

Political Advertising On Mass Media Construction

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Abstract- Today, television as one of the rapidly growing broadcast media in Indonesia. Every day the audience get great exposure information from the mass media. In addition to conventional advertising are political advertising that is a magnet that affect television viewers. The number of party competition in elections, such as the 1999 election, which led to many of the contending parties and attract public attention. Ahead of Presidential Election 2014, several national leaders to run for the post of presidential candidate Susilo Bambang Yudhoyono replace. Parties showed elektabilitasnya to show figures that will be in the stretcher leader in the presidential election of 2014, one of the National Mandate Party. Based on the above, we propose the research problem, namely, How political advertising Hatta Rajasa meaning with jargon "Populist PAN, accomplishing Amanah Rakyat"? What are the signs and markers were constructed in political advertising Hatta Rajasa with jargon "Populist PAN, accomplishing Amanah Rakyat"? This study used a qualitative research approach. Researchers also used the technique of data analysis in this study using semiotic analysis. And using semiotic analysis of Charles Sanders Pierce. From the discussion above may be concluded that the main image of the image berlapisnya political institutions (PAN) Advertising MAPAN to encourage young people become young entrepreneurs, young people will MAPAN with joint PAN. PAN defended the people with the reality series advertisements, by Hatta Rajasa imaging (Chairman of the PAN) defending traditional markets and supports young people to become young entrepreneurs. Described problems with young children there is no job, the problems of young people willing to venture businesses are confused about what, young children do not have a problem of capital, problems of young people are afraid to lose, and the problems of young people willing to venture but do not understand how that disampai through these ads

Index Terms- Advertising, Construction image, semiotics, politics

I. PRELIMINARY

Ahead of the 2014 elections much media coverage as one of the rapidly growing broadcast media in Indonesia. One competing in the market are Metro TV, RCTI, MMC TV joined the PT. Citra Media Nusa Purnama (accessed www.mediaindonesia.com on November 18, 2013) Case. Every day viewers (audience) get the exposure of information is so great, even Al Ries and Jack Trout giving the term the situation with overcommunicated society (Al Ries and Jack Trout, 2002: 8). Information in the form of messages in newspapers, books, magazines, radio, television, CDs, movies, newspapers, events

Sponsorships (Selu Margaretha Kushendrawati, 2011: 11). Laymen refer to as an ad.

Advertising is the structure and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (good, service and ideas) by identified sponsors through various media (William F. Arens, 2002: 7). (Ads are not personalized messages to deliver information in a structured and arranged, on a product, goods, services, or ideas that are paid by the sponsor in the know, through various media). In political communication the most important component that is the message to be conveyed through media ads served by television. Political advertising can be done in various media, mass media, electronic or print media, such as newspapers, magazines, radio, television and billboards. Through political ads can describe what will be done by political party candidates. As well utilized as publicity to inform the vision and mission, the work program launched by political party candidates.

The number of political party competition in elections, such as the 1999 elections, causing many competing political parties and public attention. Many become the dominant ideologies that emerged in 1999, except for communism. There are nine political parties for election campaigns in 1999 include PAN (National Mandate Party), PPP (United Development Party), PDI-P (Indonesian Democratic Party of Struggle), PDKB (Democratic Party Love the Nation), the United Nations (PBB), PK (Partai Keadilan), Golkar (Golkar Party), PKB (National Awakening Party), PFM (Justice and Unity Party) (Ibnu Hamad, 2004: 92).

In addition, before the presidential election of 2014, several national leaders ran as President replacing Susilo Bambang Yudhoyono (SBY). Parties showed elektabilitasnya by presenting the leading personalities who will advance in the presidential election of 2014. One of the National Mandate Party which nominated her identity to get ahead or compete into the General Election of President and Vice President in 2014, Hatta Rajasa, who is ready to be nominated in Presidential Candidates 2014 by the National Mandate Party (PAN). PAN Hatta optimistic chose to fight against its competitors on the choice of president in 2014. The existence of the National Mandate Party strategy to win Hatta Rajasa in the 2014 Presidential Election National Mandate Party politics to establish communication with various groups of political parties. Besides nationalist parties, PAN to establish communication with the Islamic-based parties. But the coalition is determined in the platform to solve the problem in Indonesia (accessed on Coverage 6.com (11/28/2012), on December 3, 2012 at 00:18).

Hatta Rajasa is a DPP chairman of the National Mandate Party (PAN). Wherein Basic Principles of a movement or Hatta

Rajasa can be seen from the platform of the Party, namely the morality of religion based politics that bring Mercy to all the worlds. Platform as an identity, as well as the nature of the mission and vision of the National Mandate Party movement. In the platform of the identity of the National Mandate Party that PAN is a political party that makes religion as the foundation of moral and ethical state and nation that respects human dignity and pluralism in the fight for people's sovereignty, social justice and the life of the nation is better to make Indonesia as a nation prosperous, advanced, independent and dignified. Vision or concept that is owned by Hatta Rajasa form of PAN can perform activities that touch people's needs. Not only populist political activities but also meet people's problems and provide solutions.

Political advertising exposure Candidate Presidential Election 2014, many done by the political parties for publicity itself in nomination, among other political parties that pass the verification KPU (General Election Commission) is the National Mandate Party (PAN), the Indonesian Democratic Party of Struggle (PDI P), the Democratic Party, Gerindra, Group Party (Golkar), People's Conscience Party (Hanura), the Prosperous Justice Party (PKS), the National Awakening Party (PKB), the United Development Party (PPP), the National Democratic Party (Nasdem) (accessed on www.kompas.com, on January 13, 2013, at 18:35).

The number of political parties competing ads on television. Advertising on television is political advertising much sociological foster the spirit of social interaction in the community. One of them is the National Mandate Party political advertising that carries Hatta Rajasa as a Presidential Candidate in 2014 through political advertising entrepreneur-ESTABLISHED (Forward Together PAN). MAPAN political advertising is a program implemented by Hatta Rajasa as Chairman of the PAN are real (real) and measurable success for MAPAN Hatta Rajasa is a program that provides concrete solutions not just a political campaign promises. Hatta Rajasa MAPAN is a program that can be accessed by the people of Aceh to Irian Jaya community, as well as a program Hatta Rajasa MAPAN symbiotic with poverty alleviation because it teaches participants (young people) to be independent and stand alone with young entrepreneurship. MAPAN program are required to revive the economy of Indonesia today and peeps Genari generation of young people are resilient in managing the economic system of their respective regions.

Their reforestation Indonesian economic system can generate an entrepreneurial spirit or the concepts of movement of young people in managing the economic system. Impact to annihilate pengaguran, poverty became complexion problems of the economic system of a country. Issues and dynamics above become reality today. Their exposure to television media on political advertising as well as their political ads Hatta Rajasa that aired in various media television SCTV, RCTI, Trans TV, etc. It makes the curiosity of researchers for much more in researching the meaning or message hidden from jargonya "PAN populist, accomplishing Amanah Rakyat "either through dialogue or political ad impressions mark in this Hatta Rajasa.

II. LITERATURE REVIEW

CONSTRUCTION CONCEPT OF SOCIAL MEDIA

Social construction, a television ad text or visual discourse of knowledge disseminated via television and watched by the public (Bungin, 2008: 38). Watched television ad impressions Kalisambung but their construction process of creation of television ads to viewers. Social Konstruksi on reality is slow, time-consuming, is the spatial and hierarchical-vertical take place. Where the social construction lasted from leaders to subordinates, led to mass, etc., contain social consciousness shape reality to the stage of externalization, subyektivasi, and internalization which took place on the social construction process of television advertising (Bungin 2008: 38s / D39). Substance "Construction Theory of Social Media" is the circulation of information quickly and spreading evenly.

