

ABSTRACT

Changing times certainly can change human habits. One of them is the habit of doing a struggle. There are still many people, especially young people, who have not implemented fighting actions since they were teenagers. Because of this, the QRIS advertisement "Pusaka Unifying the Archipelago" features a scene of combining two backgrounds, namely colossal and modern, as a form of representation of the two sides of the struggle that are different from those of the main character. This study focuses on the representation of the meaning of the struggle of young people played by Kesatria Amandana as the main character until it is analyzed using Charles Sanders Peirce's triangular concept of meaning which is classified into representamen (qualisign, sinsign, legisign), object (icon, index, symbol), and interpretant (rhema, decisign, argument). This study aims to find out the meaning of the struggle contained in the QRIS advertisement "Pusaka Uniting the Archipelago". To achieve the research objectives, researchers used qualitative research methods with a constructivism paradigm through primary and secondary data collection. The result of this study is to show that there is a meaning of struggle through the six values of nationalism that have been implemented and supported based on the descriptions of the 8 selected scenes. The researcher hopes that further research will be able to discuss similar things but based on a critical paradigm, and it is hoped that young people will be able to struggle starting from doing simple things accompanied by the application of nationalist values.

Keywords: *QRIS Advertisement, Meaning Of Struggle, Semiotics, Charles Sanders Peirce*