ABSTRACT

Billboard is an outdoor media which is in general made of triplex in the form of image and script to shape people’s perception of the message being delivered to inform about an activity or certain occasion. The Billboard of "Banjir dan Sampah" was used as a media to convey the message in the form of social critics to the people, as to the government in the process to build awareness of the importance of a healthy and clean environment.

The purpose of this study are pragmatically; to give analitycal description and comprehension of the meaning which appeared of the various signs which was visualized on the billboard of “Banjir dan Sampah” as a media to build awareness to the citizens of Surabaya the importance of a healthy and clean environment. Theoretically, hopefully this study would give a contribution for semiotic discourse analysis in the communication studies.

This study is a descriptive qualitative research. The semiotic analysis of the billboard of “Banjir dan Sampah” focused on the message which include verbal aspect (script) and visual (image). For data analysis was using semiotic theory of Roland Barthes which help the comprehension of the message on the billboard textually and contextually.

The conclusion of this research describes that in the relation with the problem of Surabaya city, the billboard of ”Banjir dan Sampah” indicated the minimum awareness of the citizens towards environmental preservation and the failureness of the local government to solve the problem.

Key Words: Billboard, Cartoon, Social critic, Environment, Semiotic