

## ABSTRACT

**Habibullah. 2014. A Semiotic Analysis of A Mild Go Ahead Version on Television. A Thesis. Faculty of Languages and Arts. State University of Medan.**

This research is focused on semiotic used in A Mild Go Ahead. The research was conducted by using descriptive qualitative research. The data were collected from the mass media. The findings of the thesis show that there are 43 pictures from three advertisements. The result of the research show that A Mild Go Ahead consists of three semiotic elements that divided into 9 types of semiotic which is Qualisign (0), Legisign (7), Sinsign (55), Icon (15), Index (33), Symbol (14), Rheme (16), Decisign (24) and Argument (22). The most dominant type is sinsign, which means A Mild Go Ahead is tried to make the similarity between what is shown and the reality.

Keyword: *Semiotic, A Mild Go Ahead, Advertisement.*

