

ABSTRACT

Humans as social beings in life can not be separated from the interaction, socialization and communication. Interact with each other familiar with Indonesian people, it is called suave culture or salaam. Along with the development of technology and the emergence of the Internet is growing more advanced, communications now can be done through the media unhindered intermediary distance and time. Social media interactions affect the people of Indonesia at certain moments, such as the days of religious communities. In these moments, especially Ramadan and Eid Mubarak requires us to greeting and silaturahmi. Because people of indonesia have usually communicating with social media, so they keep using social media as a medium to express the values of friendship worship were deemed much less bring out the emotional side of the actualization of the expression of fraternity.

In this important moment, *Three* aware of this phenomenon, they launch advertisement in social media *Youtube* during Ramadan and Eid, indirectly there are ideas that invested in *Three UbahDenganBicara* advertisement ex-boyfriend version and mother. To return again to the culture of greeting one another, which is a form of expression of fraternity actualization in Indonesian society. By using qualitative research and analysis methods of visual semiotics in surgical problems related to social life, which is expected to benefit as input and consideration for the public to capture and interpret the message. And are expected to provide awareness to the people to talk to each other in solving problems and can get insights in the field of advertising, particularly knowledge about the meaning of the advertising message in an advertisement.

Keywords: *Advertising, Social Media, and Communication*