

**THE REPRESENTATION ENVIRONMENT CARING MEANING OF A PHOTO BY
ANTONY SETIAWAN**

**(Analysis Semiotic by Roland Barthes of a photo by Antony Setiawan at Canon
Photomathon 2014)**

ABSTRACT

Currently there are many people who are less concerned to caring the environment. One of the way to inspire people is through the media images, such as photographs of caring environment by Antony Setiawan, who won the photo contest of Canon Photomathon in 2014. In this study, researcher is interested to reveal the meaning of environmental care in the photo. This research is a qualitative research with critical paradigm using semiotic technique analysis of Roland Barthes. In his theory, Barthes use a two-stage analysis of significance (two orders signification) denotation, connotation and myth. This research showed the meaning of environmental care which contained in the photographs by Antony Setiawan.

Keyword: Photo, Semiotics, Roland Barthes