

ABSTRACT

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***SEMIOTIC ANALYSIS OF ROLAND BARTHES THE MEANING OF THE
PRESIDENTIAL CANDIDATE TALKING ABOUT IDEA IN NAJWA'S
EYES IN THE EPISODE OF ANIES BASWEDAN TALKING ABOUT IDEAS***

Keywords: Ideas, Imperions, Meaning, Presidential Candidates, Semiotics, Roland Barthes,

(xi + 66 + Appendices)

This research aims to find out the meaning of the presidential candidate's discussion of ideas on the Mata Najwa YouTube channel episode of Anies Baswedan's discussion of ideas. In this case the researcher uses relevant theories, such as Roland Barthes' semiotics. This research uses qualitative research methods with a constructivist paradigm. Semiotic analysis refers to Roland Barthes' two-level semiology of significance; denotation and connotation. Roland Barthes' semiology emphasizes the role of the reader, where a sign that already has a denotative or connotative meaning, still requires the activeness of the reader in order to function. The results of the research found that the signs and signifiers contained in the meaning of the Presidential Candidate talking about ideas are first, the denotation of the Presidential Candidate talking about ideas, namely a Presidential Candidate Pair who is conveying his ideas and can be seen as a Leader Candidate. Second, the connotation of the Presidential Candidate talking about ideas is that a Presidential Candidate is open to conveying and willing to interact with the public regarding important issues. Third, the myth of Presidential Candidates discussing ideas is that their ideas are not feasible or realistic. Therefore, some people will consider the ideas of a Presidential Candidate to be unrealistic or unfeasible based on various assumptions that they will not be able to implement if elected. In conclusion, the sign is the meaning of the presidential candidate's discussion of ideas. Meanwhile, the marker is a Presidential Candidate.

Bibliography (2013-2023)