

ABSTRACT

Video is a media intermediaries which is used by the people in expressing themselves. However, in a millennial generation at this moment without making and uploading a video in a social media for the purpose of entertainment or information is no longer a new thing. Bima Arya Sugiarto is one of the user of a social media instagram which have a lot of followers. Few months ago, Bima Arya Sugiarto surprises the society by making a video of baby shark challenge that is being viral recently in Indonesia. A baby shark challenge video that he makes along with a police unit from the city of Bogor does get quite a lot of response if it is observed from the number of views and comments, which in this case Bima Arya Sugiarto is the mayor of Bogor, it is unique that as the only local official that is willing to dance a baby shark challenge. The video has a duration for one minute, which he uploads in his instagram account. This action brings up a question, what image does Bima Arya wants to build using that challenge video. In researching the promotion of Bima Arya Sugiarto's image, the writer uses a qualitative approach with a paradigm constructivist and uses an semiotics analysis method; Charles Sanders Pierce. The meaning is done with a theory Triangle of meaning and that is a sign, object, and interpretation. Sign is viewed from one elements such as visual sign, then analysing it by observing the object from the aspect of an icon, index, and symbol. The process of analysis yields meaning that is derived from an interpretive standpoint. The result from this research shows a postivie image in the baby shark challenge video where the main protagonist is Bima Arya Sugiarto, he is also a regional leaders that wants to be seen as assertive yet humanist. A positive self-image is clearly shown in baby shark challenge vdieo of Bima Arya Sugiarto.