Constructed reality shaping mass opinion, people tend priori and tend to be cynical mass opinion. The position of "Social Construction of Mass Media" is a substance correcting weaknesses and complement "the social construction of reality", it puts excess mass media and media effect (Bungin, 2008: 194). Their social construction, the meaning of a social reality seen in the space of social life from the micro to the macro. The object consists of, first, television commercials; Second, the social construction as a scientific level; Third, the level of the individual. A television advertising media products created by the later televised advertising products for various purposes. Television advertising media segment is determined to have a media strategy. Their economic power and social change can not be separated from capitalism, as the strength of the economic sector changes that ad. Ad requires a substantial capital investment. When the media become the economic apparatus of the media makes the hegemony of importance (accessible by Zulham, "Roundtable discussion The Political Literacy Institute", Friday, January 18, 2013). The image of the product being advertised and then was used symbols for the image of the product, meaning that advertising, and awareness to build a social reality. Konsten construction of social media and social construction process of the birth of mass media through the stages as follows:

(1) Setting Stage Construction Materials

Setting up a social construction materials of mass media is the task of the mass media editors, distributed through desk editors in the mass media.

(2) Distribution Phase Construction

The distribution of mass media constructions using mass media strategy. The concept of concrete each different media, but the same main principles, namely real time. Distribution of television media construction using two-way models, their construction is still dominating the agenda setting by the media. The basic principle of the distribution of the social construction of the mass media is all kekhlayak information should be passed as soon as possible and exactly based on the media agenda. What is considered important by the media, it becomes important also for the viewers.

(3) Construction Establishment Phase Reality

i. Construction Establishment Phase Reality

News that has reached audiences in the formation of construction in the community through three stages: First, the construction of reality truth. Second, the willingness constructed by the mass media. Third, as a consumer choice,

ii. Construction formation Imagery

Formation of image construction is a building that desired by the construction phase. The models in the formation of the image construction, among others: First, the model of good news. Second, the bad models News.

(4) Confirmation stage

Confirmation is the stage when the mass media and the readers and viewers arguments and accountability to the choice to be involved in the formation of construction. For the audience, to explain why he is engaged and willing to be present in the process of social construction (Burhan Bungin, S. Sos., M.Si 2008: 195 s / d 201)

III. SEMIOTICS

Semiotic or semiology is a term that refers to the same meanings. Semiotics term is more commonly used American scientists, while semiology very thick with the feel of Europe inherited the tradition of Saussurean linguistics. Semiotic term often used in conjunction with the term semiology. In these terms there is no substantive difference, it depends where the term was popular. Semiotics is a significant science or how a sign is used to mean an event. Therefore, semiotics is an important tool in analyzing the content of the messages the media (Denis McQuail in Stephen Littejohn, 1996: 568). But clearly, both the study of the relationship between signs (signs) based on certain codes. Such signs will appear on the behavior of human communication through language, both verbal and gesture. Semiotics is a model of social sciences in understanding the world as a system of relations that have basic unit called a "token". Semiotics is derived from the Greek, meaning Semion mark. Semiotics (semiology) has become a popular analytical tools to examine the contents of the mass media and has been widely used by students of communication science in researching the meaning of the message contained in the mass media. Semiotics basically want to learn how to make sense of things humanity. Interpret in this case can not be combined with communicating. Interpret means that the objects are not only carry information, in which case the objects want to communicate,

So, semiotics is the science of signs. Science assumes that social phenomena or society and culture is a sign. That is, semiotic study the system, rules, allowing the signs mean. In addition semiotics, identify, mendokumentasikan, the classification of the types of signs and how to use it is representative. Because different types of signs every culture, the sign has created a variety of mental pencontoh which would have formed the view that will be owned by people of the world (Marcel Danesi, 2010: 33).

Peirce semiotics

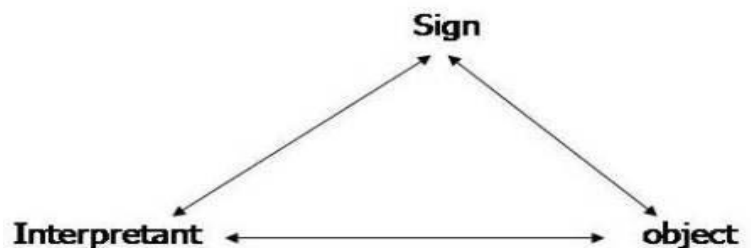
Source: Marcel Danesi, 2010: 39

PARADIGM SEMIOTIC Charles Sanders Peirce

Peirce known as the theory mark. Within the scope of semiotics, Peirce, presented by Lechte (2001: 227), repeating ngulang a mark that represents something for someone (Alex Sobur, 2006: 40). CS Peirce argued "sign as a hold someone as a result of the relationship with the response and capacity" (Athur Asa Berger, 2010: 1). Signs formation semiotic interpretation evoke the infinite, for an interpretation (the idea) that reads the sign as a warning to others (ie as a representative of a meaning or a marker) can be captured by other commentators. In his interpretation, the elements that must exist in linking the sign to its object (induction, deduction and hypothetical form three types of interpreters are important). So that there can be a sign, the sign is to be interpreted. According to Peirce, A sign is something that is used so that the sign can function called ground (events or habits that have relations) (Alex Sobur, 2006: 41). Consequently, there is a sign in the triadic relationship that is grounded, object, and interpretant. Signs associated with ground classified into Qualisign (Quality is on the sign), Sinsign (the actual existence of objects or events that exist on the sign), Legisign (norms contained by the mark).

Mark as representamen and concepts, objects, ideas to which it refers as the object. Based interpretant which is the meaning (Impression, cogitations, feelings and so on) that can be obtained from the sign (Marcel Danesi, 2010: 37). The signs on Rheme (sign when someone interprets based selection), dicent sign or dicisign (marked according kenyataan) and arguments (sign immediately give reasons for something) (Alex Sobur, 2006: 47). Tiga dimension always present in significant and as a triadic structure is not Binner.

The sign "Peircean



Source: Marcel Danesi, 2010: 38.

Based on the object, Peirce divides the top mark Icon (icon), Index and Symbol (symbol).

| Type Sign | Relationship Among sign and source referent | Example |
|-----------|---|---------|
| | | |

| | | |
|--------|--|---|
| Icons | The sign was designed to represent a source of reference through simulation or equations (ie, a source of reference can be seen, heard, and so on, in the icon). | All kind images (charts, diagrams, and etc.), photo, words onomatopoeia, and so on. |
| Index | Signs are designed to indicate source reference or each other connect the source Acua. | Finger that appoint word information. |
| Symbol | Sign designed for encrypt cracked reference through an agreement or approval. | Social symbol. |

CS Peirce Expresses, "First, when the call sign of an icon then follow the sign of the object properties. Second, the index mark as a reality or the existence of signs associated with individual objects. Thirdly, the sign of a symbol is interpreted as denotative object for their habit (T. Sibeok, 1977: 41). Where in any particular context can be a symbol icon. Many symbol in the form of icons. Besides being index, a sign could also serve as a symbol. The asterisk functions primarily as a tool generate meaning. Therefore, the mark is always perceived by the senses (sense) and the mind (reason). using Seha sense, one can connect a reference mark on the mark to find the meaning of (Ibnu Hamad, 2004: 18).

interviews, researchers attempted to collect data by conducting interviews with sources consist of superior and subordinate. The definition of supervisor, namely, Part media center of the National Mandate Party (PAN). The answer from the interview transcribed or recorded with the recorder (tape recorder) Time and place of the interview in accordance with agreed upon by researchers and informants. While documenting researchers collected books, magazines, articles from the internet relating to political advertising Hatta Rajasa with jargonnya "Populist accomplishing Amanah Rakyat" "PAN Populist, accomplishing Amanah Rakyat". Data analysis techniques in this study using semiotic analysis.

IV. RESEARCH METHODS

This study uses a constructivist paradigm. Where in this paradigm is based on the constructivist paradigm ontology is a social construction that is created by the individual (Burhan Bungin, 2008: 11). In this study used a qualitative research approach. Where there is a qualitative approach research with semiotic analysis approach. Semiotics is the study of signs (sign), object (referent), and the human mind (Morisan, 2010: 173).

