ABSTRACT

This research was conducted to find out the meaning of 3d visual painting that Persija Jakarta supporters want to display, namely the supporter organization of the jakmania through 3d visual painting works. This 3d visual painting creation contains various kinds of 3d works to convey criticism, big celebrations and bring down the opposing team's mentality. This is what makes the writer interested in analyzing more deeply about this 3d visual painting. The analytical technique used in this research is descriptive qualitative using the theory of Semiotics of Roland Barthes in finding the meaning behind 3d visual painting. The results of the research show that every 3d painting has many strong meanings in each of his works. The form of each of his works has many meanings, such as anxiety, big celebrations or bringing down the opposing team's mentality.

This research is focused on the meaning contained and the message conveyed by the three 3d visual painting works that have been created and displayed during the match. The data analysis technique used in this research is descriptive qualitative with Roland Barthes' semiotic research methods in the form of connotations, denotations, and myths to show each of his works such as objects and colors.

Keywords: Roland Barthes semiotics, painting, supporters