orang modern, pintar, dan mengikuti perkembangan zaman.

Kata Kunci: Analisis Semiotika, Iklan, Jasa keuangan.

ABSTRACT

This study discusses Allo Bank advertisements that appear on YouTube social media. This ad combines the power of visuals and text. Allo Bank as a digital bank company engaged in the financial industry that provides financial services such as Electronic Wallet, Allo Pay, Allo Pay+, Allo Prime, Deposits, Pay Later and Instant Cash. This study uses primary and secondary data collection techniques with library research methods (library research). Data collection by finding sources and reconstructing from various sources such as books, journals, and existing research from library research methods. This study aims to reveal the meaning behind the ad by using Roland Barthes' semiotic model. His approach uses qualitative-descriptive to explain the meaning of the message through three stages offered by Roland Barthes namely denotation, connotation and myth. The results of the study show that the meaning of the ad denotation of Allo Bank is that they try to be able to always maintain the best quality of service for customers in meeting their needs. Its connotative meaning implies technological innovation in the form of sophistication and digitalization systems. While the myth means actors who always use gadgets. Where it becomes one of the tools to form myths that give the impression to its users that they are modern, smart, and up to date people. The results of the study show that the meaning of the ad denotation of Allo Bank is that they try to be able to always maintain the best quality of service for customers in meeting their needs. Its connotative meaning implies technological innovation in the form of sophistication and digitalization systems. While the myth means actors who always

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Keywords: Semiotic Analysis, Advertising, Financial Services.