

## ABSTRACT

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### ***SEMIOTICS ANALYSIS OF SHOPEE COD ADVERTISING IN YOUTUBE SOCIAL MEDIA***

*Keywords : Semiotics. Ads, Shopee, Social Media*

*(x + 69 + Appendices)*

*The purpose of this study is to analyze Shopee COD advertisement with Roland Barthes semiotics analyze, Roland Barthes semiotics looking for meaning of denotation and konotation, therefore researcher looking for the meaning of a denotation and konotation message that contain in Shoppee COD advertisement. Study approach that used in this study is qualitative approach. The result show that Shoppee COD advertisement not only just an advertisement that offer buy and sell services or just a marketplace, but many message contained in this advertisement. the result from this study about the meaning in Shopee COD advertisement. Konotation meaning from Shopee COD advertisement is an advertisement that every scene of this advertisement shows that model tukul arwana become a shoppee courier, and deliver packages to all corners of the region, tukul already famous and very important in this advertisement because he dress like a courier. Suggestion from researcher, when you watch an advertisement, better not to be passive receiving everything from the advertisement. But act more critical and evaluate the message that would be delivered by the advertisement producer.*

*Bibliography (1993-2019)*