

		Magnum Double besides
Datum 2	Verbal text	MAGNUM GOLD
		AS GOOD AS GOLD
	Nonverbal	Capital word of this advertisement. Color words are gold and white
Datum 3	Verbal text	As good As coffee
		This tastes like it was made with actual espresso coffe with a hint of sweetness and a full. Bodied coffee flavor
		The ice cream is latte colored and very smooth
	Nonverbal	a picture of Magnum coffee with real coffee beans
Datum 4	Verbal text	Magnum Enjoy the royal treatment
		Magnum Almond Magnum Classic Magnum Truffle
	Nonverbal	three magnum series Magnum Almond Magnum Classic and Magnum Truffle used crown also two flags besides
Datum 5	Verbal text	Vote pink
		Vote Black

	Nonverbal	Black Background
		Pink Background
		A girly woman
		A boyish woman
Datum 6	Verbal	Mini size
		Maximum pleasure
		Magnum mini in
		Give in to it
	Nonverbal	A woman enjoyed ice cream
Datum 7	Verbal	Magnum Classic
		Love Magnum Ice Cream?
		Then like us for a special offer
		Magnum made with Belgian chocolate
	Nonverbal	three product of Magnum ice cream
Datum 8	Verbal text	Introducing Magnum ice cream
		Meet Magnum Double Caramel. Silky vanilla bean ice cream and rich source caramel, all covered in thick Belgian chocolate.
		Its pure pleasure from very first bite.
	Nonverbal	Icon that choose in this advertisement is

side in our life. This advertisement Magnum ice cream want to invite us to throw out the wild side in us and begin to be quiet with eating magnum ice cream

This advertisement also campaign created for everyone to dare to let other side that they have. They can look for and enjoy their pleasures and let the wild side go. To release their wild side by enjoy Magnum double advert or by practicing good side of someone. Magnum want everyone enjoy Magnum double advert and together let wild side go. Neil Gledhill as global brand director said “We are thrilled to launch “Release the Beast” as a powerful example of Magnum’s philosophy. We wholly encourage each and every person to indulge and take pleasure in letting go with us. Everybody has a beast that lives inside them and this campaign is about daring people to unleash it; both through enjoying a Magnum Double and by adopting this attitude to their lives. To go for it and most of all, enjoy it”. Magnum want everyone release their wild side and see their pleasure seeker with Magnum double advert or just let it go. They can enjoy they pleasure.

advertisements. Magnum not only promote their product but also provide a useful message to the public. There are some message delivered by Magnum:

1. Invite the reader to buy and look for their pleasure with Magnum ice cream
2. Lost the wild side in our live.
3. Separate the busy time to give a little time to seek the pleasure

Finally, we can concluded that in Magnum advertisement has interesting signs to analyze. Magnum delivered the message in each signs in theirs advertisements. Magnum also persuasive the reader to buy their product. From all of advertisements the writer can interesting thread that Magnum advertisements always invited the reader to enjoyed their live and always look for a pleasure to the live.

In interpreting or construct a meaning of a message in the form of signs, the Magnum advertisement, we can carry out a meaning or interpretation of the signs on the picture by using Ferdinand de Saussure theory to make a signifier and signified to the signs. In other words, the meaning of signs is binding or one mean.