

## **ABSTRACT**

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**Analysis of the Meaning of Social Messages BTS in the Video Clip Life Goes On  
(Semiotics of Charles Sanders Peirce)**

Keyword: Social Realities, Social Messages, Video Clip, Semiotics.

(xi + 51 + Appendices)

The purpose of this study was to determine the meaning of social message which delivered through music video in BE BTS album. This research uses descriptive paradigm with descriptive qualitative approach methods. The methods of data collection are carried through observation, documentation, and literature studies. The theory used is analysis semiotics theory by Charles Sanders Peirce that Charles Sanders Peirce semiotics using triangle meaning that uses for sign, object, and concept from observations through object (interpretant). The results showed there is an interpretation of signs social messages that describe about social reality changed at the music video. The BTS music video describes about people having trouble to deal with Covid-19 pandemic and have to operate the new social realities against the Covid-19 pandemic.

(Bibliography 2008-2021)