

ABSTRACT

Along with increasingly rapid development of technology and information, nowadays delivering da'wah can use visual media, such as video. One of the example is named, "One Minute Booster". It's da'wah videos that were uploaded by an Instagram account from a hijra youth community movement. One of the video named "Sabar", explains the virtue of patience. In this video, there were several scenes that describe signs of patience. The purpose of this research is to understand the semiotic meaning behind da'wah communication about patience on the level of reality, representation and ideology. To achieve the purposes, researcher use qualitative research method with John Fiske's semiotic approach. Based on "The Codes of Television" which is divided into three levels, such as reality level, representation level, and ideology level. The result shows that da'wah communication about patience was shown by showing a man with the activities that he is doing. On reality level, da'wah communication about patience was shown through the code of costume, movement, expression, setting, and text. While on representation level, the depiction of da'wah communication was shown through the code of camera, sound, and music. Lastly, on the level of ideology, da'wah communication about patient was represented in patience virtue.

Keywords : Da'wah Communication, Pemuda Hijrah, Semiotic, John Fiske's Semiotic.