Qualitative research approach by Kirk and Miller comes on qualitative observations as opposed to quantitative observations. The term qualitative research is a research or inquiry naturalistic or nature, ethnography, symbolic interactionist, perfective into, ethnomethodology, fenomenologis, case studies, interpretive, ecological and descriptive (Bondan and Biklen, 1982: 3).

In research methods, researchers simplify the data and process data based on the model paradigm of semiotics Charles Sanders Pierce, then the data is entered into the table of the image, Icon, Index and Symbol. Then the data in the analysis based on the theory of semiotics Charles Sanders Peirce. Subjects in this study were the perpetrators or pengkontruksi Political Advertising Hatta Rajasa, while the object of this study is the text or audiovisual recording Political Advertising "PAN Populist, accomplishing Amanah Rakyat" in television SCTV, RCTI, and Trans TV. Advertising MAPAN using a main model of the chairman of the National Mandate Party (PAN), Ir. Hatta Rajasa.

In this study using data collection techniques include: Interview (indept interview), and documentation. In conducting

V. RESULTS AND DISCUSSION

DYNAMIC CONTEXT OF POLITICAL ADVERTISEMENT Hatta Rajasa

The use of mainstream media such as television, newspapers, radio, magazines, in the wider political and social life certainly can not let go of the dynamic environment that occurred in Indonesia. The use of the television medium is intensified in a conventional ad serving perfective or political advertising in political communication. Political communication as indispensable to political activities such as political campaigns, propaganda, political rhetoric, lobby and negotiation, formation of public opinion, political publicity and a number of communication activities were important in influencing the political environment (Gun Gun Heryanto, M.Si 2011: 1).

Using the medium of television in political campaigns is a very effective political communication conducted by the National Mandate Party serve multiple ad content Hatta Rajasa. Especially in matters of political marketing (political marketing) to the legislative elections of 2014. Presidential elections or political party, a political institution that requires political image to attract the attention of the public by not giving the political promises and doing the movement a "real" to the public. One is by using advertising (advertising).

Political image is a bridge between the party's national mandate (political communicator) with the community. Therefore, the National Mandate Party used the publicity or favorable response (good impressions) that can benefit the political parties and the public. By displaying the figures Chairman and Chairman

of the party's national mandate of the Ministry of Economy Indonesia, Ir. Hatta Rajasa used to make political campaign in television media to spread its popularity through political advertising MAPAN "Forward Together PAN". Hatta Rajasa political advertising management (Fastcomm advertising agency) who use television to introduce personal Hatta Rajasa as chairman of the National Mandate Party and the presidential candidates of 2014 elections Presidential Candidate by making Entrepreneur program MAPAN "Forward Together PAN" (Interview Ma'am Hanira,

Blummer and Gurevitch told to study political communication Political ads MAPAN ie, First, political institutions (the party national mandate) in making political advertising that is FastComm Advertising Agency. Second, the media institutions that serve political advertising Hatta Rajasa as RCTI, Metro TV, Trans TV and others. Third, public or community orientation as a subject in political campaigns. Fourth, the cultural aspects of political communication needed by society and the dynamics of today's society the lack of jobs (Gun Gun Heryanto, M.Si, 2011: 30).

PAN using publicity paid political advertising campaigns MAPAN one form of imagery. Paid publicity is publitas by buying rubric, column or media air time. Ads from the beginning to advertise a product, service or idea of the institution or the candidate is direct, but the publicity is more soft and elegant way into the talk shows, editorial, documentary or program and rubrics as unplanned and formed (Gun Gun Heryanto, M.Si, 2011: 135-136). In this publitas, PAN buy air time or column of media (advertising) with a duration of 30 seconds to each of the television media for imaging. MAPAN ads which are ads ESTABLISHED program.

Hatta Rajasa their personal popularity in the community which resulted in the establishment of personal communication between individual one individual to another of the well-established advertising. As well as their recognition by the public of the National Mandate Party. MAPAN political advertising from the beginning is an ad product or an idea of the National Mandate Party that is soft and elegant in its message and its imagery. The existence of the programs offered to the community of the National Mandate Party. Steady manipulation Entrepreneur program needed by the people in the economic sector to reduce poverty and unemployment in Indonesia. In a political campaign, the National Mandate Party using candidat-oriented campaigns (Gun Gun Heryanto in his book Political Communication,

Where the party elite-oriented national mandate to acquire political power both in the legislative elections or the 2014 presidential powers through political advertising content broadcast on television. In political campaigns good use of political advertising in mainstream media or social media. But could use a political product. in political marketing PAN good use of political imagery to the public by going directly kemasyarakatan like MAPAN program, going home together, family planning outreach programs, student programs ESTABLISHED, and others.

PAN has a platform that contains azas or founding political institutions, the identity of the Party as well as the vision and mission of political movement. PAN has politicians from all walks of life, ranging from student activists, public figures, businessmen, political analysts, the elite government joined the cadre of the

National Mandate Party, the political message "real" to society (Interview Bima Arya Sugiarto, on Tuesday, 19 March 2013 at 12.00 s / d13.30 pm, held at the Mandarin Oriental Hotel, Kuningan, Jakarta).

Party political marketing used national mandate with the public display of the figures in the 2014 election of legislative candidates have a national mandate Party of team work or wing of the party in political movements, such as PARRA Indonesia, BM (Young Front) -PAN, TOWER, GMNI, PANDU (Results interview Rusli Halim, Chairman of the DPP PARRA Indonesia, on January 30, 2013, at 10.19am). PAN also berafiliasi with television media in political marketing because television has a powerful persuasive effect on society. National mandate Party political campaigns towards the Presidential and legislative elections in 2014, using above the line media (television, radio, magazines) in imaging poliriknya, not only was the National Mandate Party using bellows line media (Pamphlets, Brochures, Banyanya issue to the legislative elections or the presidential election in 2014 that was played by the PAN, either in the form of information through news issues, the policies on a problem that occurs as rising fuel prices. the controversy between the elite members of the board of various faction that supports and refuse as well as their rejection of society aspirated by students in front of the House of Representatives that each Stasium in television broadcast the news. There is also a political ad that contains symbols or signs on the nature of the movement of the party but not overtly mention the orientation of the ad, such as MAPAN ads served to raise elektabilitas PAN and personal Hatta Rajasa and recognition among young people (voters). National Mandate Party PAN has the slogan "Populist accomplishing Commission of the People" that was popularized to the public where the public can cast their vote or PAN in the presidential election in 2014.

POLITICAL ADVERTISING purport HATTA RAJASA jargon "MANDATE OF THE PAN fulfill populist"

Political advertising towards the 2014 elections aplenty utilizes state of the dynamics of community life. As a reference to show political advertising impressions. As cheap food, free trip, free education even for the training of Young Entrepreneur promoted by each party. Alongside performances ahead of the election or the Indonesian Democratic Akbar many political ads from each party sprung to public interest. Political parties who pass the screening KPU (General Election Commission) vying improve its image (elektabilitas). We can know, the mass media can influence or manipulate a person's view of what they saw. And can assist in providing good information information the social, political, economic, cultural, educational or daily life information. The number of televised political advertising into public consumption every day. Because of the media's role is now no longer a reality but change as hyperreality. Determine how perceptions of the mandate of the national party ads that aired on television. MAPAN ads aired on television even almost all TV stations, because the PAN in its staff structure is not involved in the media owner. Nearly every television station that serve ads with the aim to give informasai to society, especially among young people about the Steady Entrepreneur program.

Entrepreneurial MAPAN carried Jakarta on April 15, 2012 at the University of STEKPI, Kramat, Jakarta. In the ad ESTABLISHED, National Mandate Party as a political party that

held the program MAPAN "PAN Together Forward" to give the image (image) is good to the public. These ads berkonten for young people, especially the voters. Young people are still positioned as an object in the struggle for political party vote. Approach to political party is now very focused their reinforcement paradigm movement so apathetic voters in the 2014 elections through ads displayed on television. Historically, the younger generation is a group of people who helped determine the course of the nation's independence.

