

ABSTRACT

At this time technology is part of human life in all aspects, both social, economic and political, inseparable from technological advances. It can be said that technology has now become a human need. One of the technological advancements with the creation of a video. Which is one of the tools in presenting information in various aspects. For this reason, this study aims to describe and analyze how a "Video of President Jokowi's Action at the Opening of the 2018 Asian Games", in which a president carried out heroism on the video. The phenomenon in the video is the extreme action of President Joko Widodo, played by Stunman spread through mass media or social media. To dissect the meaning of the video in this study will use a type of qualitative research, with a constructivism paradigm, and Roland Barthes's semiotic analysis method. The results of the study show that based on Roland Barthes' theory, it has three meanings, namely connotation, denotation, and myth. So from these three meanings we know the true meaning both in connotation, denotation or myth.

Keywords: Heroism, Semiotic, Representation.