

ABSTRACT

This analysis is entitled Semiotic Analysis of Gojek Advertisements Version "J3K: To Be Comfortable On A Trip Using Gojek" on Youtube. To analyze the symbols contained in Gojek Advertisements Version "J3K: To Be Comfortable On A Trip Using Gojek" on Youtube, it can be done through data analysis studies using semiotic analysis.

The purpose of this study was to find out how the signs/symbols contained in Gojek Advertisements Version "J3K: To Be Comfortable On A Trip Using Gojek" on Youtube in terms of Representation, Interpretant, and Object.

The research method used in this study is a qualitative method. This study uses the Semiotics Theory from Charles Sanders Peirce and The Theories of Social Reality Construction. Data collection techniques used are literature study, observation, interviews, documentation and data from the internet.

Based on the results of this study the meaning contained indicated that each symbol displayed has a meaning that leads to social messages. Besides the social reality that is built in the advertisement has a social influence that can change people's behavior and views. The implied meaning of the advertisement is that they want to convey a message that at this time the position of the situation in society has had many negative impacts in the health sector due to the pandemic. Therefore, we as a society who are aware of the importance of health protocols must be able to make people aware of them wisely and tell them how to use them properly and correctly.

Keywords: *Semiotics, J3K: To Be Comfortable On A Trip Using Gojek, Sign, Symbol*