

ABSTRACT

Poster is a aspiration expression medium in artwork form. Poster is not only as a medium for deliver information, but also affect the audience with a visual form. The poster contains the meaning of every form visual display. This poster shows the results murder experienced of Salim Kancil through the dead body figure with the prone position. The purpose of this research is to determine the meaning of a propaganda poster Di Tanah Kami Nyawa Tak Semahal Tambang. This research uses analysis Semiotics of Charles Sanders Peirce to know the meaning contained in the poster. Meanings carried with the Triangular Meaning Theory of Peirce, that is sign, object and interpretant (interpreter). Sign views by two elements which posters Visual and Text Elements, and then analyzed by looking at the object from the icons, indexes and symbols aspect. The analysis process generates meanings obtained from an interpretive standpoint (interpreter). The results of this research indicate the meaning of the this poster is Indonesian more appreciative quarry compared to the value of humanity even someone's life.

Keywords: Poster, Propaganda, Meaning, Semiotic