

ABSTRACT

Racism is a belief which has two-part, difference and power. These different feelings encourage superior racial societies, to dominate and control other racial societies (Fredrickson, 2002: 9). In the United States, racism has occurred for years, such as Trayvon Martin case, mass killing in an African Methodist Episcopal church (AME), Stephon Clark's case, and then mass shooting on Marjory Stoneman Douglas High School. "*This Is America*" is a hip hop genre video clip in 2018, which contain controversial issues about racism in it. For the results, researcher using Roland Barthes's semiotic method. There are meanings of denotations, connotations and myths, displayed in 8 scenes that represent in this video clip. Racism is displayed in a form of gun violence and acts of vandalism against black people in the United States.

keywords: Representation, Racism, Roland Barthes's Semiotics, This Is America clip video