

ABSTRACT

This study analyzes the TikTok content from the account @thebarebear_, which focuses on the theme of grief, using Roland Barthes' semiotic approach with five narrative codes: hermeneutic, semantic, symbolic, proairetic, and referential. The study aims to identify how the process of grief is portrayed through the bear character in the content. The hermeneutic code reveals the condition of grief through text, the semantic code emphasizes meaning through abstract objects associated with the character, while the symbolic code uses forms and colors to represent the emotion of grief. The proairetic code shows the character's activities that reflect emotional processes, and the referential code links objects with culturally known meanings. The findings of this study indicate that the content illustrates the stages of grief, such as denial, depression, and acceptance, with a focus on the depression stage before acceptance. This research contributes to enriching semiotic studies on social media, particularly in the theme of grief, and is expected to serve as a reference for further studies in this field.

Keywords: *Semiotics, Five Narrative Codes, Grief, Content Analysis*