

ABSTRACT

Community Youth Movement of the Hijrah or better known as “Shift” to innovate to make the content of da'wah da'wah in the digital world, by following the development of technology and communication they create video content the “One Minute Booster”. Video One Minute Booster uploaded by the account Instagram @shiftmedia.id as a reminder of the self or self reminder for the youth or the user's social media Instagram in everyday life in accordance with the teachings of Islam. The purpose of this study is to describe the message of da'wah that is delivered in a video One Minute Booster on Instagram @shiftmedia.id and to know the meaning of the sign contained in the video One Minute Booster based on the representamen, object and interpretant. This research uses the method of analysis of the semiotics of Charles Sander Peirce (Vera, 2014) so that the exploration of the meaning of the more widely found in the behind the signs in the video. Conclusion in this research is the message obtained from video one minute booster is a message in the form of the solution to the problems faced by young people in their everyday lives.

Keyword : *instagram, one minute booster video, semiotics, the message of da'wah*