

ABSTRACT

Shopee officially chose Korean girl band Blackpink to become the Asian Brand Shopee Ambassador for Shopee advertisements featured on Indonesian television. The Blackpink Version of Shopee Ad Screening turned out to cause polemic in the community. In fact, the KPI gave a warning letter to the TV station broadcasting the Blackpink Ad. These problems are related to the existence of pornographic elements in Blackpink advertisements. The focus raised in this study is what are the signs on the Blackpink advertisement that present pornographic elements. This study uses a qualitative method with Charles Sanders Peirce's semiotic approach. The results of this study indicate that out of 9 shots there were pornographic signs in the Blackpink Version of Shopee Ads in dance movements, costumes, body curves, and glances used in accordance with the definition of pornography according to the Republic of Indonesia Law No. 44 of 2008 and pornographic theories from several literature

Keywords: Advertisements, Blackpink , Pornography

