

ABSTRACT

Affection love is an essential basic feeling that you always want to get and give. Communication is not good can lead to wrong understanding, how to feel affection love. The Kirana song music video is a communication tool that contains messages and information on the meaning of affection love, which has many followers, so it is necessary to examine the signs used as a reference in conveying messages of affection love. The sign interpretation by constructivist analysis triadic semiotics of Charles Sander Pierce's which is built from primary and secondary data. The results of the research on the kirana song music video have the theme of getting lost in affection love. Affection love in the kirana song music video is represented by a combination of traditional and contemporary symbols. Dewi Kirana in the two dimensions of life is the main sign that represents and is a symbol of affection love. Verbal signs of affection love in the kirana song music video use various poetic language styles. Affection love is needed by every human being and youth is a critical age in trying to get a sense of affection love. Lack of affection love can cause humans to be helpless, directionless and frustrated and encourage negative actions. Affection love can be felt by directing it to positive feelings and controlling emotions and being responsible. Storyline of kirana song begins with Dewi Kirana falling into a feeling of alienation, stranded in fake affection love and solving problems with negative actions and ends with Dewi Kirana's arrows. Suggestions in conveying love should not be done in a dogmatic and commanding style, it should be done universally, use artistic signs and a soft and poetic style of language

Keywords: *Affectiion Love, Kirana Song, Music Video, Semiotics*