**ABSTRACT**

This thesis titled "analysis of PHOTO JOURNALISTIC DISASTER SEMIOTICS of SMOG on PIKIRAN RAKYAT MINDS DAILY EDITION OCTOBER 2015". Photo Journalism is journalism activities with capture the moment or an event containing an element of news. Signs in the photo journalistic disaster smog into material this thesis observations.

The goal of these researchers is implemented is to acknowledge and elucidate further on how Represement, object, Interpretan disaster photos found in smog HU of the people's Thoughts October 2015.

The theory used in the analysis of semiotics C.S. Peirce's theory of the construction of social Reality is introduced Peper L. Berger and Thomas Lucman.

The methods used in this research is the use of qualitative research methods analysis of the semiotics of C.S. Peirce. Qualitative research is usually used for researching the life of community, history, behavior. The data collected are qualitative research on the subject, while the qualitative research results apply only to the case of the social situation.

Based on the results of the study it can be concluded that the photo journalism of Bandung people's Minds HU Edition October 2015, generally can be reviewed from Represement signs, objects, Interpretan, which gives the meaning as seen from qualisign, sinsign and the legisign is presented from Mark represement, the meaning of the icon, index and symbol on the sign of the object, as well as the meaning of the rheme, dicend, and the argument contained in the sign of the interpretant.

Researchers gave advice to people's Thoughts of HU Piriran Rakyat Bandung i.e. should people's Minds HU can add column news items more specifically, actual and reliable.