Hardly a milestone in the republic of Indonesia who deny the role of young people. From the days of the old order, the new order until the reform era the role of the young generation is very important for a nation, especially the people of Indonesia. Therefore, in this ad, ad format the PAN can construct reality MAPAN for youth issues in the community. With the depiction of the signs in the ad can manipulate people's minds into believing the ad content visible in the community. Besides the PAN political party imaging through advertising (ads). PAN jargon heard, "PAN populist fulfill the mandate of the people" coined by Ir.Hatta Rajasa so that people know and their close public attitudes chose the National Mandate Party in the 2014 elections.

Their desire to focus on two things: the word "populist" that fulfill the mandate of the people, because during this time many politicians in government or leader who does not mandate

that does not fight for the trust of the people (Interview Bima Arya Sugiarto, on Tuesday, 19 March 2013 at 12:00 s / d 13:30 pm, held at the Mandarin Oriental Hotel, Kuningan, Jakarta. There is anxiety of young people in difficulties in finding a job today become the dynamics that occur in Indonesia. the matter of young people ranging from an inability on what should be done in entrepreneurship, does not have a large capital in the manage entrepreneurial, do not have the skills or knowledge within the meaning of the concept of wanting to run in entrepreneurship.

Therefore, the presence of ad ESTABLISHED, PAN nasioanl will provide assurance to the public in making entrepreneurs from any aspect, from the terms manajemntnya or sales because people lack knowledge of how or strategy that should be done in berwirasusaha (Interview Ms Noni, Team Creative Advertising politics of the National Mandate Party, on Wednesday, 22 may 2013 at 11.00 s / d 14:00 pm housed in Fastcomm advertising agency). Desire Hatta Rajasa with well-established entrepreneurial program to make poverty and unemployment in Indonesia decreased. Based on the survey results of the Central Bureau of Statistics, 2012, which is quoted in the journal 15 Years of Reform: Expectations and Challenges and Research Institute for Sabang-Marauke Circle, the percentage of poverty level (%) and declining unemployment (%).

Table I
Poverty level (%)

| Year | Poverty level |
|-----------|---------------|
| 1998 | 24.23 |
| 1999 | 23.43 |
| 2000 | 19.14 |
| 2001 | 18.41 |
| 2002 | 18.2 |
| 2003 | 17.42 |
| 2004 | 16.66 |
| 2005 | 15.97 |
| 2006 | 17.75 |
| 2007 | 16.58 |
| 2008 | 15.42 |
| 2009 | 14,15 |
| 2010 | 13.33 |
| 2011 | 12.36 |
| Mart-2012 | 11.96 |

Source: Central Bureau of Statistics, 2012

Advertising ESTABLISHED, existence of social reality into the social dynamics that occur, constructed by the television media by displaying the events happening in the community and is a matter of doing entrepreneurial young people. In Ad ESTABLISHED, we consider the program to be aired and unishaling own unique that could be the main attraction and foster a good image in the community. As well as the paradigm of the public that the events shown by political ads such as the National Mandate Party really happening in society. Social reality can happen in reality the media are deliberately constructed by

copywriters (makers of advertising copy) or advertising agency. Where in advertising MAPAN constructed by Fastcomm as advertising agencies.

Eventnya their reservations in advance, no advertising or advertising them, kesosial publication media first and then, make a creative advertising agency fastcomm material is interconnected between the creative and the party's national mandate and will exit its output or branding idea (the concept of ad creation). The results of the branding idea is the implementation of branding a Political Advertising ESTABLISHED (Interview Ms Noni, Political

Advertising Creative Team of the National Mandate Party, Wednesday, 22 May 2013 at 11.00 s / d 14:00 pm housed in Fastcomm advertising agency).

Training Entrepreneurial Steady: a training, the competition of businesses, business clinic and division of venture capital to the young generation (Interview Ms Noni, Team Creative Political Advertising National Mandate Party, on Wednesday, 22 May 2013 at 11.00 s / d 14:00 pm housed in Fastcomm advertising agency). Advertising Entrepreneurial Steady reconstructed, beginning their providing information, socialization program is well established, solicitation, utilizing above the line media (television, radio, newspapers, magazines), the bellows line media (brochures, plamplet, banners) and new media (internet or website Entrepreneurial -Established).

In constructing reality in rent ESTABLISHED, Fastcomm advertising agency pack the ads MAPAN into the program MAPAN by inviting the public, so that people enroll into entrepreneurial activity ESTABLISHED (Interview Ms Noni, Team Creative Political Advertising National Mandate Party, on Wednesday, 22 May 2013 at 11:00 s / d 14:00 pm housed in Fastcomm advertising agency). Their decision to enroll and enthusiastic audience in following well-established young entrepreneurs program. Then, of the enrollment process in various cities, 11 cities including Jakarta-Bandung-Surabaya-Medan-Palembang, Makassar, Jayapura, Aceh, Banjarmasin, Lampung, Yogyakarta (Interview Ms Noni, Political Advertising Creative Team of the National Mandate Party, Wednesday, 22 may 2013 at 11.00 s / d 14:00 pm housed in Fastcomm advertising agency).

Entrepreneurial training ESTABLISHED, First, workshop activities during the three days in the respective cities. The participants are given the motivation, direction, guidance and enrichment in the opening of entrepreneurship and provide direction or opportunities or markets that is around us (Personal interview, Ms Hanira, Advertising Agency Creative Team Fastcomm, on 3 April 2013 hours 10:00 to 12:15 pm in Fastcomm Advertising Agency). When the workshop participants must


submit its plant business venture in the form of an idea what they would have. Second, the filtering proposal is so tight and require the participant has opened his own business field either open screen printing, culinary even bag factory.

Third, Their presentation in front of the jury, the effort that has been lived. Their briefing-debriefing of participants who escaped from Mapan Entrepreneurial training. The existence of the enrichment of the business they pursue, the participants get cash assistance in developing a business with the monitoring of the well-established entrepreneurial training. Until now the winners of the proposals and the best participants earn money in the manage entrepreneurial development. Hatta Rajasa their willingness to Steady entrepreneurial training programs to make the Indonesian economy is getting better, pengguran numbers dwindling with the persistence of young children in the manage and develop their entrepreneurial will to live. As well as reduce poverty the Indonesian issue today which has not found a bright spot.

SIGNS AND MARKERS OF POLITICAL ADVERTISING constructed HATTA RAJASA using "PAN populist, perform a TRUST PEOPLE"

In a study of political ads Hatta Rajasa that there MAPAN ad sense or meaning that is conveyed by the actors of political parties to the public. Through signs that are consumed by an audience that is placed in the drawings mass media advertising aired by the advertiser (Advertising Agency). Signs and markers submitted by copywriter to the public for the construction phase of the figures the community paradigm chairman of the National Mandate Party. Even their manipulation by political ads so that people believe even directly selecting items in the ads they see television. Through good advertisement advertisement konvesioanal or political advertisements offering its products in order to get a good image of the community.

Table 1, "opening in advertising ESTABLISHED, starting with the representation of the market"

| | |
|--------------|--|
| |  |
| <p>icons</p> | <p>market atmosphere, carrying a paper that read "Want to Work There is No Vacancy". A young man (man) who was exploring the market situation mornings. And communicating the tangible reality experienced by the people, especially among the young.</p> |
| | <p>Hustle traditional markets in Indonesia describes the economy by buying and selling system. A man who uses a blue shirt and holding an article "Want to Work There is No Vacancy" in a crowd of the market or in the midst of traditional traders. Adan</p> |


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| Index; | their anxiety confusion emanating from the young person pictured in a white paper that reads "Want to Work There is No Vacancy". |
| symbolization | Icons and marks contained verbal message keterpihakan PAN against the Indonesian economy system. Which is analogous to the traditional market situation as the identity of the Indonesian economy. |
| Interpretan | Indonesia's economic sectors hustle a traditional market. The process of buying and selling as well as their effective interaction or communication made by the seller and the buyer. |

In scene 1 in advertising MAPAN. there is a special value in the presence of signs consumed by making the commodification between scene and scene ad serving one another. For the author, Ad Serving both conventional advertising generates publicity or political advertising and political campaign of a political party media ads aired on television, among other things: There is restlessness of young people who have a desire to work but there is no vacancy be a problem this time. Hustle to make the market economy system example in Indonesia, there is a process of buying and selling of the middle class. But not describe the competition in finding a job in the scene.

