

## **ABSTRACT**

The concept of a wedding video gives its own meaning to each storyline that airs. Like Anisa Rahma's wedding video, every scene that is found in Anisa Rahma's wedding video by Hijaz Pictura contains elements that have meaning, from each visual displayed. Hijaz Pictura as a wedding photo and video service company with the theme of Muslim wedding, in each of its works both photos and videos always insert messages or symbols of Islam. The purpose of this study is to find out the signs or symbols of Islam contained in Anisa Rahma's wedding video by Hijaz Pictura which can be seen directly on Anisa Rahma's Instagram account @anisarahma\_12. This study uses qualitative research methods with constructivist paradigms and data are analyzed using the Charles Sanders Peirce semiotic model which then produces data that is Islamic symbols in Anisa Rahma's wedding video seen in every sign that is in each piece of picture, such as displaying al -qur'an as the book of Muslims, women wearing hijab, praying raising hands, wearing white clothes, maintaining beards, shaking hands consent qobul, kissing the forehead of the wife depicting the presence of Islamic symbols in the wedding video Anisa Rahma by Hijaz Pictura. The Islamic symbols contained in Anisa Rahma's wedding video itself are more of a common Islamic symbols, consciously or not, commonly found in daily life.

Keywords: Semiotics Peirce, Islamic Symbols, Wedding Videos