

ABSTRACT

Christmas which is represent through mass media or other kind of media construct meaning.

The visual *image* entitled “Kelahiran” that will be analyzed in this painting is a visual phenomenon of communication media which transmits messages through visual codes that is negotiated to the Javanese culture. This analyze based on questions : How does the concept of Christmas that are constructed with the values of Java in the visual *image* entitled "Kelahiran"?

What are the icons and cultural symbols embedded in the concept of Jesus' birth (Christmas) on the visual *image*, entitled "Kelahiran" is?

The purposes of this research are identify Christmas concepts in Javanese culture which articulated in the visual *image*, entitled “Kelahiran”. Also uncover and analyze visual culture through the icons and symbols embedded in the concept of Christmas in the visual *image*, entitled "Kelahiran" .

This research employs semiotics analysis as a tool to analyze. The interpretation of visual *image* is carried out based on signifier-signified; syntagm-paradigm from Ferdinand de Saussure.

Visual *image* entitled “Kelahiran” construct a different meaning of Christmas. From observation and analysis, researchers can conclude two things. *First*, the visual *image*, "Kelahiran" construct Christmas through the values inherent in Javanese culture with a philosophy of mystical and religious life. It also emphasized harmony, humility, and simplicity which are the life principle of java. *Second*, the visual *image*, "Kelahiran" construct a baby, *senthir*, and a basin with flowers and water as an icons and cultural symbols which constitute *Santa Clause*, Christmas Tree, and snow.

Key words : Meaning, Christmas, *Kelahiran* (Birth), *Kerukunan* (Harmony).