PAN using this type of political advertising is advertising issues in the release. Issue ads are ads that contain a program or a

policy or discuss on topics of public concern at this particular time and related to the national interest (Gun Gun Heryanto, MSi, 2012: 36). PAN imaging using the image of the traditional market or defend the image of the traditional market. PAN describes the traditional market muddy, messy management systems into the National Mandate Party criticism against the ministry of trade so that generalize the traditional market with a modern market with good management systems. in addition, the National Mandate Party in MAPAN ad depicts the restlessness of young who do not have jobs they do.


Table 2, "Routines in the Park"

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| visualization |  |
| icons | Ad MAPAN second scene: a woman wither china sitting in the park at dusk, carrying a paper that read "Want to Choose Business Enterprises but Confused". Meilani was a walk alone to the park Meilani keinganan kepikiran have to work or want to open job field. Afternoon in the park into the activities of young children or elderly people walk, sit and jest. This picture tells the real reality that is experienced among the community. |
| Index; | Malay girls wear dres china white, shoulder length hair wearing bangs were visible sitting in the park with paper and labeled "Business can but Confused Select Enterprises", denotes worry and anxiety in his heart. Parks are where young children or the elderly who like to hang out or bring their children to play in the afternoon. |
| symbolization; | Icons and messages contained verbal sign the paper with the beauty and tranquility urban park located in an area. As well as the National Mandate Party keterpihakan against the system which is reflected in the beauty of the city such as the park layout. |

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| Interpretan | restlessness their independent women who want to entrepreneurship but confused attempt what you want to do. Hustle their garden into a commodity trading system of small traders. |
|--------------------|---|


In the second scene, the anxiety felt by the men and women who have a desire to work or entrepreneurship but there is still confusion in determining what would entrepreneurship. Exposure to cultural and ethnic diversity in Indonesia is the diversity that characterizes Indonesia. PAN using this type of political advertising is advertising broadcast issues in the second scene. Imaging PAN describe the image of young people who lack the training or lack of human resources for young entrepreneurs in doing business. National Mandate Party described the situation as a refreshing garden saturated youngsters on life issues ranging from not having jobs, breakups and more. Currently we rarely find situations or spatial urban parks in the city of Jakarta, be mixed into the ruling elite that created the urban planning in Jakarta as a means of greening. PAN describes the anxiety of young people who do not have jobs they do. The sharp criticism for the government elite in reducing the number of unemployed in Indonesia.

Table 3, "Reality Among Campus"

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| visualization |  |
| icons | the words "Would not Have Capital Enterprises". Campus atmosphere that describe the activities of young people in education. Its desire to create jobs for people around. |
| Index; | A student uses a shirt, carrying a bag as well as the words "Campus C" and holds the inscription "Do not Have Capital Enterprises Mau" sitting ditangga as well as the events that occur within the campus. Signs of a white paper containing paper is a thought or desire in the hearts of entrepreneurship but does not have any capital. |
| symbolization; | Icons and marks contained verbal messages; With their strong determination to independent entrepreneurship for young people. By opening an independent entrepreneur, their problems must terbenturkan or a problem does not have sufficient capital to young entrepreneurship. |
| Interpretan | Seen in the picture, a student who has a classical problem in entrepreneurship which does not have the capital, the concept of entrepreneurship is looming in his thoughts. Students are agents of change for society, especially in the economic sector. |

In the third scene.MAPAN ad in political imagery. Imaging PAN portray the image of students in Indonesia, has a passion for young entrepreneurs open field independently but students hampered by substantial capital to become young entrepreneurs. The situation makes the campus lectures or scientific dialectic system. In order to have a strong desire of a student to improve the Indonesian economy by opening up a wide range of entrepreneurs will be acquired. The design and conceptual marketing is ripe for a run. However, the lack of capital in the manage entrepreneurial will they do. With classics such problems, Students as Agents of change for the community was able to overcome a lack of capital at maturity and courage in creating jobs.


Table 4, "Routines in the Environment Bus Stop"

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| visualization | |
| icons | MAPAN ad impressions fourth scene, a young woman or student standing in a bus stop, carrying a paper that read "Want Enterprises but Fear of Loss". Atmosphere bus stop or routines that describe the activities of the public using public transport accommodation through the bus stop to do the job. |
| Index | an indigenous woman wearing shirts island of Java with a carry bag was waiting for a bus at the bus stop. Their entrepreneurial desire in his heart, but there is fear or anxiety is described by the paper holding a post "Want Enterprises but Fear of Loss". |
| symbolization | Icons and marks contained verbal messages; With the self-determination for the young entrepreneur. By opening an independent entrepreneur, the students hit the big capital or the fear of loss if the self-employed and do not know the opportunities that occur in the environment around. |
| Interpretan | Seen in the picture, the bus stop is a means of public transportation stops in the middle every day departure home or work, which can be a trade by the public sector. |

In scene 4, MAPAN ad impressions, the National Mandate Party political imagery in advertising MAPAN using the image of young people who lack the sales management training and lack of human resources to be a young entrepreneur. In the ad, the National Mandate Party described the situation as a bus stop where the ups and downs of public transportation vehicles in Indonesia. The bus stop is a means of public transport stops for people to do activities sehariannya good work, school, and more. When I was at the bus stop, a young boy there is unease that is felt in finding a job. A strong desire of a young boy in improving Indonesian economy in order to obtain an increased rate of the Indonesian economy from year to year. By way of open field independent entrepreneurs. However, the fear of loss in the manage field of entrepreneurs makes a classic problem today.

Table 5, "The situation at the In Train"

| | |
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| visualization |  |
| icons | |
| Index | |


train an accommodation that is used all the community to carry out routine work every day.

The crowds portrayed in the routine train Indonesian society, to and from work or perform routine use rail services. A man of Papua sit among the other passengers. Then the man stood up. Terhentak, the willingness of independent entrepreneurship but confused procedural issues in entrepreneurship. Illustrated with the words "Enterprise Gak Mau Get it how".

| | |
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| Symbol | Icons and marks contained verbal messages; nescience their management system and the development of entrepreneurship because there was no debriefing or briefing to be a young entrepreneur. Therefore, the program MAPAN "Forward together PAN" is able to overcome the problems in developing entrepreneurship. |
| Interpretan | A strong desire of young men from Papua who wants to be a young entrepreneur but lack knowledge in procedural system sales, business development become a bottleneck to entrepreneurship. |

On the scene 5.Advertising ESTABLISHED, in political imagery portraying the image of young people who lack the training or lack of knowledge of how young entrepreneurs pengelolaan run independently (young entrepreneurs) were undertaken. In the ad, the National Mandate Party crowd described the situation in the rail becomes a tool widely used public transportation in performing daily activities. Starting from work, school, college, went to the market, and others. Concerns of young people of Papua, who want to work but can not jobs. Strong optimism for entrepreneurs who make the open field for growing inflation barometer State and Indonesia can foster economic growth in the foreign sphere. Which makes the classic problems in open employment problem is the lack of knowledge and entrepreneurial management pengelolaan. It all makes another problem that must be destroyed by the young generation.


