**ABSTRACT** 

This research was conducted to find out the meaning of 3d visual painting that

Persija Jakarta supporters want to display, namely the supporter organization of the

jakmania through 3d visual painting works. This 3d visual painting creation

contains various kinds of 3d works to convey criticism, big celebrations and bring

down the opposing team's mentality. This is what makes the writer interested in

analyzing more deeply about this 3d visual painting. The analytical technique used

in this research is descriptive qualitative using the theory of Semiotics of Roland

Barthes in finding the meaning behind 3d visual painting. The results of the research

show that every 3d painting has many strong meanings in each of his works. The

form of each of his works has many meanings, such as anxiety, big celebrations or

bringing down the opposing team's mentality.

This research is focused on the meaning contained and the message conveyed by

the three 3d visual painting works that have been created and displayed during the

match. The data analysis technique used in this research is descriptive qualitative

with Roland Barthes' semiotic research methods in the form of connotations,

denotations, and myths to show each of his works such as objects and colors.

Keywords: Roland Barthes semiotics, painting, supporters

vi