

ABSTRACT

This research is entitled "Volodymyr Zelenskyy's Political Communication in the Ukraine-Russia Conflict (Semiotic Analysis of Roland Barthes on Volodymyr Zelenskyy's Instagram Account)". The conflict between Ukraine and Russia has had a very negative impact, both on Ukrainian infrastructure and society. The conflict also had an impact on Ukraine's political conditions. Volodymyr Zelenskyy as president of Ukraine in order to overcome the impact of the conflict then took diplomatic steps by establishing communication and cooperation with foreign parliaments which is only possible through the use of today's communication technology media. Zelenskyy's communication and cooperation aims to obtain military assistance from other countries. However, this assistance cannot be completely relied on, because it can be stopped unilaterally at any time. Therefore, as an effort to overcome conflict, Zelenskyy then launched a fundraising platform and used social media Instagram as a means of conveying messages aimed at a global audience, in order to gather sympathy and thus lead to donations. This research aims to determine President Zelenskyy's political communication messages in dealing with the conflict with Russia, through identifying the signs contained in photos uploaded to Zelenskyy's Instagram account as a primary source. This research uses Roland Barthes' semiotic analysis method, namely two orders of signification with the aim of finding denotative signs consisting of denotative signifiers and denotative signified, connotative signs consisting of connotative signifiers and connotative signified, and myths. The signs and the myths that have been found are then analyzed from the perspective of propaganda theory with the aim of finding the goals of propaganda according to Lasswell, as well as the propaganda techniques according to Dan Nimmo that were used in these uploaded photos. The analysis process was assisted by secondary data obtained through literature study of documents related to this research. The theory used in the research is propaganda theory. This research also uses reviews related to new media which includes social media as a means of communication, as well as reviews related to Roland Barthes' semiotics. Meanwhile, in data validity, persistence enhancement techniques are used. The results of this research show that there are hidden messages in the photos uploaded to the Instagram accounts @Zelenskyy_Official and @u24.gov.ua. The messages in question contain elements of the ideology of heroism and unity. Through this research, seven propaganda techniques were found that were used in these photos. namely, plain folks, bandwagon, card stacking, testimonials, transfers, name calling, and glittering generalities. Meanwhile, global audience sympathy is formed through messages that are constructed as positive values.

Keywords: Volodymyr Zelenskyy, Instagram, Roland Barthes, Propaganda.