

ABSTRACT

Instagram ads are forms of information or messages about a product or service that delivered through the media. This research aims to find out the meaning of denotation, connotation and myth in advertising Nusseyba .id version Amazing Parkour in Women Hijab . The method used in this research is qualitative research method by using Roland Barthes semiotics analysis which see the sign of denotation, connotation, and myth. The results show that Muslim women are free to exercise anywhere, Muslim women's sportswear does not interfere with brand sports activities and can explore their hobby despite wearing hijab syar'i.

Keywords: Semiotics, Advertising Nusseyba .id, Muslim Women , Representation.