

Meaning of Corporate Advertising of PT. The Chevron “We Agree” On Television (Semiotic Analysis by Roland Barthes)

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ABSTRACT

Advertising can be said to have become one of the media to convey various messages aimed at certain people because of its broad nature and covering various groups because of the ease of access to view it. PT. Chevron, one of the companies engaged in the oil and gas sector, is also aware of the effects of one of these mass media. Therefore, PT. Chevron also uses advertising media to display its corporate advertisement version of “We Agree” which in 2016 was broadcast through various television media. This study uses a qualitative method with a semiotic approach by Roland Barthes as a tool for analyzing various signs so as to form denotative, connotative and mythical meanings contained in the advertisement. This analysis also criticizes a dilemma faced by companies related to ecology. In Roland Barthes' semiotic perspective, the researcher found various meanings contained in the advertisement, namely Chevron gives a picture of progress in a society, namely if that civilization has various tall buildings that tower as a form of progress of the times, even though several other countries have proven that reforestation is also one of the markers of the progress of a society. However, this does not change the fact that Chevron is a company that contributes to the economy and human empowerment which then makes Chevron one of the foreign companies in Indonesia that also pays attention to the development of the Indonesian State.

Keywords: Chevron, semiotics, Roland Barthes, ecology, mass media

Makna Iklan Korporat PT. Chevron Versi “Kami Setuju” Di Televisi (Analisis Semiotika Oleh Roland Barthes)

ABSTRAK

Iklan dapat dikatakan sudah menjadi salah satu media untuk menyampaikan berbagai pesan yang ditujukan pada masyarakat tertentu karena sifatnya yang luas dan mencakup berbagai golongan karena kemudahan akses untuk melihatnya. PT. Chevron adalah salah satu perusahaan yang bergerak dibidang oil and gas ini juga menyadari efek dari salah satu media massa tersebut. Maka dari itu, PT. Chevron juga memanfaatkan media iklan untuk menayangkan iklan korporat miliknya versi “Kami Setuju” yang pada tahun 2016 ditayangkan melalui berbagai media televisi. Penelitian ini menggunakan metode kualitatif dengan pendekatan semiotika oleh Roland Barthes sebagai salah satu alat analisis berbagai tanda sehingga membentuk makna denotatif, konotatif dan mitos yang terkandung dalam iklan tersebut. Analisis ini juga turut mengkritisi suatu dilema yang dialami perusahaan yang berkaitan dengan ekologi. Dalam kacamata semiotika milik Roland Barthes, peneliti menemukan berbagai makna yang terkandung di dalam iklan tersebut yakni Chevron memberikan gambaran kemajuan pada suatu masyarakat yaitu jika peradaban tersebut memiliki berbagai bangunan tinggi yang menjulang sebagai

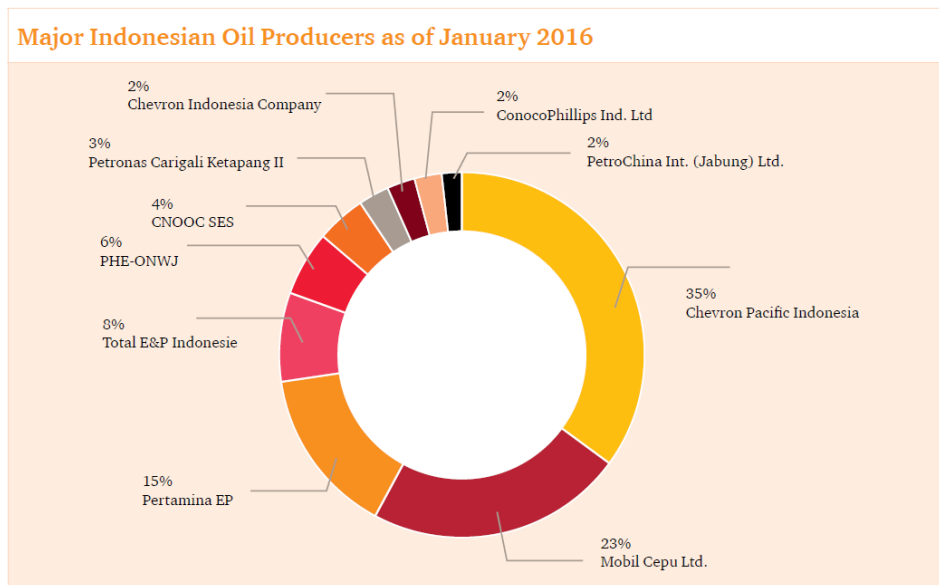
suatu bentuk kemajuan zaman, padahal beberapa negara lain telah membuktikan jika penghijauan juga termasuk salah satu penanda kemajuan suatu masyarakat. Namun hal ini tidak merubah kenyataan jika Chevron adalah perusahaan yang turut memberikan sumbangan dalam bidang ekonomi dan pemberdayaan manusia yang kemudian menjadikan Chevron adalah salah satu perusahaan asing di Indonesia yang juga memperhatikan perkembangan Negara Indonesia.

