

ABSTRACT

One of the social media that is currently favored by many people in disclosing personal situations and activities is YouTube. Through the social media Youtube, users can upload all kinds of activities, both in the form of short videos to be conveyed to the wider community in shaping their self-image. The research entitled "Representation of Comedian Kiky Saputri's Self-Image on the Taulany TV Youtube Channel (Roland Barthes' Semiotics Study in Kiky Saputri's New Home Inspection Event, Success Thanks to Report Sir) analyzes how comedian Kiky Saputri's self-image is represented through vlog content on YouTube. This study aims to determine the self-image of comedian Kiky Saputri through YouTube vlog content seen through three concepts, namely denotative meaning, connotative meaning and myth in Roland Barthes' Semiotics. To achieve the research objectives, the authors use a critical paradigm by using qualitative methods and Roland Barthes' Semiotics analysis approach. The focus used in this research is comedian Kiky Saputri's self-image in YouTube vlog content.

Keywords : *Representations, Roland Barthes Semiotics, Self Image, Youtube*