

ABTRACT

This study is an attempt to find socio-cultural meaning of alcohol drinking. A group of architects is selected for the study because of its special character appears in the way of life. The methodology is done by interviewing an observed participation in drinking behavior of the architects. Then, comparing data with the meanings that decoded from alcohol advertisements in magazines which are popular among architects.

The result of the study implies that sex, money and power have social significant meanings, all of them are affected to each other. Although alcohol advertising has not influence all drinking, its connotation meanings are accepted in society and indirectly cause effects to self identification and society.