

ABSTRACT

This study explores the use of visual communication strategies in political campaigns through a "Watch Party for Persib" poster used by a deputy mayor candidate in Cimahi. Applying Roland Barthes' semiotic theory, the research analyzes five codes: hermeneutic, proairetic, semic, symbolic, and cultural. A descriptive qualitative method was employed, including observation, in-depth interviews with campaign teams, and visual analysis of poster elements. The results reveal that the poster was not merely for entertainment but functioned as an indirect political communication tool to build the candidate's image and gain voter sympathy by associating with popular local culture, particularly Persib Bandung football club. The analysis indicates a commodification of cultural symbols to reinforce political narratives. The study concludes that political posters can effectively establish emotional connections between candidates and voters. Ethical considerations are recommended to prevent excessive cultural exploitation in campaign visuals.

Keywords: *Campaign Poster, Communication Politic, Football Culture, Semiotic Roland Barthes, Visual Communication*