

## **ABSTRACT**

*Music and video clips is a unity that can provide inspiration or solace to listeners or viewers. It should apply to all music and video clips, including a video clip titled BAD produced by Indonesian Youtubers named Young Lex. However, the fact that the video clips titled BAD belonging to Young Lex and AwKarin it contains elements of juvenile deviant behaviours used to be able attracting public attention. In the middle of 2016, the figure of AwKarin as selebgram and vloger became a hot topic in public because of her lifestyle depicting juvenile delinquency and is considered to damage the morale of the nation children. The writer interested in studying this phenomenon for researchers identified that there has been a process of commodification committed against deviant behavior of adolescents, so this research titled **“The Commodification Of Juvenile Deviant Behaviours In Social Media (Analysis Semiotics on BAD Official Music Video in Youtube)”**.*

*The purpose of this research was to determine the form of commodification of deviant behavior that occurs in social media YouTube. This research used a qualitative approach using semiotic analysis. The data analysis technique based on the theory of "The Codes of Television" belonging to John Fiske. Based on the results of this research can be concluded that a process of commodification of deviant behaviour committed by juveniles in the video clip BAD in reality level and the level of representation.*

**Keywords : Commodification, Music Video, Social Media, Semiotics, Codes Of Television**