

## ABSTRACT

Art Mural is one of the media to deliver messages in conducting communication activities. Mural art is a medium for delivering messages, both for building brand preferences, describing a state of place, education for the community, social criticism, and decoration for an area. The birth of social media as a new digital media made many people anonymous and easier to blaspheme one another. This makes TUTU as an artist who deals in the world of murals wants to convey a message about this recent phenomenon where people can blaspheme others on social media but those who blaspheme others are in fact no better than those who are blasphemed. Tutu makes series works themed "Guilty Pleasures" because they want to criticize this phenomenon which is often done by women. This research was conducted with the point to find out the meanings of the TUTU series with the theme "Guilty Pleasures". This study uses Visual Semiotics as a method for analyzing the work of the TUTU. The results of this study prove that TUTU mural works with the theme "Guilty Pleasures"

TUTU's mural work themed "Guilty Pleasures" illustrates the situation of Asian women, especially Indonesia, which from the research conducted by Tutu this phenomenon occurs in Asia, especially Indonesia. With the name of a rather vulgar work and forms of work such as poses of selfie women already illustrate this phenomenon in Indonesia. In other words this is the social criticism of TUTU to this phenomenon through a work.

Keywords: Murals, Visual Semiotics, Guilty Pleasures, and TUTU