Kata Kunci: Chevron, semiotika, Roland Barthes, ekologi, media massa

INTRODUCTION

Not all positive impressions arise in the public's mind when they hear the word "Foreign Company". Some parties gave very positive responses, because the label attached to each individual who worked for the foreign company seemed to be prestigious to have, even a dream job for the community. When working, adequate facilities are provided and do not miss the abundant salary given to the worker. The lure of an established life is in sight, so it's no wonder that foreign companies always get more interest than national companies owned by Indonesia. Quoted from the Chevron website, this company is a leading energy development company in Indonesia. If traced, the government in Indonesia has been running a partnership with this company since 1924. The 7th edition of the Oil and Gas in Indonesia Investment and Taxation Guide published in May 2016 states that the amount of oil production in Indonesia is mostly done by foreign companies with a production sharing contract system. (product sharing contract). As of January 2016, Chevron provided 35% of the total oil in Indonesia with the following details:

Figure 1. Main Oil Production as of January 2016



Source: *Oil and Gas in Indonesia, Investment & Taxation Guide May 2016 – 7th Edition*

Indonesians expressed their opinion that Chevron was nothing more than a VOC eating away at Indonesia's wealth. The image of foreign companies that are often considered false in the community because they are often associated with robbers in their own country, along with the salary they receive certainly exceeds the average for workers of the general public. Some even mention that employees who work for oil and gas contractors are like working for colonialists. It is stated that an oil refinery site is usually located in a remote place in Indonesia. So if you want to place workers who have been accepted as employees of PT. This Chevron must be balanced with the provision of adequate facilities where they will work on a daily basis. These things create a social trend among the indigenous people who still occupy the location around the oil refinery. For example, the refinery of PT. One of these Chevrans is located in the city of Riau. According to sources quoted from *kompas.com*, this company is considered arrogant, including employees of PT. Exclusive Chevron feel. Access to public residents into employee housing is very limited. In order to be able to cross the road built by the company, it cannot be passed without a strict permit, even PT. Chevron seems to be in another state in Indonesia. This seems to add to the image of foreign companies that are getting further away from the word "humble" which seems to divide the local communities between the local people and the employees of these foreign companies.

A series of controversies have also followed him since years ago and became a highlight when there was a spotlight on corruption cases in the bureaucratic waste project that adorned various media, which certainly had an impact on the image of this corporation engaged in the oil sector. Chevron Pacific Indonesia, which will later be abbreviated as CPI, is said to be running a fictitious project regarding a project that is useful for neutralizing soil from crude oil-based waste and then its decomposition assisted by microbes in the soil. This process is intended to neutralize soil from waste generated from oil mining run by CPI and BP Migas which is now known as SKK Migas.

In 2015 CPI made a corporate advertisement entitled "We Agree" which was aimed at the wider public in Indonesia and also for stakeholders. At the time this thesis was written, the advertisement was no longer broadcast on television, but the advertisement was still accessible to the general public on Chevron's private channel on the Youtube site. In the advertisement there are certain emphasis on how Chevron strives to continue to help optimize the potential that exists in Indonesia, especially in the oil and gas sector. Chevron also offers a variety of technological advances that it has in running its company.

