

## ABSTRACT

*Die young video clip popularized by Ke\$ha containing symbols associated with the symbol of the illuminati. These symbols included as a tool to socialise the purpose of a group of illuminati. This becomes attractiveness researchers to scrutinize the video clip that deals with the symbol of the illuminati. The purpose of this research is how the meaning of the symbol of the illuminati in video clip die young. This research using qualitative approach semiotics John Fiske. Data analysis technique made based on a theory presented by John Fiske television namely codes that is divided into three level, namely, the level of reality, the level of representation and the level of ideology. From the research can be concluded at the level of reality is Ke\$ha trying to commune with the audience by showing a symbol forms of the he also trying to glorify and exalt any symbol that is in video clips this. At the level of representation that symbol want to have the illuminati proximity to the audience, a symbol of the illuminati identical with force, mystery and seriousness and a symbol of the illuminati want to be seen and be near the center of attention for the audience who saw this video clip. And the last, at the level that the ideology of the ideology that was found inside each scene which showed a symbol of the illuminati viewed negatively, because these symbols based on ideology built to glorify symbol at once dominated the illuminati and for fed the audience.*

***Keywords: symbol, symbol illuminati, video clip, john fiske, semiotic***