

ABSTRACT

The forest and The land's fires are the incident that occurred every year in Indonesia, but since, this case got more attention from public because the condition was getting worse and the increasing number of fires were found in several regions in Indonesia. With all these conditions that made some media crews were increasingly competing in presenting news about the land and the forest's fires itself, one of them was done by Republika. At Thuisel, October 8th 2015, Republika's daily newspaper appeared with different "face" from any other newspaper, it was because the main page was covered in gray and became blurred. There was only a photo figured of a child was riding a bicycle, holding his nose and mouth, with the caption itself is "when it covered by smoke, all news becomes difficult to read", and became a symbol that wanted to be delivered by Republika on that smoke edition's newspaper. The aim of this research is reveal the meaning in the front page of Republika newspaper's smoke edition which based on three stages of meaning owned by Roland Barthes, that is meaning of denotation, connotation and myth. This research uses a qualitative method with the critical paradigm. The result of the research reveals that the meaning of this blurry page is the smoke nuanced newspaper has made especially by Republika which related to the case of the forest fire itself. This research also shows any kind of myth from gray color and the use of a child as the photo's object that became a point of view on the newspaper's smoke edition.

Keywords: *Smoke Edition's Newspaper, Republika, Semiotics, Barthes*