Table 6 "Audiovisual Yang Di Spell By Ir. M. Hatta Rajasa. "Get hold of your determination, Discard Ragumu"

| | |
|----------------------|---|
| visualization |  |
| icons | MAPAN ad impressions sixth scene, Ir. Hatta Rajasa, the Chairman of the National Mandate Party. Their market background, invite all the community to participate in the program ESTABLISHED, "Forward Together PAN". Audiovisual sound Hatta Rajasa expressed by the public that is "Throw your resolve Rounds Ragumu" a stimulus given to all the people of Indonesia. |
| Index | Traditional markets are the backbone of the economy of the small people. There is a purchase transaction between the seller and the buyer becomes familiarity built up. Problems in entrepreneurship making threats in managing the business. Young people who watch the ad impression ESTABLISHED, can follow, registering Entrepreneurial-state program to be able to take the initiative to build an entrepreneurial early. Make sound audiovisual stimulus to the community, especially young people to become independent young creative entrepreneurs. By way of rounding your resolve, throw ragumu able to develop and build up entrepreneurship to be lived. Hatta Rajasa invited to remove all doubt as to have a high spirit and creativity in managing the effort does not require a large capital. |
| symbolization | Icons and marks contained verbal and non-verbal messages occur process of selling and buying. An Indonesian community's economy will progress if its people do entrepreneurs from bottom and have a desire to expand the business to be great. |

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| Interpretan | Seen in the picture, the audiovisual expressed Ir.Hatta Rajasa to invite all the people of Indonesia to follow-Steady Entrepreneur program and remove the negative mind entrepreneurship before we tried it. |
|--------------------|--|


In the sixth scene.MAPAN ad impressions, the political imaging displays Ir. Hatta Rajasa as Chairman of the National Mandate Party as a forum to raise elektabilitas as a candidate for President in 2014. Although elektabilitas political party or chairperson has fallen yet introduced into a new paradigm in political parties. Their combination of Ir. Hatta Rajasa invites young people and all people aged 17 years to 25 years to follow ESTABLISHED Entrepreneur program. Strong desire expressed by Ir. Hatta Rajasa as Chairman of the National Mandate Party. He invites the entire community of the bottom line, the middle, to line up in order to follow-Steady Entrepreneur program or to become a creative young entrepreneurs. Therefore, can provide the solution of the problem of poverty or unemployment by our independent entrepreneurship. Its imagery describes the personal image Ir. Hatta Rajasa displayed in MAPAN ad impressions, to convince young people to become young entrepreneurs with exposure expressed namely your determination Rounds, discard ragumu following ESTABLISHED entrepreneurship program.

Table 7, "Entrepreneurial Wash Motor"

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|----------------------|---|
| visualization |  |
| icons | MAPAN ad impressions seventh scene, boy Papua named Frans already have entrepreneurial Wash Motor. Frans tear the paper held with the words "Not Understand How Business Wants," which became the case, time is on the train crowd. Background turns into a washing motor into a well-known entrepreneur who gelutinya. |
| Index | A man came from Papua carries on business through a leaching motorcycle by following MAPAN program, he tore the paper that said "Want to Understand How Gak Enterprises" in railway signaling unease felt within the heart and mind. Entrepreneurial washing the motorcycle is Frans effort today. Business opening laundering funds motorcycles do not require substantial funds simply by having the wash and tools that are used to wash the vehicle. Frans obtain good support for economic progress in Indonesia in particular to reduce unemployment and poverty in Indonesia |
| symbolization | Icons and marks contained their verbal or toughness of a child kekegigihan Papua in running entrepreneurship. With sincere intention and strong optimism makes what they dream come true of having good business famous steam engine audience is able to reduce the number of unemployed. The community now has a job and bustle in creating jobs or become self-sufficient young entrepreneurs. |
| Interpretan | After Frans follow Steady Wirusaha- program builds entrepreneurial problems are erased and become an independent entrepreneur with what is being undertaken at this time |

In scene 7.MAPAN ad impressions, there is anxiety in political imaging of young people, namely Frans came from Papua capable merentas Entrepreneurial poverty in the follow-state program of the National Mandate Party. He provides jobs that steam washing the motorcycle. In image building, the National Mandate Party held MAPAN entrepreneurship program, in order to be able to do an entrepreneurial young people wherever he berada.Konsep of the training program Hanyan MAPAN not provide concepts or procedures for doing business at one focus alone but all sides are applied in the training , Society was not initially have knowledge in managing the run entrepreneurial creativity. PAN give confidence to the community in terms of management penjualann because people lack knowledge of how and strategies applied in berwirasusaha (Interview Ms Noni, Team Creative Political Advertising National Mandate Party, the Day of Wednesday, 22 May 2013 at 11.00 s / d 14:00 pm housed in Fastcomm advertising agency). As well as the participants were given \$ 5 million venture capital for business pengelolaan lived.


Table 8, "Agro Entrepreneur Business"

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|------------------------------|--|
| <p>visualization</p> |  |
| <p>icons</p> | <p>Malay china daughter named Meilani already have entrepreneurial Agribusiness plantations. Meilani tear the paper that reads "Want a business but a loss for the enterprise" the problems facing the nation today. After participating in the program ESTABLISHED, Meilani have progress in the business carried, capable of reducing the number of unemployed because people already have jobs and creating jobs Meilani young are independent. Meilani is one of the young people who take the program to be an entrepreneur by profession MAPAN agribusiness.</p> |
| <p>Index</p> | <p>China girls wilt carries on business through agribusiness or plantation. By following a program ESTABLISHED, Meilani tear the paper that reads "Want Enterprises but Confused Looking efforts", who was held in the Garden. The article indicates anxiety or confusion experienced by Meilani the presence of the article to be known publicly.</p> |
| <p>symbolization;</p> | <p>Icons and verbal signs contained the kekegihan and mental toughness of a young man in running entrepreneurial world as manage or develop plantations or agribusiness. With sincere intention and has a strong optimism makes dreams come true. Being able to reduce the number of unemployed.</p> |
| <p>Interpretan</p> | <p>Meilani after follow-MAPAN Entrepreneur program, the problems will be erased entrepreneurial and able to undergo its business estate business (agribusiness).</p> |

At the scene 8.MAPAN ad impressions, the political imaging of young children there is anxiety, which comes from china wilt melani has successfully followed the Entrepreneurial-state program of the National Mandate Party. Strong desire and have a thorough knowledge, Meilani capable of creating jobs is the tea plantations. Imagery that was constructed in the National Mandate Party MAPAN entrepreneurship program, in order to build the image of young people in order to create jobs independently wherever located. This training not only gives one berwirausahaan concept but rather a variety of ways and strategies in pengelolaan, business development

that will be undertaken by each participant. Initially the participants do not have the knowledge and skills in pengelolaan strategy in running the business. With this program,


Table 9, "Entrepreneurial Cassava Chips"

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|------------------------------|--|
| <p>visualization</p> |  |
| <p>icons;</p> | <p>A man named General of indigenous origin java become entrepreneurs Cassava Chips. Supreme tear the paper that reads "Want to Work There is No Vacancy" which became a phenomenon problems in life. However depicted their background cassava chips cart illustrate, the Supreme already have a well-run business.</p> |
| <p>Index;</p> | <p>Cassava chips business is a business that is run by the Court in the manage cassava snacks like chips with a variety of sweet and spicy taste salty. In entrepreneurial cassava chips do not require large funds have enough carts and basic processed materials of cassava chips, the Supreme earn maximum profit. The work done by the Supreme obtain support to improve the economy and reduce unemployment and poverty in the area of residence. Worry and anxiety that is felt initially, has been destroyed by their depiction of ripping paper that he held while in the market.</p> |
| <p>symbolization;</p> | <p>Their kekegigihan or mental toughness General in carrying becoming entrepreneurs such as cassava chips and cassava manage diverse flavors. With sincere intention and strong optimism makes what many dream come true of having good business cassava chips are famous people who were able to reduce the number of unemployed because people already have jobs and bustle of the people who have been creating jobs independently.</p> |
| <p>Interpretan</p> | <p>After the Supreme follow-state program Entrepreneurial these problems can be erased and doing business or establish an independent entrepreneur initiated by this activity.</p> |

At the scene 9.MAPAN ad impressions, in their political image persistence in improving the lives of young people from the sector of the economy. They are able to conduct independent entrepreneurs have found success. In essence, with a strong desire and knowledge that mature during the program MAPAN entrepreneurial training, the Supreme can create jobs that is selling cassava chips. Imaging PAN entrepreneurship MAPAN with programs by using the image of young people who want to create jobs and be creative and innovative young entrepreneurs.


