

ABSTRACT

YouTube is one of the social media that can load various types of videos. YouTube channel owners make videos to attract the attention of the audience in cyberspace, not only to share the latest information, but also to broadcast content that is always entertaining and at the same time educating viewers. Currently YouTube starts to serve programs that have artistic nuances compared to journalistic programs, like comedy, podcasts, games or challenges, variety shows and talk shows. This research aims to find out how the meaning of denotation, connotation, and myth is through scenes and dialogue of the video "comedy is safe so that it can be on TV". Satirical humor often has myths that are considered upsetting, and a very dangerous type of comedy, especially for the realm of television. So from that came along a parody video that contains satirical humor. This video tells a story about a neighborhood leader and a security guard who are discussing the reasons about why residents in their housing do not want to get vaccinated. This research uses qualitative methods, and the data is selected using Roland Barthes's semiotic approach. The results of this research show that satirical humor is critical towards the government, the media and society. The myths that appear in the video are criticisms of media, politics, and society. The myths in this study also explain why this video is a parody video. This satirical humor can be seen from the dialogue between the neighborhood leader and a security guard, then supported by two people who describe an atheist and Islamic society.

Keywords : *YouTube, Video, satirical humor, parody, semiotics*