The existence of this advertisement as a communication message has an irreversible nature which means that the first impression that has been received by a recipient cannot simply be changed or eliminate the effect of the message (Mulyana, 2001:112-115). A company advertising in the form of media is a very important thing as a promotional intermediary in order to stick a positive image of the company to a wide audience (Argenti: 2008: 87) which in this case, the use of television media is considered very effective for broadcasting corporate advertisements or products sold. CPI does the same thing by broadcasting the "We Agree" version of corporate advertisements to keep a positive corporate image in the minds of television viewers. CPI advertising in this presentation is included in corporate image

advertising. Corporate Image Advertising is an advertisement that aims to build a positive image of a company, both internally and externally. This effort can indeed affect the market which indirectly has great potential in choosing products or services compared to competing companies. Corporate image advertising is intended to generally have an impact on consumer choice products and benefit the company (O'Guinn, 2003: 711-714). This indicates that corporate advertising has two targets, namely the internal public and the external public who are involved in promoting the company's organization according to what has been previously planned. So after this process occurs, a positive image of the company in the eyes of the public will be formed which unknowingly or indirectly has an impact on the sales of its products.

The "We Agree" version of the corporate advertisement has a meaning that is expected to bring a positive image to remain in the minds of the public. The advertisement which will be discussed later describes how PT Chevron uses all the latest and greatest technology in the field of crude oil refining and contributes to the large-scale development of Indonesia. This ad also provides background on ongoing building construction, intellectual discussions about drilling, maps of soil layers, and the progress shown in Indonesia thanks to PT. Chevrons. Each of these signs adequately represents the meaning contained in the "We Agree" version of the advertisements. These signs can then be understood by conducting a semiotic analysis of the "We Agree" version of CPI's corporate advertisement that has been broadcast on commercial television. This semiotic analysis of CPI advertisements aims to find out and understand how the meaning and significance of PT. The Chevron Pacific Indonesia version of "We Agree" on television is carried out by revealing the meaning of the various signs that appear in the advertisement so that it can be seen how the denotative, connotative and mythical meanings in the advertisement.

Based on the background described above, the authors have determined the formulation of the problem in this study, namely; What is the meaning of denotation, connotation, and myth in the corporate advertisement of PT. Chevron on the television version of "We Agree".

The theory that will be used in this research is the semiotic theory of Roland Barthes. Talking about this great figure, his works cannot be separated from his exploration of signs and the science of signs which made him one of the pioneers of this scientific development. As is known, in the 1960s in France, various terms were developed that referenced the understanding of signs, descriptions and processes and some experts named them with different names. Meanwhile, experts in the Anglo-Saxon region prefer to use the term Semiotics, and in France some experts give it the name *sémiologie*, structuralism, *semanalyse* or *analyse textuelle* (Barthes, 1964 in Udasmoro, 2007: p. v). However, Barthes himself prefers to use the term *sémiologie* which is then accepted by the wider community which later becomes a permanent name in every various written works and articles that he writes (Udasmoro, 2007: p. v).

Roland Barthes is a structuralist thinker who uses linguistic and semiological models which later in his work entitled *Elements of Semiology* (1964) there are several elements which he later put forward about signs and their meaning in semiotics, including signifier and signified as well as denotation and connotation. Barthes completes the signifier and the signified with

two strata where both the signifier and the signified also contain form and substance (Kurniawan, 2001: p. 56). Semiotics itself is a series of scientific models that understand the world as a system of relationships that have a basic unit called a "sign". The contents of this media include advertisements, which are essentially a form of reality construction with language as its basic device. Meanwhile, language is not only a tool to represent reality, but also can determine what kind of relief language will create about that reality. As a result, the mass media have a very large opportunity to influence the meaning and image generated from the reality they construct (Sobur, 2001: p. 87-88). For this reason, because the media under study uses advertising media that are illustrative of how a mass media used gives a strong influence on society to form a perception and way of thinking of a human being.

