

## **ABSTRACT**

### **The Message From Parody Poster Dawah on Pemuda Hijrah Instagram ( Semiotic Analitic of Roland Barthes)**

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Poster was created as a communication medium to convey information to the audience. A popular design is one part of the appeal of a poster to be seen by the audience. One of the missionary movement of young people in Bandung who Pemuda Hijrah utilize popular poster design as a medium for his message. The purpose of this study was to determine the ideological message in a propaganda poster parody edition on Instagram Youth Hijrah. This study uses Roland Barthes semiotic analysis with a qualitative approach, using the paradigm critically with data retrieval techniques informant interviews and optimizing the ability of researchers to analyze propaganda poster parody with the method of Roland Barthes. The results of this study show that the popular poster can be inserted message moral and ideological in its design. Then the myths in popular culture can be used as a dakwa tool for Muslims, especially in preaching to young people who are familiar with popular culture and the myths that exist in people's lives. In conclusion, that popular culture can be used as a medium of propaganda, especially for younger children. Popular culture is synonymous with the West has always been an enemy to people who hold a narrow understanding of Islam. Pemuda Hijrah but instead use popular culture as a propaganda tool for young people to instill ideology devout Muslim but cool.

Keywords: Poster, Da'wa, Popular Culture, Ideology