

ABSTRACT

The corona virus suddenly attacked the world in early 2020 in Guangzhou, China. As time goes by, it turns out that the corona virus has also attacked Indonesia. Until now, this virus is still spreading everywhere, requiring everyone to take better care of their own safety and health. In a line with the current situation, Grab as one of the e-commerce sites that is widely used in Indonesia, creates digital advertisements using YouTube as a platform, with a theme related to Covid-19 with the title "Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!". Related with this advertisement, researcher aims to analyze the messages on how to prevent Covid-19 contained in this advertisement. To express the message contained in this advertisement, the researcher used qualitative research methods and constructivism paradigm with Ferdinand De Saussure's semiotic analysis approach in delivering the message contained in this advertisement. Ferdinand De Saussure's semiotic analysis uses the concept of signifier, signified and signification. The results of this study shows that Grab advertisement " Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!" represents a message on how to prevent Covid-19. This research also shows how to properly prevent the spread of the corona virus.

Keyword: digital advertisement, covid-19, semiotics, Ferdinand De Saussure.