Roland Barthes Semiotics Concepts

Semiotics in Barthes's terms, basically wants to study how humanity uses things, interprets (to signify) which then in this case cannot be confused by communicating (to communicate). Interpreting means that the objects want to communicate, but also form a structured system of signs (Sobur, 2013: p. 15). Barthes' theory of semiotics is almost literally derived from de Saussure's theory of language. De Saussure put forward four theoretical concepts, namely the langue-parole, significant-signifié, syntagmatic-paradigmatic and synchronic-diachronic concepts. According to de Saussure, language has two aspects, namely the langue aspect, namely an abstract system that is collectively or simultaneously known and realized by a community and becomes a guide for language practice, and the parole aspect, namely the practice of language itself in social life. In his analysis, language which in a general sense includes various images, sounds, and others that are not included in "natural language" or natural language, in this case the two aspects must always be distinguished and separated. (Hoed, 2014: p. 22).

The following will describe only two concepts developed by Barthes that are relevant in relation to semiotics. The first is the concept of syntagmatic and paradigmatic relations and the second is the concept of denotation and connotation. In accordance with the nature of structuralism, Barthes also uses a dichotomous model (Hoed, 2014: p. 23). It has been repeatedly explained above that semiotics is the study of signs. The sign here is something in physical form that can be captured by the five human senses and then represents various other things outside the sign itself. The reference of this sign is the object that becomes the social context which then becomes the reference of a sign or something referred to by the sign. The concept of thought is then generated from the person who uses the sign and lowers it to a certain meaning or meaning that is in a person's mind about the object referred to by the sign (Kriyantono, 2006: p. 265).

Thus, our semiotics will deal with signs. The sign which then consists of sound and image is called a signifier or marker and the concept of the sound and image is called signified. In communication, someone uses signs to send meaning about objects and other people interpret the signs. For example, when the person mentions the word "basic" (signifier) with a cursing tone, it is a sign of anger (signified). Signifier and signified are unity, cannot be separated like two sides of a piece of paper (Sobur, 2003: p. 46).

In Bignell, (1997: p.16) Barthes mentions when analyzing an advertisement in the media (print and electronic), it will become clear that linguistic, visual and other types of signs about how the advertisement is represented (such as scenes, actors, jingles, captions and so on, it's not as simple as denoting as simple as denoting something, but also contributes to the level of connotation attached to existing signs. The definition of myth here does not refer to mythology in the sense that we know everyday, namely fairy tales or various traditional stories, but a meaning which then in Barthes translates it as a type of speech.

Barthes also says that the use of meaning in the level or level of connotation in this text is the creation of myth. There are many myths created by the media around us, for example myths about beauty, masculinity, the division of domestic versus public roles and many more. This myth plays in the level of language which then by Barthes calls it "superlanguage" (meta-language) (Strinati, 1995:113). In conducting this analysis, advertisements are divided based on scene and from each scene, analyzes will be carried out for each marker that will appear to then find out the denotative meaning of the significance in the first stage. Then, the denotative meaning becomes a marker for the significance in the second stage and then becomes a reference to find out the connotative meaning. After that, a semiotic analysis will be carried out to find the myths contained in the connotative meaning.

Advertising Theory

To assist in a more thorough and in-depth research, then the practical knowledge used will be presented, namely advertising and corporate image advertising. Associated with the object of this research that uses advertising PT. Chevron "We Agree", by using television as an advertisement, it is necessary to present advertisements as one of the media that is of interest to many people, organizations, and companies. These ads are made for a specific purpose and to be aimed at a certain target audience as well. Today, everyone can place advertisements with the aim of disseminating information and increasing public awareness of the brand or object or even the company being advertised.

By definition, advertising is an organization and its products that are transmitted or channeled to a target audience through mass media such as TV, radio, newspapers, magazines, direct mail, outdoor billboards, or on public transportation (Lee & Johnson, 2007: p.3). So the function of this advertisement in everyday human life affects the behavior and way of thinking of humans in absorbing information provided by a company, organization or various parties who have an interest in marketing or making an advertisement in various mass media.

