

## **ABSTRACT**

*Youtube is one of a lot media to do advertising. Advertising is an activity of communication that use creative content such as copywriting, scriptwriting, typography, illustration in the way to deliver the message. One of the advertising that use Youtube as the place to do it is advertisement of Sprite “Kenyataan Gak Seindah Sosmed Selebriti - #OOTD” version. This research is using constructivist paradigm in purpose to know how narcissism represented in advertisement of Sprite “Kenyataan Gak Seindah Sosmed Selebriti - #OOTD” version and using qualitative method with semiotics analysis from Charles Sanders Peirce through observation data collection techniques and literature review. The object for this research is advertisement of Sprite “Kenyataan Gak Seindah Sosmed Selebriti - #OOTD” version with 2 scene as analysis unit.*

*The results of this study of women in this ad looks very obsessed to show off the clothes that she'd wore. In this ad the woman wearing various clothes and then took some photos with the clothes then uploaded on instagram. The purpose is to raising the substance in social media instagram or commonly called as social climber. The way she uploading photos of herself using clothes in the store, then admitted if the clothes was her collection of clothing. The goal of the women's activities is to get the likers and comments on his instagram account. In addition, that woman way is wanting to show off what she is wearing, hoping to gain social recognition in the form of praise and admiration from others especially followers on instagram. Basically a narcissistic person is a person who likes to boast about herself, thinks that she's special and unique in comparison to others, and has a high passion for the admiration of the others.*

**Keyword:** *Charles Sanders Peirce, Narcissism, YouTube Advertisement, Semiotics, Representation*