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**ANALISIS SEMIOTIKA IKLAN LAYANAN MASYARAKAT TENTANG
VAKSIN COVID-19 DI MEDIA SOSIAL TIKTOK KEMENKES RI**

SKRIPSI

Ditujukan untuk memenuhi sebagian syarat untuk memperoleh
gelar sarjana Ilmu Komunikasi pada program studi Ilmu Komunikasi



Oleh:
Daafiq Dahdal Rabbani
180435

**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
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Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Ilmu Komunikasi pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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LEMBAR PENGESAHAN

Daafiq Dahdal Rabbani
ANALISIS SEMIOTIKA IKLAN LAYANAN MASYARAKAT TENTANG
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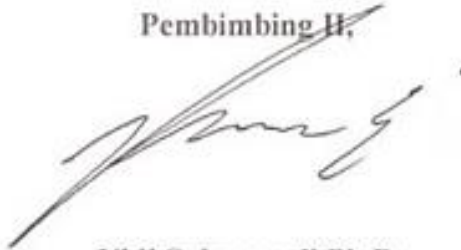
Skripsi ini disetujui dan disahkan oleh:

Pembimbing I,



Dr. Ahmad Fahrul Muchtar Affandi, M.S.i
NIP. 198507172014041001

Pembimbing II,



Vidi Sukmayadi Ph.D
NIP. 198210222014041001

Mengetahui,
Ketua Program Studi Ilmu Komunikasi,
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia



Dr. Ahmad Fahrul Muchtar Affandi, M.Si.
NIP. 198507172014041001

ABSTRAK

Teknologi informasi dan komunikasi (TIK) mengalami perkembangan pesat pada era digital, terciptanya media sosial merupakan salah satu produk dari pesatnya perkembangan TIK yang memiliki dampak signifikan terhadap metode untuk menyebarkan suatu informasi termasuk penyebaran informasi dalam format iklan layanan masyarakat (ILM), dengan adanya media sosial para pembuat ILM mulai berpindah dari media tradisional ke media baru khususnya media sosial untuk menyebarkan ILM kepada target audiensnya, dikarenakan media sosial menawarkan berbagai manfaat yang dapat mempengaruhi tingkat efektifitas dari ILM untuk merubah sikap dan perilaku dari target audiensnya, yang mana manfaat tersebut tidak bisa didapatkan sebelumnya melalui media tradisional, penyebaran ILM melalui media sosial tersebut juga dilakukan oleh instansi KEMENKES RI untuk menyebarkan ILM terkait program vaksinasi Covid-19 kepada masyarakat Indonesia melalui media sosial TikTok pada saat terjadinya pandemi Covid-19. masih sedikit penelitian yang berfokus kepada konstruksi efektif yang terdapat pada ILM yang disebarkan melalui media sosial, penelitian-penelitian sebelumnya kebanyakan hanya berfokus kepada konstruksi dari iklan komersil, padahal ILM memiliki urgensi yang lebih tinggi daripada iklan komersil dikarenakan ILM karena melibatkan masyarakat luas. Oleh karena itu penelitian ini bertujuan untuk mengeksplorasi konstruksi yang terdapat pada ILM vaksin Covid-19 yang dirilis oleh KEMENKES RI di media sosial TikTok, penelitian ini menggunakan metode penelitian kualitatif dan analisis tanda semiotika yang dicetuskan oleh Barthes untuk mendapatkan hasil yang diinginkan. Dari hasil penelitian yang didapatkan tiga konstruksi dalam makna konotasi, denotasi dan mitos pada ILM vaksinasi Covid-19 KEMENKES RI makna-makna tersebut dimunculkan melalui tanda aktor, teks serta musik yang terdapat pada adegan-adegan ILM tersebut.

ABSTRACT

Information and communication technology (ICT) has experienced rapid development in the digital era, the creation of social media is one of the products of the rapid development of ICT which has a significant impact on methods for disseminating information including the dissemination of information in the format of public service advertisements (PSAs), with social media PSAs producers are starting to move from traditional media to new media, especially social media to spread PSAs to their target audience, because social media offers a variety of benefits that can affect the level of effectiveness of PSAs to change the attitudes and behavior of the target audience, which those benefits cannot previously obtained through traditional media, the distribution of PSAs through social media was also carried out by the Ministry of Health of the Republic of Indonesia to disseminate PSAs related to the Covid-19 vaccination program to the Indonesian people through the social media TikTok during the Covid-19 pandemic. there is still little research that focuses on the effective constructs contained in PSAs that are spread through social media, previous studies mostly only focused on the construction of commercial advertisements, even though PSAs have a higher urgency than commercial advertisements because PSAs involve a wide community. Therefore this study aims to explore the construction contained in the Covid-19 vaccine PSA released by the Indonesian Ministry of Health on social media TikTok, this study uses qualitative research methods and analysis of semiotic signs initiated by Barthes to obtain the desired results. From the results of the research, three meaning construction were obtained in terms of connotation, denotation and myth in the Ministry of Health Republic of Indonesia's Covid-19 vaccination PSAs.

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