Corporate Image Advertising

For a company, advertising on television becomes very important to do because the purpose of doing this advertisement is to stick and promote the company's image to its stakeholders to the public. The media used, namely television, is considered the most effective, which is then used by the company for the execution of corporate advertisements or advertisements for their products. Corporate advertising is defined as a media that has been paid to put more effort in providing benefits to the image of a company than just the products or services offered

(Argenti, 2007: p.87). The corporate advertisement has elements of educating, informing and instilling an impression to the public or target audience regarding company policies, company functions, company facilities, company goals, company goals and standards that apply within the company (Garbett, 1981: p. 13). Corporate advertising must be able to represent a clear identity to the organization when the advertisement will be created and broadcast to the public and so that the purpose of the creation of this corporate advertisement can be conveyed (Argenti, 2007: p. 87).

Contribution of perception into advertising

How advertising is understood is closely related to perception. It can be interpreted, a person's behavior, attitude and response to something is strongly influenced by the understanding of the person himself. Therefore, to be able to change a person's behavior and attitude, one must start from changing an understanding or perception of that person. Moscovitz and Orgel (Walgito, 2010: p.100) also define that perception is an integrated process that is within each individual to the stimulus he receives. Perception is also a form of experience about objects, events or relationships obtained by inferring information and interpreting messages. Perception also gives meaning to the stimulus received by our five senses (Rakhmat, 2013: p. 50). Not to forget, De Vito also suggested that a process of becoming aware of the number of stimuli that affect our senses. From the point of view of communication, perception can be said to be the essence of communication.

Some of the definitions above can be concluded that perception is a person's perspective that is generated through a process when a person receives a stimulus or stimulus which is then selected and interprets the received stimulus or stimulus into a meaning. Each individual has a different perception of the stimulus he receives. This makes the real contribution of perception to advertising. Each person in interpreting advertising is certainly different from other individuals through various other stimuli. Mulyana (Sobur, 2003: p. 446) states that it is this perception that makes us sort out a message and then ignore other messages. The higher the degree of similarity in an individual's perception, the easier and more frequent it is for them to communicate and as a consequence, the more cultural groups are formed. This can be related to how the nature of the company and the possibility for a company to be accepted by the community, the more attractive and more similar to the culture in which the company stands, the more acceptable it is to the community.

METHOD

The research method that the researcher uses in this thesis is an interpretive qualitative research method with a semiotic approach. According to Neuman (2000: p.16) quoting from several sources that qualitative research has the following characteristics:

1. Construct social reality, cultural meaning
2. Focus on interactive processes, events
3. Authenticity is key
4. Values are present and explicit
5. Situationally constrained

6. Few cases, subjects
7. Thematic analysis
8. Researcher is involved

A study can be said to be qualitative research if it contains cultural elements which form a social reality that focuses on certain processes or events that are authentic and the researcher is directly involved in contributing his thoughts in the research.

The paradigm used in this research is the critical paradigm. Horkheimer in Eriyanto (2001: p. 24) the nature of this paradigm itself must have a desire for humans to be free from a society that was initially irrational to become rational, because this critical paradigm is always suspicious and asks critically of the community. Specifically, the critical paradigm sees society as a class system that departs from that paradigm believes that the media is a means by which dominant groups can control non-dominant groups by trying to control and control the media (Eriyanto: 2001, p. 23). The technique used in collecting data in this research was done by interpreting the advertisement players, scene by scene, background and various other details using interpretive analysis with Roland Barthes' Semiotic Theory approach.

RESULT AND DISCUSSION

In 2011, CPI launched a campaign entitled "We Agree" in Indonesia. This campaign is carried out by Chevron Corporation globally but the language advertised in Indonesia uses Indonesian and other countries uses English. The company emphasizes the shared views Chevron has with communities around the world on key energy issues. The campaign also describes the steps taken by CPI in producing responsible energy and its efforts to help the communities in which it operates. The emphasis in this campaign is on demonstrating how much benefit the soil can provide to provide for the world's energy demands. This campaign seeks to clearly show how there are many commonalities in looking at various energy issues if we take a little time to find the common ground.



