

ABSTRACT

Youtube podcast, which is now an audio-visual media platform that covers a wide range of content and topics, from both entertainment and education. A YouTubepodcast was performed by an announcer named Deddy Corbuzier who is a public figure known to the people who now own their own YouTube canal and has a YouTubepodcast entitled "Close the Door." One episode of the show invites a guest star child figure with greater intelligence in the communication of Shabira Alula Adnan or Lala. Research is researching how the communication between Deddy Corbuzier and Lala was semiotics of Roland Barthes. Through a semiotics analysis, this study aims to express the communication dynamic between the two, highlighting how signs are used to shape meaning in their interactions. Research using the semiotics of Roland Barthes suggests that the conversation between Deddy Corbuzier and Lala creates a narrative reflecting positive values, closeness, and a wise approach to teaching. Semiotics analysis shows how signs are used to form complex meanings, as well as the educational message conveyed through their interactions.

keywords: Youtube podcast, Roland Barthes semiotics, communication