

## ABSTRACT

*Kawaii or cute, is a fairly popular term in Japan. Kawaii on itself means something that is small, round, fluffy, soft, innocent, inexperienced in social behaviour and has an appearance that makes people want to protect, and also has some childishness and sunny personality. The term of kawaii, often appears on every aspect of Japanese people live, as well as on its entertainment. Such as depicted in Touken Ranbu Online game.*

*Touken Ranbu is an online web browser game with a fantasy and historical theme. Especially the famous ancient Japanese sword history. The character in the game is some kind of reincarnation of those swords. They depicted as human in variable appearance most often as attractive human male.*

*With Roland barthes's Semiotic theory that is focused on sign, and signifyer in a symbol, the writer wanted to examine how the concept of kawaii depicted and symbolize in Touken Ranbu characters.*

*Keyword: kawaii, semiotics, Roland Bartes, game, Toukan Ranbu.*

