

## **ABSTRACT**

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**“Prabowo vs Jokowi Epic Rap Battles” Video Semiotics Analysis On Skinnindonesia24 Youtube Channel**

**Keywords: Semiotics Analysis,**

**(ix + 70 + Attachments)**

*This study aims to determine the meaning contained in the skinnyindonesia24 video entitled "Prabowo vs Jokowi epic rap battles" on the skinnyindonesia24 youtube channel24. The video was uploaded on April 8, 2019 which is a form of campaign to encourage the public to be more wise in their arguments in the presidential election of the 2019-2024 presidential period. This study uses a qualitative approach with the semiotics analysis of Ferdinand de Saussure. Saussure's semiotics states that the signifier is a symbol found in all messages conveyed and the sign itself must have meaning or use of Clickbait in giving the title with the aim of increasing views, as well as the message contained in the Prabowo vs Jokowi Epic Rap Battles video. The result is that the publics must be more careful in arguing, and not to overthrow each other of the republic of Indonesia presidential candidate pairs during the election.*

**Bibliography ( 1980-2016)**