ABSTRACT

The evolution of integrated communication has given many opportunities for advertisers to market their products through internet, one of which is to make advertisements prepared in the form of short film advertising. Autodesk® Inc as one of the foremost producers of *video editing* software in America uses short film advertising entitled "*Fix It In Post*" as the form of its marketing communication media. The short film advertising "*Fix It In Post*" uses iconic signs in communicating its products through USP - Unique Selling Proposition creative strategy. The objective of this research is to find signs visualized as a description of the sophistication of software video editing, and to impart brand image to Autodesk® Smoke® as a sophisticated brand software video editing. Based on the result of research a Semiotics of Cinema Christian Metz analysis, it was found out that there were signs visualized to describe the sophistication of software video editing namely various features used by the video editor. Each feature of software describing such sophistication is represented in a series of scene forming a sequence, so that it can convey a brand image to the Autodesk® Smoke® as a sophisticated brand software video editing.

Key words: *marketing communication,   short   film   advertising, advertising, semiotic, software video editing.*

ABSTRAK

Evolusi komunikasi terpadu (*the evolution of integrated communication*) telah memberikan banyak peluang bagi para pengiklan untuk memasarkan produknya melalui internet, salah satunya dengan membuat iklan yang dikemas dalam bentuk film pendek (*Short Film Advertising*). *Autodesk® Inc* sebagai salah satu produsen perangkat lunak *(software) video editing* terkemuka di Amerika menggunakan iklan film pendek berjudul "*Fix It In Post*" sebagai bentuk media komunikasi pemasarannya. Iklan film pendek "*Fix It In Post*" menggunakan tanda-tanda ikonis dalam mengkomunikasikan produknya melalui strategi kreatif *USP - Unique Selling Proposition*. Penelitian ini bertujuan untuk menemukan tanda-tanda yang divisualisasikan sebagai gambaran kecanggihan *software video editing*, dan memberikan citra merek (*brand image*) kepada *Autodesk® Smoke®* sebagai *brand software video editing* canggih. Hasil penelitian dengan menggunakan analisis semiotika sinema *Christian Metz* menemukan bahwa tanda-tanda yang divisualkan menggambarkan kecanggihan *software* video editing yaitu berbagai fitur yang digunakan oleh editor video. Masing-masing fitur *software* yang menggambarkan kecanggihan tersebut terlihat dalam rangkaian *scene* yang membentuk satu *sequence,* sehingga memberikan citra merek (*brand image*) kepada *Autodesk® Smoke®* sebagai *brand software video editing* canggih.

Kata kunci :   *komunikasi pemasaran, iklan film pendek, iklan, semiotika, software video editing.*