In this training, the concept of entrepreneurship which is run not only focus one strategy, but many business strategies executed. Initially they are, do not have the skills or knowledge within the meaning of the concept of wanting to run in entrepreneurship. With mengikuti this program, they have the knowledge and confidence (belief) that they are capable of creating jobs with entrepreneurship. As well as MAPAN program, participants are given a \$ 5 million venture capital for business pengelolaan lived.

Table 10, "Entrepreneurial Recycled Bags"

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|-----------------------------|---|
| <p>visualization</p> |  |
| <p>icons</p> | <p>MAPAN ad impressions tenth scene. Seen a woman named Flower. Young people to become entrepreneurs Bag Recycling. Flowers tear the paper in his hand and threw it. Background turns into a recycling bag shop and already have a business carried names in place of registration information are MAPAN entrepreneurial training in 11 cities including Jakarta-Bandung-Surabaya and Medan.</p> |
| <p>Index</p> | <p>Bag Recycling is an entrepreneur who exploited by some people of Indonesia to be recycled as waste into material suitable to be used as tas. Wirausaha Recycled Bags carried by interest can obtain a good support for economic progress in Indonesia in particular to reduce unemployment and poverty in Indonesia. Initially, the fear and anxiety Flowers by writing "Want Enterprises but Fear of Loss" destroyed by ripping the paper in his hand while at the bus stop. The white paper that reads "Want Enterprises but Fear of Loss" is confusion or anxiety they experienced.</p> |
| <p>symbolization</p> | <p>Icons and marks on the pictures contained verbal message regarding kekegigihan or mental toughness in running entrepreneurial young people, by making use of used goods that are recycled (Recycled Bags) into a decent used goods such as bags, pencil cases, Etc. With sincere intention and strong optimism makes what many dream come true. The business can reduce the number of unemployed because people already have jobs and bustle to earn an income.</p> |
| <p>Interpretan</p> | <p>After Flowers follow-Steady Entrepreneur program entrepreneurial problems will be erased and can run a business that is open Recycled Bags. Flowers also get information about the city's ongoing program implemented.</p> |


At the scene 10. MAPAN ad impressions, the political imagery depicted their strong spirit and optimism of young souls can evoke apathy of young people in the field of politics. But with perseverance and toughness as well as the skills of the younger generation is able to remove the apathy by following ESTABLISHED Entrepreneur program. With the aim to improve the lives ranging from the economy to perform independent entrepreneurs who have found success. With the knowledge that mature through entrepreneurship training program ESTABLISHED, Flower capable of creating jobs that entrepreneurs Recycled Bags. Imaging PAN entrepreneurship program by holding ESTABLISHED, through the image of young people by young entrepreneurs or become entrepreneurs. MAPAN entrepreneurial training,

Table 11, "Entrepreneurial Sablon"

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|-----------------------------|--|
| <p>visualization</p> |  |
| <p>Icons;</p> | <p>MAPAN ad impressions eleventh scene. A man named Good, a student who became entrepreneurs Sablon. Good tear the paper that there is writing and change the background of the shirt screen printing businesses already have names in the business that they do. There's information on the area, where the program sign MAPAN in Palembang, Makassar, Jayapura, Aceh, Banjarmasin, Lampung, Yogyakarta.</p> |
| <p>Index;</p> | <p>Shirt screen printing is performed by Good entrepreneurs who obtain good support for economic progress in Indonesia in particular to reduce unemployment and poverty in Indonesia. The fear and anxiety experienced by Bagus destroyed by ripping the paper in his hand while on campus. The white paper that reads "Want Enterprises but not Have Capital" is confusion or restlessness when trying to build a business.</p> |
| <p>symbolization</p> | <p>Contained message their tenacity or toughness of life of young people in entrepreneurship as entrepreneurs running shirt screen printing, which aims to reduce the number of unemployed in Indonesia. With sincere intention and strong optimism makes what they dream come true. By creating jobs augment household incomes and bustle of people to work.</p> |
| <p>Interpretan</p> | <p>After a good follow-Steady Entrepreneur program will be erased entrepreneurial problems with doing business. This picture also give information about the place or area berlangsungkan Entrepreneurial-state program.</p> |

At the scene 11.MAPAN ad impressions, the political imagery there is a spirit and optimism that strong spirit of young generation to evoke a spirit of apathy of young people in the field of politics. But with perseverance and toughness as well as the skills of young children were able to remove the apathy by following ESTABLISHED Entrepreneur program. Starting from sectors of the economy, communities are able to improve their lives by doing independent entrepreneurs who have found success through a mature knowledge given moment entrepreneurship training program ESTABLISHED, Nice can create jobs that entrepreneurs shirt screen printing. Imaging PAN entrepreneurship program by holding ESTABLISHED, using the image of a young child is capable of running an entrepreneurial wherever its place and become young entrepreneurs shirt screen printing.


Table 12, "Socialization Entrepreneurial-state" Forward Together PAN "by the PAN chairman Hatta Rajasa"

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| <p>visualization</p> |  |
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| Icons; | Impressions scene 12th, Visible in the image Ir. Hatta Rajasa is Chairman of the PAN against the background of the market, invites all people of Indonesia to participate in the program ESTABLISHED, "Forward Together PAN". Non-verbal signs that mentioned by Ir. M. Hatta Rajasa. VO: "Follow the Entrepreneur program ESTABLISHED, Forward Together PAN". |
| Index; | Traditional market is the economic system that is always done by the people of Indonesia to memenuhu daily needs. Changes will be realized like the trader that can lift the economy of his country in the eyes of the world. Their stimulus Hatta Rajasa expressed in MAPAN ad is "Follow the Entrepreneur program ESTABLISHED, Forward Together PAN". Aims to encourage all people to follow entrepreneurial training ESTABLISHED. As well keterpihakan Rajasa's Ir.Hatta promoting all sectors of the economy in the eyes of the world. |
| symbolization | To follow the "Follow the Entrepreneur program ESTABLISHED, PAN Together Forward" is able to create young entrepreneurs who self-creative and innovative entrepreneurs. |
| Interpretan | Ir shown in FIG. Hatta Rajasa as Chairman of the National Mandate Party invites all people to participate in the program ESTABLISHED, "Forward Together PAN". With entrepreneurship, employment opportunities and reduce poverty and unemployment that became problematic in Indonesia. As well as the numbers will stabilize the economic system in the eyes of the world, |

At the scene 12.MAPAN ad impressions, the political imagery, the National Mandate Party featuring Ir. Hatta Rajasa as Chairman, to popularize the image of political parties as well as personal chairperson. Ir. Hatta Rajasa expressed in this scene to Follow Entrepreneur program ESTABLISHED, Forward Together PAN ". He invites all the youth of the bottom line, the middle, until the top line so that follow-Steady Entrepreneur program separately into independent young entrepreneurs. The issue of poverty and unemployment in this country can be eradicated by means of entrepreneurship from an early age. Hatta Rajasa defend invites all young people with young people from the bottom line, to line up for the follow-ESTABLISHED Entrepreneur program to address the issue of unemployment in the economy. Opportunities that come in addition to creating jobs but able menyejahterahkan others and give kebahagiaan others for getting income from business carried on by each young child. The main image of this scene is a personal image Ir. Hatta Rajasa as chairman Hatta Rajasa who invites the youth to become young entrepreneurs who are creative, independent, and innovative, and to defend the traditional markets as a day trading system needs a day as Indonesia's economic sectors with the program ESTABLISHED.


