

ABSTRACT

Margono, Ari. 2015. *The Representation of Indonesian Culture on Kuku Bima Energi Advertisement, Flores, Nusa Tenggara Timur Version*. English Department Faculty of Adab and Humanity, State Islamic University Sunan Gunung Djati Bandung, Advisors: 1. Dedi Sulaeman M.Hum ; 2. Pepen Priyawan, S.S

Key Terms: Representation of Indonesian culture, Symbol Cultures, Kuku Bima Ad

In this research, the researcher analyses *Kuku Bima Energi Advertisement* as the object of the study. it is interesting in some cultures Flores featured in the ad, such as traditional dances, traditional clothing, traditional houses, and so forth. This attracted the attention of writers to determine how the cultural representations of the area shown in the Kuku Bima Energi, Flores, Nusa Tenggara Timur version.

In this study, writers used qualitative research methods to approach semiotics Charles Sanders Peirce to look deeper into how symbols or signs of local culture Flores featured in the ad such as *setting* in village below the mountain, hills, and at the seaside.

Based on the analysis and semiotic approach to signs in *Kuku Bima Energi Advertising* versions Flores, East Nusa Tenggara, it can be concluded that the signs in *Kuku Bima Energi Advertising* versions Flores, East Nusa Tenggara are a number of signs that contain elements of tourism in Indonesia as story concept in advertising, in which the concept is to show some cultures Flores, which is one part of Indonesian culture Through the concept of Indonesian tourism in *Kuku Bima Energi Advertising* versions Flores, East Nusa Tenggara, *PT. SidoMuncul* want to convey that Indonesia has abundant wealth. Not only from natural resources alone, but also the cultural diversity in the various islands in Indonesia, one of which is shown through advertising *Kuku Bima Energi* Flores version. In addition, through this ad, *PT. SidoMuncul* invite viewers or spectators and the people of Indonesia to maintain, preserve and appreciate the potential of tourism and culture which is the privilege and wealth of Indonesia itself.