

## ABSTRACT

Phenomenon about the fading spirit of nationalism in Indonesia seems increasingly alarming, especially among the youth generation. This problem brings up the idea for Alffy Rev to insert some nationalism contents in each of his works, one of them is Alffy Rev ft. Farhad “Bumi Terindah” video clip. The purpose of this study is to explain the nationalism meaning of “Bumi Terindah” video clip by Alffy Rev. This study uses qualitative research method with Charles Sanders Peirce approach. The result from this study refers that nationalism meaning in “Bumi Terindah” video clip such as have a strong will and determination to achieve common goals and vision, showing to the International world that Indonesian Youth are capable to give a real dedication for the country, have a common vision and mission to protect Indonesia's natural marine resources from irresponsible foreign nations, respect historical events and always remember the independence heroes, showing Indonesia country to the world, keep using traditional culture in the middle of modern society, and foster a sense of unity from diverse Indonesian society.

Keywords: Meaning, Nationalism, Peirce Semiotic, Video Clip.