

Representasi Gaya Hidup *New Normal* dalam Iklan *Bear Brand* (Versi *New Normal*) di Media *Youtube*

(Analisis Semiotika Ferdinand De Saussure)

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Abstrak

New normal atau dalam bahasa Indonesia yang artinya kenormalan baru, merupakan skenario sebagai bentuk percepatan penanggulangan Covid-19 di bidang kesehatan, sosial dan ekonomi. Selama pandemi, hampir semua masyarakat mengalami kendala untuk menjalani kehidupan seperti biasa karena adanya pembatasan untuk bekerja di kantor, melaksanakan proses pembelajaran secara daring, serta berbagai pembatasan aktivitas lainnya yang dilaksanakan di luar rumah. Melihat banyaknya dampak dari pembatasan tersebut, akhirnya pemerintah mulai menerapkan New Normal. Dalam hal ini, New Normal diharapkan menjadi solusi pemulihan sektor ekonomi akibat pandemi Covid-19. Berbagai macam kampanye dilakukan oleh perusahaan besar, salah satunya Bear Brand yang di produksi perusahaan Nestle merupakan perusahaan yang berfokus untuk memproduksi makanan dan minuman yang terkenal dengan produknya yang menyehatkan, diantaranya yaitu susu, produk makanan bayi, air mineral, dan lainnya. kampanye *New Normal* ini yang dilakukan melalui berbagai macam media tidak hanya konvensional namun juga dilakukan melalui media sosial yaitu Instagram, Twitter, Youtube dan lain-lain dalam bentuk posting, tweet, poster online sampai iklan produk, seperti yang dilakukan oleh Bear Brand melalui media Youtube dengan iklan yang merepresentasikan kehidupan di era New Normal.

Kata kunci: Representasi, Gaya Hidup, Iklan, New normal, *Youtube*.

Representation of the New Normal Lifestyle in Bear Brand Advertisements (New Normal Version) on Youtube Media

(Ferdinand De Saussure Semiotic Analysis)

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Abstract

New normal or in Indonesian which means new normal, is a scenario as a form of accelerating the response to Covid-19 in the health, social and economic fields. During the pandemic, almost all people experienced obstacles to living life as usual due to restrictions on working in the office, carrying out online learning processes, as well as various restrictions on other activities carried out outside the home. Seeing the many impacts of these restrictions, the government finally started to implement the New Normal. In this case, the New Normal is expected to be a solution for the recovery of the economic sector due to the Covid-19 pandemic. Various kinds of campaigns are carried out by large companies, one of which is Bear Brand, which is produced by Nestle, a company that focuses on producing food and beverages that are famous for their healthy products, including milk, baby food products, mineral water, and others. This New Normal campaign which is carried out through various media is not only conventional but also carried out through social media namely Instagram, Twitter, Youtube and others in the form of posts, tweets, online posters to product advertisements, as was done by Bear Brand through Youtube media. with advertisements that represent life in the New Normal era.

Keywords : *Representation, Lifestyle, Advertising, New normal, Youtube.*