

## ABSTRACT

*The purpose of this research is to analyze signs and meaning which can be found Ambient Media Backdrop and its connection to Political Branding within Jokowi campaign on 2014 election. Writer believes the design on the backdrop of Kisah Blusukan Jokowi shadow version contains good messages and meanings, whether it is clearly expressed or in an implicit way. The focus of this research is how the meaning of credibility and personality can identify Political Branding in Jokowi's figure. The object of this research is a Backdrop of Kisah Blusukan Jokowi shadow version. Method used in this research is qualitative with semiotic approach using Roland Barthes's semiotic model. In Barthes's model, signification of sign consist of two step; denotation and connotation to myth. From the result of this research, there are seven signs which reflect denotation meaning. They are such, flag, the word "JOKOWIMANIA", the "GULUNG LENGAN BAJUMU" logo, "KISAH BLUSUKAN JOKOWI" sentence, the lighting, the shadow and the background. While in connotation meaning, credibility and personality was found on those seven signs. The myth in this research's object is being separated by two type; a myth that has been formed and a myth that create a new social product in the community.*

**Keyword:** *Political Branding, Ambient Media, Backdrop.*