

ABSTRACT

Social criticism is a form of communication in a society that aims or functioning as the control over the operations of a system or community processes. Social criticism often appears when the public wanted a new better atmosphere, more advanced or more political, a more democratic and open. One Youtube channel named Remotivi uploaded one video titled "Tv, Jasamu Tiada...". This video goes from the disappointment of communities against the today's tv footage. Researchers want to examine how form of social criticism presented by the video using semiotics analysis of John Fiske.

This research used qualitative descriptive approach with a semiotics analysis. Paradigm used is critical with the techniques of data collection using the study documentation by analyze directly through the Youtube video of "Tv, Jasamu Tiada...". Data analysis techniques used in this research was conducted based on the theory by John Fiske about "The Codes of Television". This technique is used to indicate how the social criticism displayed by video "TV, Jasamu Tiada. ..".

The results of this research reveal that: first, on the reality level; there are two areas of social criticism that are being criticized, which dedicated to the world of television and the world of education. Second, on the level of representation, the most visible thing is on the part of the lyrics, as well as the shooting technique. Third, there are two types of ideological level, namely the ideology of capitalism for the television that serves display and ideological adherence to children who watch the footage.

Keywords: *Social Criticism, Semiotics John Fiske, A Youtube Video "Tv, Jasamu Tiada...".*