Table 13, "Entrepreneurial Logo-ESTABLISHED"

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|-----------------------|---|
| visualization; |  |
| icons; | MAPAN ad impressions, MAPAN logo are raised in this ad. Figure Entrepreneurial MAPAN "Forward Together PAN" with website www.wirusaha-mapan.com as the name of the program will Run as a program of the National Mandate Party. |

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| Index; | Entrepreneurial Steady "PAN Together Forward" is a program of the National Mandate Party "Populist PAN accomplishing Amanah Rakyat" coined by Hatta Rajasa to invite all the community to follow-state entrepreneurial program. The goal for the PAN is kept up-loved by the community and are able to blend and embrace the community through this program. |
| symbolization | PAN invite all the community through programs MAPAN to embrace young people have a desire to be an entrepreneur so creative. |
| Interpretan | Seen in the picture, there is a logo Entrepreneurial-state is a program initiated by the National Mandate Party devoted to the generation of high spirits membangunsektor eyes of the world trade and economy. |

At the scene 13.MAPAN ad impressions, in politics there is a logo Entrepreneurial imaging-state is an entrepreneurial program initiated by the National Mandate Party devoted to Youths who have high spirit especially in the trade and economic system. As well as embrace the younger generation to be more creative and entrepreneurial inovatid doing. The main image of this scene is the image of the institution or the image of entrepreneurs MAPAN program that initiated by Ir. Hatta Rajasa as chairman Hatta Rajasa invite young people to become entrepreneurs. With the provision of entrepreneurial workshops, the keynote speakers were reliable in business building young people and change mainset young children in developing entrepreneurship. The program is also the arena of sharing or exchange ideas strategy to be carried out in running the business.

Table 14, "Logo PAN"

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| visualization |  |
| icons; | Last impression advertising ESTABLISHED, National Mandate Party logo appears with the tagline PAN populist People's logo Mandate accomplishing the sun to break through into all walks of life and can enlighten all people anytime and anywhere. |
| Index; | One of the National Mandate Party 2014 election contestants with no order of 8 on the 2014 election ballot papers. |
| symbolization; | PAN populist People's Mandate accomplishing more togetherness and embrace all of the top, middle or bottom. Indonesia's economy as well as their change with new breakthroughs such as MAPAN program makes the younger generation has the willingness and ability to become new entrepreneurs are creative when the public chose the National Mandate Party. |
| Interpretan | Seen in the picture, the logo of the National Mandate Party which is contesting political parties diranah Indonesian politics. PAN with no serial number 8 in the 2014 elections. |

At the scene 14.MAPAN ad impressions, in the image of the institution there is a political imaging PAN to encourage young people to become entrepreneurs a creative, independent, and innovative with MAPAN program. Their MAPAN Program, in order to encourage elektabilitas National Mandate Party in the eyes of the people of Indonesia and to build public opinion against

elektabilitas Hatta Rajasa and National Mandate Party Presidential elections of 2014. The existence of the National Mandate Party's political image by following MAPAN program, among the younger generation who portrayed that this party and chairman of the generally pro-traditional markets as the economic system of buying and selling in the people and in the eyes of the world. Hatta

Rajasa defend small traders attempt to cut unemployment in Indonesia. Hatta Rajasa also supports young people to become entrepreneurs despite the fact that many of the problems experienced. But by following MAPAN program, the problem will disappear and the dream of entrepreneurship into young entrepreneurs will be realized.

Steady on each ad Entrepreneurial have a scenario in broadcast, ranging from advertising broadcast of the images on the first through fourteenth scene describe Ir. Hatta Rajasa care for the fate of the nation today. How to reduce the rate of unemployment, poverty and boost Indonesia's economic sectors with entrepreneurship. Harmonious relationship between the position of Ir. Hatta Rajasa as Coordinating Ministry for Economy Indonesia are able to take the idea of the idea for creative young people, young and independent. Since the soul of a young child has a soul that leads Indonesian morale of the colonial system to the current democratic era. It is expected that with the fighting spirit of young people, able to stabilize the economy and increase the pace of the economy of Indonesia in the eyes of the world. However, problems Hatta Rajasa as chairman of the National Mandate Party enters political competition is the presidential candidate of 2014 is considered very difficult and strenuous. We can see the figure of personal elektabilitas Hatta Rajasa as a presidential candidate is still low, the National Mandate Party elektabilitas towards the 2014 elections have not been any significant increase in elektabilitas than the other party.

Party competition as PDIP and Golkar Party which has a high elektabilitas in the public eye. Therefore, the PAN will lift presidential candidates promoted must have a high personal ability in the public eye. By way through the advertising program "ESTABLISHED". Hatta Rajasa invites all society, especially the younger generation to follow this program. Entrepreneurial-ESTABLISHED program is a performance conducted by the National Mandate Party to get a good image to the public. But in Rakernas still prioritize Hatta Rajasa promoted as a candidate for President in the 2014 election. Of course, various methods are used as well as their evaluation is not only to raise the personal elektabilitas Hatta Rajasa alone but their evaluations to improve the performances of politics as a means of control of the party in the 2014 election victory For researchers, Hatta Rajasa political movements not only do the moment when the Presidential Election , but sustained political movement of a dialectic discourse. Hatta Rajasa political movement must be oriented in all walks of life, not on the public capital city but to penetrate remote areas. To the researchers have to be critical in a political ad serving with all kinds of concepts that display, among others (1). Can understand and appreciate the existing political ad impressions and aired on television or new media. (2). Can understand the signs that are in political advertising and the meaning of political ads aired on television. (3). Can select the information or political advertising products that will be consumed by individuals and society. (4). Can understand the impact of a negative or positive content of political ads and programs that will be conducted by the political parties. (5). Limiting the amount of political ad serving political party even though it is one media owner (owner of the media authority). (6). Limiting the amount of political ad serving although the political party is the owner of a media owner (owner of the media authority). Can understand the impact of a negative or positive content of political ads and programs that will be

conducted by the political parties. (5). Limiting the amount of political ad serving political party even though it is one media owner (owner of the media authority). (6). Limiting the amount of political ad serving although the political party is the owner of a media owner (owner of the media authority). Can understand the impact of a negative or positive content of political ads and programs that will be conducted by the political parties. (5). Limiting the amount of political ad serving political party even though it is one media owner (owner of the media authority). (6). Limiting the amount of political ad serving although the political party is the owner of a media owner (owner of the media authority).

VI. CONCLUSION,

MAPAN political ads aired in the television ad based approach Charles Sander Pierce semiotic analysis can diamb il some conclusions that are expected to represent the entire contents of this article, as follows:

First, the set of meaning contained in the ad gives the sense that the purpose of the PAN MAPAN program featuring young people who become young entrepreneurs. This we can see from the beginning to the end of the ad MAPAN in serial aired on television station SCTV, RCTI, and Trans TV, berlapisnya main image of the image of the political institutions. Advertising MAPAN encourage young people become young entrepreneurs, people will MAPAN along the National Mandate Party. National Mandate Party defended the people with the reality series with imaging ads Hatta Rajasa (Chairman of the National Mandate Party) defending traditional markets and supports young people become independent young entrepreneurs. Various image problems of young people who have no vacancies, the image of a young child issues like business but are confused about what businesses,

Second, the range of marks used in advertising MAPAN of icons, indexes, symbolizing either verbal or non-verbal sign of a whole series of signs which give a meaning in advertising MAPAN to describe and introduce personal Hatta Rajasa among the community's candidacy in the 2014 election Hatta Rajasa Describing the activities of public life comes with the desire of young people to open up new jobs or entrepreneurship. These activities are often done by the communities are becoming routine. As well as the depiction not only of the lower classes who wants to open a new business but from the top also want to entrepreneurship-new entrepreneurs, especially the youngsters.

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