

ABSTRACT

Love is an aspect that is inherent in human life. The presence of love is an important aspect and can be obtained through a romantic relationship. To create a healthy quality relationship, a harmonious relationship is needed which can be supported through effective interpersonal communication with your partner. Because of this, the concept of love languages was created, which is a form of verbal and non-verbal communication to express love for loved ones. Love languages then became a very interesting topic of discussion among the public, and were applied in everyday life through various communication media, one of which was music videos, especially the music video Cincin by Hindia. This research is qualitative research using Roland Barthes' semiotic analysis approach, and data was obtained by direct observation. This research was conducted with the aim of understanding how the signs of Love Languages are represented in the music video Ring by Hindia. In this music video there is the concept of love languages which is represented in the lyrics and each scene. Starting from words of affirmation, physical touch, quality time, receiving gifts and serving, which represents the concept of love languages, is shown in every scene in this music video.

Keywords: *Love Language, Interpersonal Communication, Representation, Semiotics, Music Video*