

ABSTRACT

The banking world in Indonesia is very vulnerable to its image, because there are cases that are detrimental to customers, and banking companies in Indonesia are trying in such a way as to restore trust in customers and prospective customers. Content in the form of a web series is a relatively new image enhancement strategy through social media. by several companies. BRI produces webseries content with the intention of enhancing its image in the long term because the content will not disappear and the public can watch it anytime and anywhere. However, it is not only BRI's image that is displayed in the web series. As for the meaning of professionalism that is raised to be one of the attractions of the web series, in this study professionalism refers to Law Number 5 of 2014 concerning the State Civil Apparatus (ASN). This research is interesting because webseries content is something new, and BRI uses the webseries to show their professionalism working at BRI. The research will discuss the representation of the professionalism of BRI bank employees through webseries with a heart in enhancing image, using qualitative methods and integrating semiotic theory from Roland Barthes, and data collection techniques used in this research in the form of observation, the researcher observes each snippet which shows that BRI employees in the webseries they carry out acts of professionalism, the results of this study show that this webseries is true, most of it shows professionalism referring to Law Number 5 of 2014 which aims to improve image.

Keywords : *Image, Professionalism, Representation, Semiotics, Web Series*