Semiotics Roland Barthes




Barthes' semiotic theory is almost literally derived from de Saussure's theory of language. De Saussure put forward four theoretical concepts, namely the langue-parole, significant-signifié, syntagmatic-paradigmatic, and synchronic-diachronic concepts. In his study in the scope of language as a sign system, de Saussure sees signs as consisting of two sides, namely significant and significant, which means that one side cannot be separated from the other side (Hoed, 2014 p. 22). The signs are arranged in a syntagmatic arrangement that can be observed directly so that when the arrangement changes, the meaning also changes. There are two concepts from Barthes which can then be related to semiotics, namely the first is the concept of syntagmatic and paradigmatic relations and the second is the concept of denotation and connotation. Barthes gives a parable that better shows how humans view symptoms that occur in everyday life as signs (Hoed: 2014 p. 25). He suggested that in living a socio-cultural life, the signifier is E (expression) while the signified is C (content) which in French means content so that according to de Saussure's theory, the sign is R (relation) between E and C. This concept later became E-R-C (Hoed: 2014 p. 25).



Signs



Advertising is considered as a one-way communication medium that can persuade the audience. This makes one of the elements in this advertisement to be able to persuade the public at large, namely the producer and the team of the ad to be able to display Chevron's corporate advertisements in an effort to establish a positive image in the minds of the public. In the following, the author will convey the discussion of the Corporate Advertising, including the signs.

Table 1. Analysis of Corporate Advertising

No	Picture	Analysis
1.		<p>In this cut, a man wearing a red shirt is seen standing in a room with a tall building in the background. It can be seen from the scene that the man is in a building that is no less tall than the buildings behind him. This can be seen from the point of view of the building which looks parallel to the buildings outside. While standing, the man said "Our nation, is growing before our eyes". This shows the denotative meaning that the building of the progress of the times grows as said by the man as a marker of the progress of a civilization. Seen behind there is a woman who is sitting facing the computer and working. This also shows that times have changed and grown because women are no longer just in the kitchen like in the past. They are able to match his position with men who are able to work and earn and are not always in the kitchen.</p>
2.		<p>The second scene shows a middle-aged man holding a white security helmet behind which a building is being built. In the scene the man says "Building all of this, it takes energy, for machines, construction..." in line with what the man said, the denotative meaning in this advertisement is that the building being built requires machines. and heavy equipment seen from Tower Crane (source: type of heavy equipment for building projects) which can be seen in the background of scene 2 lifting building materials to be used to complete buildings. There is also a blue container with red, white and dark blue stripes which symbolize Chevron itself because the color of the Chevron logo is blue which has red, white and dark blue colors.</p>

<p>3.</p>		<p>Then the next scene is scene three, there is a close-up of half the body of a young woman wearing a pink veil that matches the man in scene one. In this scene the woman says "Not only energy, we also have to think smart". The meaning of denotation can be seen from the background of this scene, it can be seen that several women and men are having an intellectual discussion and it is seen that there is a Chevron logo which indicates that they are inside the Chevron office which also shows that the screen shows an image of the layers of the earth. The connotation meaning in this advertisement is that many people think that Muslim women who wear the hijab tend to be "rude" and not advanced. However, this ad shows how a woman wearing a hijab can join Chevron. It can be concluded that Chevron does not discriminate between gender or religion in its environment.</p>
<p>5.</p>		<p>The following image only contains text in English that reads "INNOVATION MOVES INDONESIA FORWARD" which when translated into Indonesian becomes; "Innovation moves Indonesia forward" in its denotation, Chevron offers innovation to help Indonesia move forward</p>
		<p>Then the next scene is a woman wearing a veil against the background of the depths of the land and the sea. The background of this scene can be seen that three people are having a discussion. The woman said, "Chevron uses advanced technology to obtain five times as much oil...". If you look back, Chevron tries to give an idea to the audience if Chevron also represents Indonesia, whose majority religion embraces Islam.</p>

