

Social problems are currently a concern that has a major impact on the lives of Indonesians. One way to prevent social problems with the presence of public service ads that appear on television. One of them is ILM version #waktunyakita kerja sama which aired on Net TV. From the message delivered in the ad it appears Public service ads are one of the digital literacy because ILM has a message delivered to the audience, one of which is an educational message. Value education is an educational message that guides audiences to not only get caught in educational materials. Researchers analyzed the clasped video into six scenes and analyzed using Roland Barthes's semiotics and divided them into denotations, connotations and myths. The results suggested that ILM version #waktunya kita kerja sama display the value of social education messages where the ads try to inform the importance of group life. There is also the value of moral education where the ads try to regulate the behavior to behave. There is also the value of cultural education messages where the advertisements try to inform Indonesia's diversity.

Keyword: Social Issues, Educational Value, Digital Literacy, Public Service Ads, Roland Barthes semiotics.