

ABSTRACT

Lastaida Br Tohang. NIM.2143220020. Semiotic of Covid-19 Protocol in Youtube Advertisement. A Thesis. Faculty of Language and Arts. State University of Medan. 2021.

This study discussed about Semiotic of Covid-19 Protocol in Youtube Advertisement. This study was aimed at findings the meaning, what, how, and why the meaning realized in the Covid-19 protocol. This study was conducted by using descriptive qualitative method. The data of this study were sign/symbol that found in Covid-19 protocol. The source of the data were the video from youtube advertisement. The data were analyzed by using Peirce's theory of semiotic. The researcher found 8 symbol of Covid-19 protocol, they are : Mask, Keep the Distance, Handsanitizer, Soap, Keep the House and Surrounding Cleaning, Crowd, Exercise, and Fruits/Vegetable.

Keywords : Semiotics, Peirce's Theory, Covid-19 Protocol, Youtube Advertisement.

