

ABSTRACT

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This study was aimed at finding the meanings, what, how and why the meanings realized in the *Malam Bainai* wedding ceremony. This study was conducted by using a descriptive qualitative method. The data of this study were signs that found in the *Malam Bainai*. The sources of the data were the video of *Malam Bainai* wedding ceremony on YouTube and the Informant who knew well about the *Malam Bainai* ceremony. The data were analyzed by using Peirce's theory of semiotic object. The researcher found 7 meanings on the *Malam Bainai*, namely: heredity, foundation, journey of life, mediator, purity, fertility and protection. From those materials found that there were 3 icons that consist of *kain simpai* (quilt), *payuang kuniang* (yellow umbrella), *kain jajakan kuniang* (Yellow Fabric Served as Yellow Carpet). Then. 1 index was moderator and 4 symbols namely: air kembang (flower water), *bareh kuniang* (yellow rice) and *inai* (henna).

Keywords: *Semiotic, Peirce's theory, Malam bainai, Wedding ceremony.*