

ABSTRACT

This research is entitled "SEMIOTICS ANALYSIS OF THE 2019 ELECTION PARTICIPANTS POLITICAL CAMPAIGN ANALYSIS ON THE RI KPU YOUTUBE CHANNEL". This study aims to find out the meaning or significance of each campaign advertisement for political parties participating in the 2019 general election on the youtube channel of the general election commission which is diverse and has its own characteristics from each political party.

The theory used in this research is Ferdinand de Saussure's semiotics which is a study of signs. And the sign according to Saussure is formed from two components, namely the signifier and the signified.

As for the research method using descriptive qualitative methods with data collection techniques, namely direct observation and literature study. While the data analysis technique uses semiotic analysis and the validity of the data is triangulation of data sources which is carried out through several stages.

The results of the study show that based on markers and markers there are all political party campaign advertisements have or have a purpose and the purpose of building public trust and creating a positive image in the public which is contained in some cases including notifications, recognition, promises, messages, and the invitation of political parties to the community and confidence.

Keywords : *Political Party Campaign Advertisement, 2019 Election, KPU RI Youtube Channel, Semiotics of Ferdinand de Saussure.*