

ABSTRACT

Fardi Yandi is an educational influencer who actively creates microblog content on Instagram. The hallmark of Fardi Yandi's microblog content is its simple packaging design. Where Fardi Yandi makes a meaning of simplicity on stage through the content of the microblog. The purpose of this study was to determine the meaning of simplicity conveyed in the content using Charles Sanders Peirce's semiotic analysis approach. The method used in this research is qualitative with a constructivist paradigm. Data was collected by means of documentation studies and literature studies. From the results of the analysis, it can be found that the simple signs on Fardi Yandi's microblog include maintaining cleanliness through aspects of order, cleanliness and tidiness in various contexts, both visual and living, being able to provide various contexts, choosing the right color is the target to produce a beautiful image. simple, simplicity is not visible from the material side, and does not reduce messages for the sake of simplicity.

Keyword: *Meaning, Simplicity, Microblog, Semiotics Charles Sanders Peirce*