		<p>Continuing with the previous scene, the woman continues her dialogue, namely "...from the fields in Duri." seen from the background displayed is an image of the earth's layers which are closely related in this case, namely oil drilling which cannot be separated from measuring the depth of the earth's layers. The denotative meaning contained in this scene is that two women are seen having a discussion with one man to then have a conversation that has a relationship with resource drilling as seen from the background on the screen.</p> <p>The connotation meaning in this advertisement is that women can freely express their opinions so that they can discuss with men. Today, women have advanced and can be equated with men because of the ability of women who are starting to be seen as they are regardless of gender. Then the impression that is generated is that Chevron is considered fair because it accommodates experts in their fields regardless of religious background or gender because in the scene a woman wearing a hijab is seen joining together in conducting intellectual discussions.</p>
		<p>Then in the next scene, the same middle-aged man reappears in scene two and continues the dialogue of the next woman; "Many people rely on these projects. Technology helps us move forward." How Chevron describes its company through various past scenes shows that Chevron contributes technology to help Indonesia progress. Although it is not explained who relies on these projects, the author interprets that the Indonesian people or stakeholders and one of them is the State of Indonesia are also parties who rely on projects as mentioned by Chevron.</p> <p>The connotative meaning seen from the sign in the scene is the blue container behind the man with red, white and dark blue patterns, which means that the building being built belongs to Chevron at a glance because of the colors in the container. it has the same color as the Chevron logo.</p>

		<p>In the next scene, the man and woman who are inside the Chevron office each have a persuasive dialogue by saying "Technology, helps us move forward" along with the appearance of large red bold print in the middle according to their campaign motto. which reads "WE AGREE". The denotative meaning in this scene is that Chevron is trying to instill a common understanding of the problems regarding various energy issues that exist in Indonesia and also the various things that Chevron previously mentioned about how Chevron helps Indonesia in terms of technology improvement. The connotation meaning also exists in the advertisement, namely the use of red in the words "WE AGREE". The myth that has been instilled in Indonesia is that the color red is a symbol of courage that Indonesia believes in. The red color is interpreted as a symbol of the hero's courage in seizing Indonesia from the hands of the invaders. So the meaning of the connotations in this scene, Chevron tries to dare to agree or dare to be able to agree on the technological developments offered by Chevron to the Indonesian people.</p>
		<p>The last scene is the closing of this ad, which reads "Human Energy" as well as the Chevron logo and the Kami Agree campaign website page in Indonesia. The denotative meaning contained in the last scene of this advertisement is the text Human Energy which means human energy in Indonesian, Chevron's main resource, of course, is humans. The energy used to operate and discuss projects that are currently operating in Indonesia, humans play a major role.</p> <p>After seeing the entire "We Agree" version of Chevron's advertisement on television, the meaning of the myth contained is that Chevron is a company that cares about the welfare of the Indonesian people and also the progress that the company has is useful for the survival of the Indonesian people because there are many parties who depend on the project.</p>

CONCLUSION

Based on the explanation above, after the semiotic analysis conducted on the "We Agree" version of the Chevron Corporate Advertisement on Television using Roland Barthes'

semiotics, several conclusions can be drawn in this scientific study, including the connotations that appear in the “We Agree” version of the Chevron Corporate Advertisement on Television are; 1) Chevron's role in assisting the development of Indonesia, 2) Chevron is the largest oil and gas company in oil production in Indonesia.

Mentioned in Barthes's framework, the connotation is very identical to ideological values or what is later known as myths and serves to express and provide various justifications for values that are already dominant in society and exist at a certain time. The connotation meaning is ingrained in society and has turned into a myth so that it can be revealed that the message in the "We Agree" version of the Chevron Corporate Advertisement carries a message to the Indonesian people that Chevron plays a major role in the progress of Indonesia and is also a notification that Chevron and Indonesia needs each other. In his study of persuasive myths, the public is encouraged to be able to give their support to the projects carried out by Chevron through advertisements that are displayed.

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